

ABSTRAK

Penelitian ini bertujuan membongkar wacana *2019 Ganti Presiden*, mengungkap praktik diskursif tentang 2019 Ganti Presiden, serta menganalisis praksis sosio budaya dalam masyarakat. Hal ini dilakukan karena dampak dari pemberitaan media terkait berita 2019 Ganti Presiden tersebut memunculkan sebuah aksi besar yaitu Gerakan #2019GantiPresiden yang dideklarasikan di berbagai kota di Indonesia. Metode penelitian menggunakan metode kualitatif dengan analisis wacana kritis Norman Fairclough karena dianggap sesuai dengan analisis wacana media berita. Analisis Norman Fairclough memiliki tiga dimensi, di antaranya: 1) teks yaitu menganalisis secara linguistik baik struktur grammar dan kosa kata, semantik, sintaksis, koherensi dan kohesi teks yang diteliti; 2) praktik diskursif yaitu menghubungkan proses produksi, konsumsi dan distribusi teks yang diteliti; dan 3) praksis sosio budaya yaitu menganalisis konteks di luar teks. Hasil penelitian menunjukkan bahwa Harian *Kompas* telah menjadi media opini masyarakat terhadap hadirnya wacana 2019 Ganti Presiden. Makna dari keseluruhan analisis menunjukkan bahwa adanya wacana 2019 Ganti Presiden di Indonesia telah menguatkan polarisasi dimasyarakat, kerap dijadikan strategi kampanye, menjadikan agama sebagai identitas politik bersama serta bias penggunaan media sosial. Hal tersebut dapat dibuktikan melalui dampak 2019 Ganti Presiden yang terjadi. Kemudian pada ranah praktik diskursif ditemukan bahwa peran media berfungsi seperti pedang bermata dua yang mampu mengatur pola pikir masyarakat baik bertujuan menciptakan persatuan bangsa atau justru memecah belah masyarakat. Pada ranah praksis sosio budaya, ditemukan adanya politik digital, politik kartel dan politisasi agama di masyarakat yang ketiganya berperan pada proses pemilihan umum presiden 2019.

Kata Kunci: Pemilu, Politik, Praktik diskursif, Praksis sosio budaya, Wacana.

ABSTRACT

This study aims to dismantle the *2019 Ganti Presiden* discourse, reveal discursive practices about *2019 Ganti Presiden*, and analyze the socio-cultural praxis in society. This was done because the impact of the media coverage of the 2019 news on President's Change gave rise to a major action, namely the *#2019GantiPresiden* Movement which was declared in various cities in Indonesia. The research method used qualitative methods with Norman Fairclough's critical discourse analysis because it is considered in accordance with news media discourse analysis. Norman Fairclough's analysis has three dimensions, including: 1) text that is linguistically analyzing both grammar and vocabulary structures, semantics, syntax, coherence and cohesion of the studied text; 2) discursive practices, namely connecting the process of production, consumption and distribution of the studied text; and 3) socio-cultural praxis, namely analyzing context outside the text. The results showed that *Kompas* Daily had become a medium of public opinion towards the presence of the 2019 Ganti Presiden Discourse. The meaning of the whole analysis shows that the *2019 Ganti Presiden* discourse in Indonesia has strengthened polarization in the community, often used as a campaign strategy, making religion a shared political identity and bias in the use of social media. This can be proven through the impact of the *2019 Ganti Presiden* that occurred. Then in the realm of discursive practice it was found that the role of the media functions like a double-edged sword that is able to regulate the mindset of the community either aimed at creating national unity or actually dividing the community. In the realm of socio-cultural praxis, digital politics, cartel politics and religious politicization were found in society, all of which played a role in the 2019 presidential election process.

Keywords: Discourse, Discursive practice, Elections, Politics, Socio-cultural praxis.