

2019 Presidential Election Campaign in Islamic Newspaper

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Abstract—The involvement of the media in the 2019 presidential and vice-presidential campaign was very clear. The journalism orientation of a media is inseparable from its background, ideology, and owner. In the political interests of the contestants, journalism as the main product of the media is challenged to remain in the principles and the journalistic code of ethics. *Republika* newspaper is the only national-owned Islamic newspaper. He departed and brought the values of Islam in his vision, mission and practice of journalism. The focus of this research was *Republika* newspaper-when the grand campaign of the two pairs of presidential-vice presidential candidates April, 8th and 14th 2019. Using a qualitative approach with the critical language analysis research method from Roger Fowler et al, this study founds. The first, *Republika* newspaper carried the language, theme and terminology of Islam. Second, *Republika* newspaper tried to remain independent in reporting amid a conflict of interest when the largest shareholder Erick Tohir became the head of the campaign team of the Jokowi-Maruf Amin pair. Third, *Republika* newspaper tried to stand in a neutral and independent. This is evidenced by giving a balanced in the campaign reporting of the two contestants, Prabowo-Sandiago and Jokowi-Maruf Amin pairs.

Keywords: *presidential election campaign, Islamic journalism, discourse*

I. INTRODUCTION

Journalism is the process of finding, discovering, and disseminating information. In his writings, the information was constructed in 5W + 1H format. (What, Where, When, Who, Why, and How). Denis Mcquail says journalism refers to professional activities or results involved in the collection, analysis, and publication of news [1]. News can be defined as stories of actual events that are relevant to the public interest.

Journalism continues to develop in accordance with the development of communication and information technology. Therefore the definition, function, and role of journalism have changed. Now journalism can be defined as business, skill, or practice of producing, and disseminating information about warm and important public affairs [2].

Journalism is closely related to all fields of life, including politics [1,3,4]. In every political contestation, journalism must be involved in it. All aspects of politics are the subject of the news. Here comes the terminology of political journalism.

Likewise in the 2019 presidential and vice presidential election campaign. All media was actively involved in reporting. With various perspectives, interests, and their respective missions, the media reported on the biggest political event in Indonesia.

Republika is the only newspaper that carries and is based on Islam in Indonesia. It was first published on January 4th, 1993. *Republika* is the first Muslim community newspaper in Indonesia. Now, the majority of shares in the newspaper are owned by the Mahaka Media group with its largest shareholder Erick Tohir [5].

Republika's newspaper ideology is nationality, democracy, and Islam. That's why *Republika*'s newspaper news is thick with Islamic nuance. Different from other Islamic media, *Republika* newspaper tries to present moderate-faced Islam.

The problem in *Republika*'s newspaper political journalism when the 2019 presidential and vice presidential election campaign was Erick Tohir who became the head of the Joko Widodo-Ma'ruf Amin campaign team. In the reality of contemporary journalism there is no longer anything that is neutral and independent, especially in political journalism that is full of interests. Editor's decision in a single news is not possible without involving the voice of the founder, owner, or shareholder. Especially if the founder and owner is an entrepreneur or politician background, such as Erick Tohir.

The focus of this research is how *Republika* newspaper preached the discourse built by two pairs of presidential-vice presidential candidates, Prabowo Subianto-Sandiago Uno and Joko Widodo-Ma'ruf Amin in two grand campaigns, April, 8th and 14th 2019 at Gelora Bung Karno Jakarta.

II. RESEARCH METHODS

This study uses the critical language analysis method of Roger Fowler et al [6]. This research method divides discourse into four categories. First, classification is related to the analysis of words, sentences, and terms used by *Republika* newspaper in shaping the construction of the 2019 presidential election campaign discourse. Second, perspective. This category is used to see *Republika* newspaper perspective in shaping the discourse of the 2019 presidential election campaign. Third, the discourse battle. The third category wants to see the discourse battle in the news that is published in the *Republika* newspaper. Fourth, domination/marginalization.

This section aims to look at those who dominate and those who are marginalized in the news text produced by the *Republika* newspaper.

The results of the research by Roger Fowler et al connected to the reality of contemporary media and journalism. As is the case with qualitative research, the results are discussed through library research and analysis of library data (documents) and critically analyse the phenomena and realities of contemporary media and journalism. Literature research (document analysis) is one way to extract data from books, journals, or sites in accordance with the themes discussed in this study.

This research step begins with reading and analysing news about the 2019 president-vice presidential election campaign in the April 8 and 14 edition of *Republika*. After that, write research findings into the Roger Fowler critical language analysis chart.

After that, the research findings are analysed and combined with the background and theories used. After that stage, it will produce research conclusions.

III. RESULTS AND DISCUSSION

Based on the results of a study of two *Republika* newspaper headlines, April, 8th and 14th 2019 with the background of the grand campaign of two presidential-vice presidential candidates, Prabowo Subianto-Sandiago Uno and Joko Widodo-Ma'ruf Amin at Gelora Bung Karno Jakarta, then it can be obtained conclusions as listed in the table below.

TABLE I. CRITICAL LANGUAGE ANALYSIS OF ROGER FOWLER IN REPUBLIKA NEWSPAPER, APRIL, 8TH, 2019 EDITION

Classification	Joko Widodo-Maruf Amin 12 times Versus Prabowo-Sandi 8 times
Perspective	Islamic Archipelago Versus Islamic mercy for all nature
Discourse	Leadership experience Versus Changing of leadership
Domination/ Marginalisation	Joko Widodo's track record And Archipelago Culture Versus Pancasila and Contra-Chalifa

TABLE II. CRITICAL LANGUAGE ANALYSIS OF ROGER FOWLER IN REPUBLIKA NEWSPAPER, APRIL, 14TH, 2019 EDITION

Classification	Joko Widodo-Maruf Amin 30 times Versus Prabowo-Sandi 27 times
Perspective	Diversity Versus The Constitution
Discourse	Optimism to wins Versus Watch to the fraud
Domination/Margi nalisation	Diversity and Archipelago Carnaval Versus Islamic Music Group

Prabowo stressed Islam in Indonesia is Islam that protects and brings love to all. "Islam rahmatan lil alamin" (Islamic mercy for all nature). Islam that respects all religions and all tribes. The phrase "Rahmatan Lil Alamin" which then relates it to the context of Pancasila can be judged as a form of harmony message that is in line with the concept of democracy. This step is effective to ward off radical accusations.

The Prabowo-Subianto-Sandiago Uno pair packaged the event in their Islamic activities, Prabowo stressed that they did not intend to accentuate exclusivity. A number of other religious leaders were also represented in the grand campaign.

Prabowo repeated his promises if he was elected at the 2019 presidential election. He promised, if elected, would uphold justice for all, eradicate corruption, provide jobs, prevent state assets from being crushed by foreign parties, and protect freedom of speech.

While Joko Widodo-KH Ma'ruf Amin pair advised against the hoax. The Joko Widodo-Ma'ruf Amin campaign was named the Indonesian Carnival and the concept of cultural performances. In his political speech Joko Widodo invited his supporters to raise their thumbs which could be perceived as a sign of praise for what he had done. *Republika* newspaper provided the statement portion for Joko Widodo-Ma'ruf Amin tending to use many symbols. Both deliver messages implicitly, that is, choose leaders who have a good track record.

There are three fundamental problems that often occur in the practice of journalism are neutrality, independence, and balance [7]. But the most important and often questioned is the objectivity of a media in presenting news. This issue is increasingly complex when it comes to political news that has a lot of interest in it so that journalistic work is often confused with advertising, campaigns, propaganda, or agitation. The influence of political actors and advertisements and media owners involved in politics is paramount.

According to Bill and Rosentiel, basically objective methods are not journalists (the person) [8]. Because journalists cannot be avoided from bias. Therefore they need discipline to fight the bias so that journalism approaches the truth.

According to Soemeker and Reese, there are five levels that influence media content [9]. Namely, the individual level, routine media, organization, extra media, and ideology. News of the 2019 presidential-vice presidential election campaign in the 8th and 14th edition of *Republika*, April 2019 was also influenced by the five elements, especially the media extras in the form of media owners who became the head of the Joko Widodo-Ma'ruf Amin success team.

Whereas the truth in a news campaign for the 2019 presidential and vice-presidential elections in *Republika* newspaper the 8th and 14th edition can be measured in various aspects. According to Jones, there are five key standards of journalism, namely, accuracy, balance, making government accountable, separating facts from editorial and advertising [10]. Journalistic truth criteria can be reviewed from two aspects, aspects of the quality of the content and the quality of the author or behaviour. Quality aspects include accuracy, reliability, looking right, balance, comprehensiveness, and relevance. Whereas from the aspect of the quality of the writer,

it can be seen from the perspective of integrity, authenticity, personal truth, courage, and transparency. Truth as a basic value of journalism. That is, the most important thing of journalism is to be accurate and to offer reliable data and have a sincere intention [11].

Second, the issue of media neutrality and independence. Independent does not mean at will. The media has an obligation to fulfil strict journalistic principles. The most important principle is to preach the true and balanced in providing space and time opportunities for each party deemed interested in a news.

Independence is something very important in journalistic work. Because when independence is lost, reporting will be biased. According to Iggers, media independence is lost when he becomes a subsidiary or in a media conglomerate ownership of media companies spreads and systematically biases the news [12]. Independent media are independent of political power and economic interests and represent public interests [13]. So, it must be ensured that all journal products.

IV. CONCLUSIONS

Based on the results of the research and discussion above, several conclusions can be drawn. First, *Republika* newspaper carried the language, theme, and terminology of Islam. Second, *Republika* newspaper tried to remain independent in reporting amid a conflict of interest when the largest shareholder Erick Tohir became the head of the campaign team of the Joko Widodo-Mar'uf Amin pair. Third, *Republika* newspaper tried to stand in a neutral and independent position. This is evidenced by giving a balanced portion in the campaign reporting of the two partners, Prabowo Subianto-Sandiago Uno and Joko Widodo-Mar'uf Amin. This was done as part of the *Republika* newspaper Islamic commitment which was born

from the Qur'an, hadith, the Press Law, and an understanding of the Journalistic Code of Ethics.

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