

## **Critical Discourse Analysis of Ridwan Kamil's Instagram Content in Responding to Society Complaints Regarding Illegal Fees at SMPN 2 Pangandaran**

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### **Abstract**

*The purpose of the research is to analyze Instagram content of the Governor of West Java regarding SMPN 2 Pangandaran teachers who were extorted. The development of social media in the government realm has no longer a place for public complaints made by writing a letter and submitting to the government office. Vice versa, government actions in response to complaints and aspirations are sometimes conveyed through social media. This can be seen after the illegal fees case that happened to SMPN 2 Pangandaran's teacher and immediately received a response from Ridwan Kamil, who initially via social media Instagram then created content together with the teacher. The researcher associates this with Timothy Coombs' Situational Crisis Communication Theory (SCCT) theory which filters existing content categorizations so that they can become material for analysis. SCCT was developed as a guide for choosing an effective crisis response to protect reputation. The research method used is the Norman Fairclough critical discourse analysis approach with three dimensional stages namely microstructural, mesostructure, and macrostructural. The results of the microstructural stage of research are based on the captions uploaded by Ridwan Kamil regarding the case of illegal harvesting in Pangandaran, at the mesostructural stage the researcher analyzes the contents of the visual content and for the macrostructural based on interviews with expert informants.*

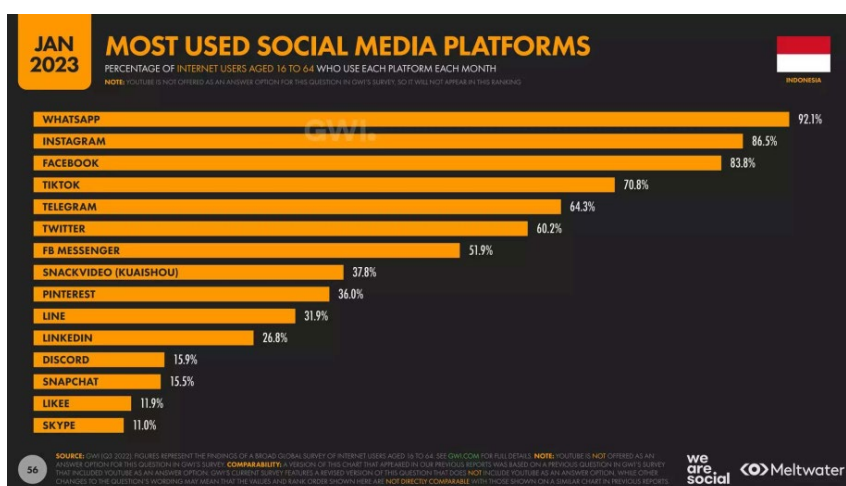
**Keywords:** *critical discourse analysis, content, Instagram, Ridwan Kamil, illegal fees*

### **Introduction**

In the current era, there is one trend that is quite prominent in the online world, namely the booming use of social media. Politicians and bureaucrats in Indonesia can quickly and responsively realize the potential of social media as a communication channel in the information exchange system and a means of interaction with the community (Suryawati, 2021). Political elites also often use social media as a means for self-image in order to display a positive impression. Impressions or impressions are our images of other people, which include our belief in the characteristics of that person. With regard to public impressions, it is self-configured through images and disseminated through the media (Fitri & Adeni, 2020).

The use of social media greatly accelerates the management of public complaints. The public can also get closer to the government, which has become one of the trends that is often called e-government. The existence of social media in government is a bridge that connects the government and the general public. Social media can be an alternative solution to optimize government performance where loading information makes it easier to interact, participate, share and create content (Cahyono, 2016). Social media is a participatory form of its users because it can provide positive and negative comments.

**Figure 1 : Most Used Social Media Platforms Data 2023**



Source : DataReportal.com

Based on DataPortal 2023 research, Instagram is the social media with the second most users in Indonesia after Facebook, which is 86.5% of the total population. This number increased from the previous year which showed 84.8%. The use of social media causes changes in people's behavior in various aspects such as ethics, culture, and existing norms. In this case, it can be said that Instagram can represent a person's feelings, interact, collaborate, and take other actions. It is undeniable that the function of social media is increasingly widespread. Not only as a means of self-existence, but also as the existence of groups, institutions and government institutions.

One of the functions of social media in the realm of government now is to receive and respond to public complaints. Government's public figure who has been using Instagram social media for a long time is the governor of West Java, Ridwan Kamil. He has made Instagram a medium for interacting with the public since becoming the mayor of Bandung city. Until now he is still active in creating content and replying to people's comments on Instagram. Ridwal Kamil also utilizes social media as a means to respond to complaints from the people of West Java.

This can be seen after the illegal fees case that happened to SMPN 2 Pangandaran's teacher and immediately received a response from Ridwan Kamil, who initially via social media Instagram then created content together with the teacher. There are two uploads related to Husein, a teacher who carried out a talk up action on social media regarding illegal fees at SMPN 2 Pangandaran on Instagram belonging to Ridwan Kamil. The purpose of the research is to analyze the Instagram content of the Governor of West Java regarding SMPN 2 Pangandaran teachers who collected illegal fees. This research associates this with Timothy Coombs' Situational Crisis Communication Theory (SCCT) theory which filters existing content categorizations so that they can become material for analysis. SCCT was developed as a guide for choosing an effective crisis response to protect reputation.

In this study of course refers to previous research or literature review with title "Dimensionality Of Appeal Work From Home In Instagram Accounts Mayor Of Surakarta City 2016-2021f. X. Hadi Rudyatmo: Critical Discourse Analysis Of Norman Fairclough " written by hanif burhanudin. . The research method used is the Norman Fairclough critical discourse analysis approach with three dimensional stages namely microstructural,

mesostructure, and macrostructural. The results of the microstructural stage of research are based on the captions uploaded by Ridwan Kamil regarding the case of illegal fees in Pangandaran, at the mesostructural stage the researcher analyzes the contents of the visual content and for the macrostructural based on interviews with expert informants.

## Method

This research has a qualitative descriptive design aims to present a presentation or analysis in a narrative, descriptive as well as objective. As stated by Bognan & Biklen (1982) quoted in Moleong (2007:248) that qualitative data analysis is a work process carried out based on data and then the results of the organization are grouped into units that can be processed, synthesized, found patterns, got what considered important, and states what can be told to the public. It can be concluded based on the explanation above that the first thing to do in qualitative data analysis is collecting data, organizing the data so that it becomes systemic, then presenting the research results to others.

The research method used is the Norman Fairclough critical discourse analysis approach with three dimensional stages namely microstructural, mesostructure, and macrostructural. The results of the microstructural stage of research are based on the captions uploaded by Ridwan Kamil regarding the case of illegal fees in Pangandaran, at the mesostructural stage the researcher analyzes the contents of the visual content and for the macrostructural based on interviews with expert informants.

## Results and Discussion

In his theory, Fairclough describes three processes in critical discourse analysis including text analysis, discourse practice, and sociocultural practice.

**Table 1. Research Data Collection with the Fairclough Method**

| No. | Structure                                | Method                     | Data                                                                                 |
|-----|------------------------------------------|----------------------------|--------------------------------------------------------------------------------------|
| 1   | Text (Microstructural)                   | Text Analysis              | Caption on Ridwan Kamil's Instagram content about illegal fees at SMPN 2 Pangandaran |
| 2   | Discourse Practice (Mesostructure)       | Content Analysis           | Visual content                                                                       |
| 3   | Sociocultural Practice (Macrostructural) | Expert Informant Interview | Digital communication Expert                                                         |

*Source: Research results*

At the stage of text analysis (microstructural), the text does not only show how an object is described but how the relationships between objects are defined. In the research process, this text analysis looks at the meaning of the caption made by Ridwan Kamil. The meaning of the text based on the writing of the sentences in caption and how it relates to the existing cases.

**Figure 2 : First Content about responses Illegal Fees at SMPN 2 Pangandaran**



Source : <https://Insagram.com/ridwankamil>

**First sentences :** *“Yang merasa dipungli dan mengundurkan diri, kemarin saya ajak bicara untuk mendapatkan informasi secara baik, sambil meminta laporan berimbang dari pihak institusi pendidikan terkait di Kab. Pangandaran”*

The analysis in the first sentence shows that Ridwan Kamil defines Husein as a part who feels extorted and resigns. In his words, he invited Husein to discuss in a good way while asking for reports from related educational institutions in Pangandaran Regency. It means that starting this response, Ridwan Kamil opened a direct discussion with the victim and at the same time waited for related parties to confirm it.

**Second sentences :** *“Saya mengapresiasi terhadap kejujuran dan integritas CPNS sebagai calon pelayan publik”.*

The analysis in the second sentence shows that Ridwan Kamil appreciates every honesty and integrity of CPNS as a public service. Here the context of the sentence begins to expand because it does not focus on activities and cases of illegal fees that happened. However, he began to connect the cases that occurred with the honesty and integration of CPNS.

**Third sentences :** *“Husein Ali yang guru musik lulusan UPI ini, berhasil menjadi guru berstatus PNS. Dan untuk seperti itu berat sekali kompetisinya mengalahkan belasan ribu pendaftar, sehingga disayangkan jika mundur begitu saja”.*

The analysis in the third sentence shows that Ridwan Kamil introduced that Husein is a music teacher who graduated from UPI who has succeeded in becoming a PNS teacher. He explained that the competition to become a civil servant was quite difficult because there were tens of thousands of applicants. So that Ridwan Kamil would regret it if Husein suddenly just resigned. This sentence starts to focus on the problem again and pays more attention to the victim, namely Husein.

**Fourth sentences :** *“Setelah mendengarkan kronologisnya tim Pemprov akan mendampingi kasus ini untuk dicari solusinya yang baik untuk bersama dan sesuai peraturan perundang-undangan.”*

The analysis in the fourth sentence shows that Ridwan Kamil said that the provincial government team would accompany this case with the aim of finding a good solution but based on the rules of law. It can be seen here they will start to make statements to follow up on cases that have occurred.

**Fifth sentences :** *“Saya juga meminta Bupati Pangandaran dimana level SMP adalah kewenangan Bupati untuk segera menindaklanjuti arahan ini agar mendapatkan solusi yang terbaik bagi semua pihak. Dan semoga kasus ini tidak terulang lagi di masa mendatang.”*

The analysis in the fifth sentence shows that Ridwan Kamil asked the Pangandaran Regent to follow up on his direction, because at this level it means junior high school was still under the authority of a local regent. Ridwan Kamil's appeal to the Pangandaran regent is written directly in the caption of this Instagram content, in the analysis it is assessed that many people know that the governor of West Java has already warned to related parties to follow up the report so that the Pangandaran regent will also pay more attention to this case.

**Sixth sentences :** *“Termasuk opsi solusi untuk pindah mengajar di SMA yang menjadi kewenangan Gubernur.”*

The analysis in the sixth sentence shows that Ridwan Kamil emphasized it was the governor's authority to move civil servant teachers to senior high schools. If later the best option is to be reassigned then Ridwan Kamil will use his authority.

**Seventh sentences :** *“Saya juga mengimbau kepada setiap ASN di Jabar tetap menjaga integritas dan mengedepankan kepada masyarakat.”*

The analysis in the seventh sentence shows that Ridwan Kamil appealed to all civil servants in West Java to maintain integrity and put the society first. As a closing sentence, Ridwan Kamil reiterated that Civil Servants must have high integrity because this underlies every problem that will occur in the future.

Based on the results of text analysis (microstructural) it can be concluded that content related to illegal fees at SMPN 2 Pangandaran is presented for the purpose of mediation and wants to show that the governor of West Java and the provincial government are responsive in taking action on the case that befell Husein. It also shows that the impact of social media will continue to grow and move fast. Anyone can express opinions, state facts, give complaints, and much more.

At the stage of the analysis of discourse practices (mesostructure) researchers obtained several important parts : visual content that contains appeals and appreciation. There are two pieces of content that are posted about illegal fees at SMPN 2 Pangandaran the first content focuses on viral news about a teacher at SMPN 2 Pangandaran complaining on social media

because of illegal fees. There is a news screenshot that Ridwan Kamil immediately intervened in this case followed by a video meeting of Ridwan Kamil and Husein then introduced and discussed. At the end of the content contains Ridwan Kamil's hopes as the governor of West Java for Husein to later produce the best solution.

The content of the second video contains Husein as a SMPN 2 Pangandaran's teacher sing a song while playing the guitar in front of the governor of West Java Ridwan Kamil. the Appreciation contained in this content generates positive comments from the public. Ridwan Kamil wants to show Husein's skills as a music teacher and show the public what his quality is like.

The results of the third dimension analysis are sociocultural (macrostructural) practices based on the perspective of expert informants that discourse production is the process of forming discourse related to social reality (Fauzan, 2014). Socio-cultural practices based on Fairclough's dimensional framework are related to situational, institutional and social contexts (Fairclough, 2010). The production of this text cannot be separated from the social relations between powerful participants (West Java Governor) and non-powerful participants (community).

### **1. Situational context**

The context of the situation relates to the situation behind the production of a text. Initially this content was created based on a report by a teacher from SMPN 2 Pangandaran named Husein on social media regarding illegal fees at school. Facing the context of such a situation, the governor of West Java took policies and actions to respond through social media and explained that the provincial government had followed up the case.

### **2. Institutional Context**

The institutional context relates to the role of institutions in the production of discourse (Setiawan, 2020, p. 17). Institutionally, the text is related to the West Java provincial government institutions led by Ridwan Kamil. The West Java provincial government received the task to manage, and legally control the people of West Java. Then society becomes the "object" of this social control. In democracy, the highest power belongs to the people, but officials are institutions that are entrusted with "power" to manage the people. The provincial government and the governor of West Java are the institutions responsible for regulating the community in dealing with public complaints regarding the integrity of civil servants, then Ridwan Kamil and the government took the authority to follow up this case to the Pangandaran regent.

### **3. Social Context**

In the social context of the illegal fees case, the text can be seen as a form of response by the governor and the Government of West Java to the social conditions of Pangandaran district which is part of West Java regarding illegal fees that has begun to emerge. Based on this social context, an appeal is made that is taking action on the authority possessed to produce the best solution.

### **Conclusion**

It can be concluded that the results of this research were obtained through the three stages of analysis proposed by Fairclough that is text analysis (microstructural), discourse practices (mesostructure), and sociocultural practice (macrostructural). Discourse is

essentially not just the text that appears on the surface, behind the text there are various contexts and dimensions.

At the stage of text analysis (microstructural) shows that content related to illegal fees at SMPN 2 Pangandaran is presented for the purpose of mediation and wants to show that the governor of West Java and the provincial government are responsive in taking action on the case that befell Husein. It also shows that the impact of social media will continue to grow and move fast. Anyone can express opinions, state facts, give complaints, and much more. At the stage of the analysis of discourse practices (mesostructure) researchers obtained several important parts : visual content that contains appeals and appreciation. Ridwan Kamil wants to show Husein's skills as a music teacher and show the public what his quality is like and hope as the governor of West Java for Husein to later produce the best solution. The results of the third dimension analysis are sociocultural (macrostructural) that are related to situational, institutional and social contexts.

Situational context created based on a report by a teacher from SMPN 2 Pangandaran named Husein on social media regarding illegal fees at school. Facing the context of such a situation, the governor of West Java took policies and actions to respond through social media and explained that the provincial government had followed up the case. Institutional context tells that the provincial government and the governor of West Java are the institutions responsible for regulating the community in dealing with public complaints regarding the integrity of civil servants, then Ridwan Kamil and the government took the authority to follow up this case to the Pangandaran regent. In the social context of the illegal fees case, the text can be seen as a form of response by the governor and the Government of West Java to the social conditions of Pangandaran district which is part of West Java regarding illegal fees that has begun to emerge. Based on this social context, an appeal is made that is taking action on the authority possessed to produce the best solution.

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