

ABSTRACT

News is one form of mass communication which can influence in shaping public opinion. The news content is not a reflection of reality, but the construction of reality. This study applies qualitative research method approach. This study attempts to analyze how the figure of Jokowi constructed by The Jakarta Shimbun. The purpose of this study was to determine the hidden purpose of imaging Jokowi. The writer uses a serial article “Jokowi Monogatari (ジヨコウイ物語)” volumes 1-5 that were published online on July 14 to September 1, 2014 as the data. In analyzing the data, the writer uses critical discourse analysis that is proposed by Teun A. van Dijk which focuses only on the text dimension. The text dimension includes macro structure, superstructure, and micro structure. The finding of this study resulted that The Jakarta Shimbun constructed the figure of Jokowi positively. Not only Jokowi, but also the people that have relation with him was constructed positively.

Keyword : Critical Discourse Analysis, Jokowi, The Jakarta Shimbun, News, Figure Construction