

## DISCOURSE IMPLEMENTATION ON SONG LYRIC #2019GANTIPRESIDEN THROUGH ONLINE MEDIA MASS REPORTS

**Saiyidinal Firdaus**

Universitas Indonesia, Depok  
Indonesia  
Saiyidinalfirdaus1995@gmail.com

### Abstract

On June 18, 2018, the public was shocked by a song entitled *#2019GantiPresiden*, composed by Sang Alang. The music was created as a form of socio-political criticism related to the democratic party in Indonesia in 2019, to be precise, the moment of the presidential election on April 18, 2019. The song *#2019GantiPresiden* contains an exciting meaning and represents the socio-political reality that occurs in society at the time. Sang Alang's attention indicates that there is a discourse that he wants to build through the song. The author uses Van Dijk's (1997) critical discourse analysis method in reviewing the speech made by Sang Alang through the song lyric *#2019GantiPresiden* based on the element of text, social cognition, and social context. The song lyric implements the socio-political criticism before 2019 presidential election through online mass media reports. In this study, the song lyric *#2019GantiPresiden* will be based on the song's stanza, in which each stanza will implement the discourse built through online mass media reports. Based on this phenomenon, the speech developed by the creator and singer of the song *#2019GantiPresiden* will focus on online mass media reports, which containing the problems regarding the increasing unemployment rate due to the influx of foreign workers, rising basic needs, and the lack of seriousness in eradicating corruption cases. Each stanza of the song contains socio-political criticism of the government's policies because the existing guidelines are not in line with what the people expected. The song *#2019GantiPresiden* is a manifestation of the aspirations of the people's voices who want change, where the difference is a change in government leadership.

**Keywords:** CDA, Media Mass, socio-political, *#2019GantiPresiden*

### Introduction

*#2019GantiPresiden* is a song title created by a legendary Indonesian rock musician named Sang Alang and published on YouTube on June 18, 2018. The song's creation is due to Indonesia's socio-political phenomenon in 2019, which coincided with the moment of the presidential election, which held on April 18, 2019. This song turned out to be taken seriously by the chairman of the *DPP Partai Keadilan Sejahtera (PKS)*, Mardani Ali Sera, along with fellow musicians, artists and politicians such as Ahmad Dhani, Dery Sulaiman, Amien Rais, Fadli Zon, Ustadz Hasan Haikal, Fauzi Badillah, and Neno Warisman. When uploaded on the internet and YouTube, the song went viral and managed to get 316 thousand views.

The song *#2019GantiPresiden* was built through lyrics related to socio-political

issues resulting from the people wanting change at the time of the political party, namely the evolution of the previous presidential government with the new president. Sang Alang created the song *#2019GantiPresiden* to convey ideas, thoughts, and even tell things that happen around the community, so the song *#2019GantiPresiden* can also function to get particular meanings and views to listeners. With this phenomenon, the authors assume that song *#2019GantiPresiden* contains an exciting substance and represents society's socio-political reality. Sang Alang's attention indicates that there is a discourse that he wants to build through his song.

Based on the phenomenon that has been described, the purpose of this study is to present a socio-political overview before the 2019 presidential election, which is

contained in the lyrics of the song *#2019gantipresiden* based on news reports from three mass media, namely Detiknews, Tempo.co, and Kompasiana. Therefore, to review further research on critical discourse analysis, the related research is needed, raising the socio-political theme narrated in the media platform as a research subject. Christo Rico Lado (2014) analyzed the use of language in media that was deliberate and had a specific purpose from a critical paradigm perspective. He used Teun van Dijk's Critical Discourse Analysis (AWK) technique in discovering discourses about local regulations serving government interests; local laws intervene in public privacy, and local laws discriminate against certain groups in the speech broadcast in the Mata Najwa's talk show on Metro TV. The research gap is Lado (2014) did not present discourse news from Mata Najwa's talk show on Metro TV which was sourced from mass media reports that could show the socio-political situation happening. Thus, the research's novelty is to present several news reports from the mass media based on related socio-political issues, namely the meaning of the song lyrics that implement the socio-political situation that occurred before the 2019 presidential election.

### Methodology

This research is a type of qualitative research. Podesva & Shama (2013: 236) explained that qualitative research includes analysing linguistic data related to conversation, discourse, and interaction. The researcher used the lyric song *#2019GantiPresiden* by Sang Alang as the research subject, while the research object was the discourse built on the lyrics song *#2019GantiPresiden*.

Therefore, in looking at the discourse implementation shown in the research subject, the writer uses the Critical Discourse Analysis (CDA) Teun A. Van Dijk model based on the analysis of text elements, social cognition, and social context. Text analysis refers to specific

discourse structures and strategies to see how the text explains certain circumstances or conditions. Then, social cognition analysis is used to review how the author can produce the existing text in showing values to society to be made as a text. Next, social context analysis looks at how a phenomenon around society is built and develops into a discourse (Eriyanto, 2012: 222-224). Van Dijk's critical discourse analysis (1997) emphasized text structure, social cognition, and social context. In the data analysis stage, the song lyrics will be classified based on the text structure analysis stage to determine what types of components are used in building discourse on the song lyrics. Then, social cognition analysis will analyze singers and songwriters' cognition in seeing the socio-political situation or phenomenon that occurred before the 2019 presidential election to be compiled into a song. Next, the social context analysis will connect the process of creating the goals and reasons that the singer and songwriter *#2019gantipresiden* want to achieve. In addition, Mass media reports throughout 2018 that implement the discourse in the song lyrics *#2019gantipresiden* will be displayed by quoting the content of the news and images presented as a form of a socio-political overview that occurred before the 2019 presidential election. Finally, The findings of data containing text analysis, social cognition, and social context in the lyric song *#2019GantiPresiden* will be described and interpreted to see what kind of discourse implementation is built by Sang Alang through mass media reports.

### Findings and Discussion

In this study, the lyrics in the song *#2019GantiPresiden* will be based on the song's stanza, where each stanza will implement the discourse built through online mass media reports. Thus, the author obtains data findings taken from lyric song *#2019GantiPresiden*, as follows.

Table 1:

Stanza	Indonesia	English	Explanation
1	<i>Dulu Kami hidup tak susah Mencari kerja sangat mudah Tetapi kini pengangguran Semakin banyak nggak karuan</i>	We used to live without difficulty Finding work is very easy But now unemployment Messier	There are differences experienced by the people in finding work in the past and the present.
2	<i>10 juta lapangan kerja Tetapi bukan untuk kita Kerja, kerja, kerja, buruh asing yang kerja Anak-anak bangsa tetap nganggur aja</i>	10 million jobs But not for us Work, work, work, working foreign labour The nation's children are still unemployed.	The current employment opportunities are not for the people but foreign workers.
3	<i>Di sana sini orang menjerit Harga-harga selangit hidupnya yang sulit Sembako naik, listrik naik Di malam buta bbm ikut naik Buset....</i>	Here and there, people screamed The exorbitant prices of his difficult life Groceries went up, and the electricity went up At night the fuel goes up too	The people were shocked and surprised that the increase in necessities would go up without any prior notification.
4	<i>Pajak mencekik usaha sulit Tapi korupsi subur pengusahanya makmur Rumah rakyat kau gusur, nasib rakyat yang kabur Awat-awat kursimu nanti tergusur</i>	Taxes are suffocating, demanding businesses But corruption is fertile The entrepreneurs are prosperous You displaced people's houses, the fate of the people who ran away Beware, your chair will be evicted.	The suffering of the people increases with the eviction of their houses by the government
5	<i>Beban hidup, kami sudah nggak sanggup Pengennya cepat-cepat tahun depan</i>	Life's burdens, we can't afford it I want to hurry next year	People feel they have had enough of the suffering they are experiencing, so they want to change during the 2019 presidential election
6	<i>2019 ganti presiden Kuingin presiden yang cinta pada rakyatnya 2019 ganti presiden Kuingin presiden yang tak pandai berbohong 2019 ganti presiden Kuingin presiden yang cerdas gagah perkasa 2019 ganti presiden Bukan presiden yang suka memenjarakan ulama Dan rakyatnya ye ye 2019 ganti presiden... (12x)</i>	2019 change president I want a president who loves his people 2019 change president I want a president who isn't good at lying 2019 change president I want a bright and brave president 2019 change president It is not a president who likes to imprison clerics And the people ye ye 2019 change president (12x)	The people no longer wanted a presidential government at that time, but they wanted a new president. The people hope that a new president who can make their lives prosperous is much better than before.

### 1. Analysis of Text (in this case, it is lyric song #2019GantiPresiden)

Based on the data findings, a review of text in van Dijk's critical discourse analysis reflected in song #2019GantiPresiden is rhetorical aspect. The rhetorical analysis of AWK theory deals with graphic elements, metaphors, and expressions. In finding the data, the songwriter provides many figurative languages in the song lyric so that there are figurative elements used in the song lyric. Thus, metaphors become elements that contain figurative language and expression as ornaments or ingredients of a text (in this case, it is lyrics song #2019GantiPresiden). The song lyrics that use figurative elements are as follows.

#### A. *Harga-harga selangit hidupnya yang sulit*

The exorbitant prices of his difficult life (Stanza 3)

From the analysis of lyric *harga-harga selangit* explains that the costs of basic human needs become expensive or soar. This lyric song shows a contradiction between the word *selangit* (excessive) and the word *mahal* (expensive). The term *selangit* can be understood as above and cannot be reached by humans. So the songwriters use the word *selangit* (excessive) compared to the basic needs that are very difficult to reach or reach by the little people. The meaning of the lyric *harga-harga selangit* (The exorbitant prices) is stylistic. The stylistic meaning of the song lyrics describes social phenomena that occur in people's lives as a reflection of the socio-political issues that arise in Indonesia.

#### B. *Pajak mencekik usaha sulit*

Taxes are suffocating, demanding businesses (Stanza 4)

From the analysis of lyric *pajak mencekik* explains that the increase in taxes is very detrimental to the people. This case profoundly impacts all business forms, such

as trading and selling goods sold by the people. The very high tax increase resulted in the economy or people's trading business, not bringing about profits but many losses. The meaning of lyric *pajak mencekik* is the stylistic meaning. The stylistic meaning of the song lyrics describes social phenomena that occur in people's lives as a reflection of the socio-political issues that arise in Indonesia.

### 2. Analysis of Social Cognition

Based on the data findings, a review of social cognition in van Dijk's critical discourse analysis reflected in the song #2019GantiPresiden is *skema peristiwa* (phenomenon scheme). *Skema peristiwa* (Phenomenon scheme) refers to the process of looking at and seeing phenomena or circumstances that occur in people's lives. In this case, *skema peristiwa* (phenomenon scheme) is dominant for the writer and singer of the song #2019GantiPresiden in compiling lyrics containing the discourse implementation.

### 3. Analysis of Social Context

Based on the data findings, a review of the social context in van Dijk's critical discourse analysis reflected in the lyrics song #2019GantiPresiden is *akses mempengaruhi wacana* (discourse access). In this case, access to the discourse implementation on the lyrics song #2019GantiPresiden is strengthened by online mass media news reports that current news about gaps that occurred and were unwanted by the people during the recent presidential government. Thus, speech developed by the creator and singer of the song #2019GantiPresiden focus on online mass media reports such as Detiknews, Tempo.co, dan kompasiana, which contains problems regarding the increasing unemployment rate due to the influx of foreign workers, rising basic needs, and the lack of seriousness in eradicating corruption cases.

### A. The increasing unemployment rate due to the influx of foreign workers

Quoted from the mass media Detiknews, May 8, 2018.

“Berdasarkan data Badan Pusat Statistik (BPS) jumlah TKA sejak tiga tahun terakhir terus mengalami peningkatan. Pada 2015 jumlah TKA mencapai 69.025 orang, meningkat 7,5% menjadi 74.183 orang pada 2016. Sedangkan pada 2017 meningkat 15,9% menjadi 85.947 orang. Setelah masuknya TKA ke Indonesia jumlah pengangguran pada 2017 terjadi kenaikan 0,14% yakni sebesar 10.000 orang menjadi 7,04 juta orang pada Agustus 2017 dari Agustus 2016 sebesar 7,03 juta orang. Jumlah angkatan kerja di Indonesia pada Agustus 2017 mencapai 128,06 juta orang. Jumlah tersebut naik 2,9% yaitu 2,62 juta dibanding Agustus 2016 yang sebanyak 125,44 juta orang. Artinya 15,9% peningkatan masuknya TKA ke Indonesia membuat tingkat pengangguran di Indonesia menjadi 0,14%. Sebagaimana penelitian yang dilakukan para ahli dan analisis penulis di atas bahwa masuknya TKA lebih banyak negatifnya terhadap suatu negara. Kalau kita kembali pada apa yang menjadi pertimbangan Perpres Nomor 20 Tahun 2018 adalah sebuah harapan semu belaka rezim Jokowi, karena yang terjadi adalah sebaliknya. Peningkatan investasi harus berbanding lurus dengan berkurangnya tingkat pengangguran, bukan meningkatkan TKA ke Indonesia. Dalam hal ini seharusnya pemerintah memanfaatkan jumlah angkatan kerja yang terus meningkat dengan memberikan kesempatan kerja semaksimal mungkin. Dengan berkurangnya tingkat pengangguran, daya beli masyarakat akan meningkat yang pada akhirnya

*mendukung perekonomian nasional*” (Detiknews, May 8, 2018).

Based on the news quotation above, the discourse built by Sang Alang on the lyric song #2019GantiPresiden is a socio-political criticism of the policies of the presidential government at that time, which emphasizes the problems that the Indonesian people continue to experience, namely unemployment. Coupled with foreign workers' entry in Indonesia, the people are increasingly unable to compete in getting jobs.

### B. Rising basic needs

Quoted from mass media Tempo.Co, January 8, 2018.

Picture 1:



Source: Bisnis tempo.co

“Direktur Institute for Development of Economics and Finance (Indef) Enny Sri Hartati menyebutkan penyebab utama kenaikan harga sejumlah barang kebutuhan pokok di pasar sejak Desember hingga awal tahun baru karena tak seimbang ketersediaan dan permintaan pangan. Ditambah lagi ada kecenderungan masyarakat lebih banyak melakukan pembelian kebutuhan pokok sehingga membuat harga meningkat karena ketersediaan yang terbatas. “Kalau ada gejala di lapangan, berarti ada persoalan di sisi suplai,” kata Enny, Senin, 8 Januari 2018. Pernyataan itu merespons kenaikan harga sejumlah komoditas seperti daging ayam, telur, cabe hingga gula pasir. Pemerintah mengaku telah melakukan sejumlah upaya untuk menstabilkan harga, namun tidak berdampak signifikan pada penurunan nilai komoditas pangan”. (Tempo.Co, Januari 8, 2018).

Based on the news quotation above, the discourse built by Sang Alang on lyrics

song #2019GantiPresiden is a social-criticism of the presidential government at that time, which the visible problem is that basic needs have increased due to an imbalance between supply and demand for food.

### C. The lack of seriousness in eradicating corruption cases

Quoted by mass media Kompasiana, October 4, 2018.

*“Tapi faktanya kasus korupsi di Indonesia saat ini semakin menjadi-jadi. Kenapa ini bisa terjadi? Hal demikian bisa terjadi karena adanya sistem yang lemah dan tidak tegas dalam menangani kasus ini. Lemahnya hukum yang tidak konsistensi dalam penerapannya juga dapat menjadi pemicunya. Sehingga keserakahan para tikus berdasi tak lagi terkendali”.* (Kompasiana, October 4, 2018)

Based on the news quotation above, the discourse built by Sang Alang on lyrics song #2019GantiPresiden is a social-criticism of the presidential government at that time, where the problem experienced was the government's lack of seriousness in eradicating corruption cases so that the patient did not disappear to its roots.

### Conclusions

Based on the findings and discussion above, the song of #2019GantiPresiden contains socio-political criticism of the government's policies because the existing guidelines were not in line with what was expected by the people. Still, the negative impact they felt was the increasing unemployment rate due to the influx of foreign workers. Basic needs have increased, and the government is not serious about eradicating corruption cases. Because of this criticism, the discourse built through the song #2019GantiPresiden is a manifestation of

the aspirations of the people's voices who want change, in which the change in question is a change in government leadership. The discourse which contains the desire for a change of direction can be seen from the lyric of "2019GantiPresiden", which continues to be sung and repeated 17 times. This significant repetition indicates how strong the people's desire for a presidential replacement in 2019 is strong in this discourse.

Practically, these study results are expected to provide an overview of the implementation of discourse generated from online mass media reports in presenting news related to the presidential election. In connection with this, the issue of the presidential election in Indonesia has become an event that all Indonesian people eagerly await. So, in the presidential election, which will be held in 2024, it is hoped that other AWK researchers can also pay attention to phenomena or events that refer to the theme of socio-political realities that occurred before the presidential election in 2024.

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