

THESIS

**THE REPRESENTATION OF INDONESIAN
GOVERNMENT AND SOCIETY IN THE DISCOURSE OF
COVID-19 HEALTH PROTOCOL 3 M 3 T ON *covid19.go.id*
WEBSITE: A CRITICAL DISCOURSE ANALYSIS**



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**MASTER OF LINGUISTICS STUDY PROGRAM
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA**

2022

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IR – PERPUSTAKAAN UNIVERSITAS AIRLANGGA

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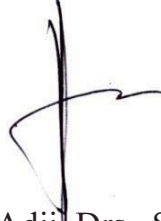
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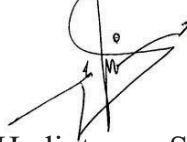
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Surabaya, 31st July 2022

The Writer,

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I dedicated this thesis to my son, Muhammad Emyr Galmara.

ABSTRACT

One of the ways on how the Indonesian government handled the Covid-19 issues was by creating an official website namely *covid19.go.id*. To be specific, this study focuses on the discourse of *3 M 3 T* on the website which portrays the representation of the government and society handling the cases. This study tries to discover the representation of the government and society depicted in the discourse and to reveal how the discourse *3 M 3 T* produced by the government embraced the participation of the society in handling Covid-19 cases in Indonesia. This study applies a qualitative research method and uses the Critical Discourse Analysis three-dimensional approach proposed by Fairclough. Moreover, it uses Althusser and Gramsci theories to find out ideology embedded in the text. The results of the study show that from Covid-19 first wave until post second wave, the government was represented as the protector and society's partner whereas society was represented as an object as well as a subject in participating the handling of Covid-19 cases due to situational and institutional factors. Furthermore, the discourse *3 M 3 T* produced by the government embraced the participation of the society by representing them as an object that prioritised, disciplined, passive recipient, and the government's partner. In conclusion, the *covid19.go.id* website is an institution that acts as a tool of ideological apparatus which represents the two side of the government's roles such as a controller and a partner for society and capable of making society not feel repressed in obeying the rules and regulations.

Keywords: critical discourse analysis, *covid19.go.id* website, health protocol *3 M 3 T* discourse, representation

ABSTRAK

Salah satu cara pemerintah Indonesia menangani masalah Covid-19 adalah dengan membuat website resmi yaitu *covid19.go.id*. Secara spesifik, penelitian ini berfokus pada wacana *3 M 3 T* di dalam website yang menggambarkan representasi pemerintah dan masyarakat yang menangani kasus tersebut. Kajian ini mencoba mengungkap representasi pemerintah dan masyarakat yang tergambar dalam wacana dan mengungkap bagaimana wacana *3 M 3 T* yang dihasilkan pemerintah merangkul partisipasi masyarakat dalam penanganan kasus Covid-19 di Indonesia. Penelitian ini menggunakan metode penelitian kualitatif dan menggunakan pendekatan tiga dimensi Analisis Wacana Kritis yang dikemukakan oleh Fairclough. Selain itu, menggunakan teori Althusser dan Gramsci untuk mengetahui ideologi yang tertanam dalam teks. Hasil penelitian menunjukkan bahwa dari gelombang pertama Covid-19 hingga pasca gelombang kedua, pemerintah direpresentasikan sebagai pelindung dan mitra masyarakat sedangkan masyarakat direpresentasikan sebagai objek sekaligus subjek dalam berpartisipasi dalam penanganan kasus Covid-19 akibat faktor situasional dan institusional. Selanjutnya, wacana *3 M 3 T* yang dihasilkan pemerintah merangkul partisipasi masyarakat dengan merepresentasikan mereka sebagai objek yang diprioritaskan, disiplin, penerima pasif, dan mitra pemerintah. Kesimpulannya, website *covid19.go.id* merupakan lembaga yang berperan sebagai alat aparatus ideologis yang mewakili dua sisi peran pemerintah sebagai pengontrol dan mitra bagi masyarakat serta mampu membuat masyarakat tidak merasa tertindas dalam menaati aturan dan peraturan.

Kata kunci: analisis wacana kritis, representasi, wacana protokol kesehatan *3 M 3 T*, website *covid19.go.id*

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