Mass Media Construction of Irwan Prayitno's Leadership: A Critical Discourse Analysis

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Abstract:
This study aims to investigate Irwan Prayitno's characters that were constructed by the mass media and the construction patterns used by each of the mass media. The study applied a descriptive model by applying mixing methods; qualitative and quantitative. The research data were obtained from Padang Ekspress, Singgalang, and Haluan print media. Following the research orientation, the data were collected from the August-November 2015 issues. Various characteristics of Irwan Prayitno's leadership

were reported with different patterns in each mass media. The differences were influenced by the practice of discourse and social practices that underlie the emergence of news. From the perspective of discourse practice, although each editor in chief emphasized the independence of media in politics, they did not deny that the owners of each media had a close relationship with certain political figures, including Irwan Prayitno. This created a high quantity of news framing the political figure. Still, the news was reported and issued following the applicable standards and procedures in the company. From a social practice perspective, information related to Irwan Prayitno was influenced by the situation and atmosphere of the West Sumatra gubernatorial election in 2015. Each of the media covered events related to Irwan Prayitno intending to capitalize on influence through reporting and advertising campaigns.

Keywords: construction patterns, critical discourse analysis, mass media

1. INTRODUCTION

The study of critical discourse analysis of the mass media departs from the argument stating that the mass media is one of the instruments of social reality construction (Berger and Luckmann, (1966); Sobur (2012). Schramm (1960) identified the function of the media as a tool of promotion which he called *to sell goods for us*. In this context, the media is set as a forum for political communication exploited by political actors to propagate political content and topics that legitimize positive trends related to them to the reader (Combs and Nimmo, 1993).

To identify how the media constructs these realities, researchers have reviewed various studies and literature. On a global level, Sakwa (2008) conducted a study of the leadership characteristics of Vladimir Putin. Richardson (2004) examined gender-based leadership characteristics. Aman (2006) examined the discourse of Mahathir Muhammad's leadership. Additionally, at the national level, a discourse analysis of national figures also received considerable attention. Among the leaders who became objects of the research were Susilo Bambang Yudhoyono, Joko Widodo, and Basuki Tjahaja Purnama. Halimatussakdiah (2010) tried to uncover the discourse of Susilo Bambang Yudhoyono's leadership. Intyaswati and Mansur (2017), Maulana (2015), and Ridlo (2014) described the discourse analysis of Joko Widodo's leadership. Also, Irianti (2017) and Hasyim (2018) examined the discourse on the leadership of Basuki Tjahaja Purnama as one of the remarkable leaders in recent years. The other studies were focused on analyzing the leaderships characters, topics, situational, social, and political issues underlying aspects of language used of Indonesian leaders (Darmayanti and Riyanto 2013; Salama 2011).

Although several studies related to critical discourse analysis studies of leadership representation in the mass media have been conducted at the global and national levels, the gap analysis remains. Many studies exclusively focus on the international and national figures to be analyzed, abandoning the leadership presentation of the regional

and local figures, whereas, the leadership portrayal at the regional and local levels are distinctive and unique. Generally, the success of a leader is not merely determined by a large territory of the country he leads, but rather by a complex level of intelligence. This idea is in agreement with the argumentation that leader who has the skill to work and adapt quickly and precisely in controlling an institution or organization will be successful in dealing with living conditions that are constantly changing (Chaoping and Kan 2003; Han et al. 2011).

In Indonesia, one of the leaders considered to have such a character is Irwan Prayitno (abbreviated as IP). As a leader, IP is considered as the inspiration for change. IP is also called a visionary leader for having a clear vision. This gives a good impact on the government programs, starting from planning, implementation, to clear and targeted achievements. The statement above can be observed and proven in various aspects.

Firstly, according to Noor (2006) in the political aspect, IP was voted by the people as a member of the Indonesian Parliament for three consecutive periods (1999-2004, 2004-2009, 2009-2014). In his third period as a member of the Indonesian Parliament (in 2010), IP was promoted as a candidate for the West Sumatra Gubernatorial election for the period of 2010-2015. He succeeded in winning the political contestation and was re-elected as Governor of West Sumatra in 2015 for the next five years (2020).

Secondly, IP is also known as an academician who has an outstanding record. It is a concrete manifestation of IP's achievements in the history of his leadership journey, as reported by the West Sumatra Daily Newspaper. The August 15th, 2014 edition of Padang Ekspress daily newspaper released a list of 137 awards achieved by the West Sumatra during the first period of IP's leadership. The *Haluan* daily newspaper (20 December 2017 edition) also published the series of achievements accomplished by IP throughout 2017. The awards listed in both newspapers were given by various institutions and governance fields.

The representation of IP leadership character through the exposure of the achievements he obtained becomes a compulsory topic of linguistic discussion, particularly in the context of critical discourse analysis. Chilton (2004); Ramage (2002) stated that the issue of leadership is a major part that matters in our nation and state that cannot be separated from political discourse under the framework of ideology and power.

The reality above is certainly dependent on the role of the mass media in building the lead character of IP. IP's status as a powerful leader gives him legitimacy and authority in building his image through mass media. Conversely, the media also has an interest in framing the leadership character of IP with various perspectives.

According to Alvesson & Kärreman (2011), Blommaert (2005), Bucholtz & Hall (2005), Koller (2004), Kubota & Lehner (2004), Wodak & Meyer (2009), a critical paradigm approach departs from an assumption that outlines linguistic aspects and relates them to specific purposes by considering power and ideology as two central concepts of the discourse. Discourse, in the form of text, conversation, or else is not

seen as something natural, proper and neutral. Instead, it is seen as a form of power contention. The relationship between power and discourse is important to observe to bring up control over discourse.

From the perspective of discourse, the pattern of media coverage news about IP cannot be viewed as neutral as it is constructed from a single perspective. Instead of that, this reality is preferably examined and dissected by using a theoretical study that can observe all phenomena that are presented holistically. Through this point of view, the circulating discourses cannot be seen as a mere reflection of reality but must be examined in their capacity as a tool for constructing reality. This idea is in line with the opinion of Averill, (2015); Sobur (2012) who argue that externalization, objectivation, and internalization as a series of constructs of social reality that are propagated through various discourses containing certain intentions and tendencies. According to Altheide (2019), Cheney et al. (2010), Fairclough (2003), (2005), (2007), Stevenson (2002), discourse is positioned as a practice or reflection that becomes the medium of the dominant group in persuading and communicating ideas to the power audiences they have.

In the concept of communication science, discourse propaganda distributed through the media and emphasizes the political function of the media to report the news. The media is used as a media of promotion which Finlay & Faulkner (2005), Korda & Itani (2013) termed as to sell goods for us. The media practically endorse political figures to the public to mobilize and promote electability and bargaining positions. The media build a symbiotic relationship pattern of mutualism with the subject of political figures. Thus, this relationship creates an interest-based relationship to meet each other's needs. In this context, the media becomes a forum for communication that is exploited by political actors in order to propagate political issues legitimizing positive trends related to themselves to the audience (Castells 2013).

The political communication in the mass media that is regulated through the mechanism of issues management and the allocation of these issues is framed through the use of language that has certain tendencies and pretensions in shaping public (Stevenson 2002; Street 2010). Language or choice of words that has high flexibility is used as a means of delivering information to construct meaning as desired by the producers of discourse (Crane 2006; Halliday 2006). Through the selection of diction and other linguistic features, the media regulates strategy to highlight one figure and marginalize the others. The media accommodates and organizes political and policy views and create standardization in reality appreciation.

Related to the function of language in politics, the figure of IP as a leader is interesting to be studied. The political orientation and pattern today make the study of the existing phenomena cannot be explained from only one perspective. Therefore, this study does not merely rely on linguistics but also requires other sciences to describe and explain the existing phenomena, particularly social and political science. This background becomes an essential point of this research.

IP's brilliant careers on the political stage cannot be explained only from the perspective of political science, but also requires linguistics as a science that can analyze the use of language in building the image of the character. The framing of news related to IP needs to be revealed to see the political substance in it. The construction of the IP leadership image in various media cannot be separated from different political agendas and tendencies of power legitimacy.

The use of tendentious phrases and vocabulary regarding the character of IP leadership needs to be examined from the perspective of critical discourse which considers language not to be neutral. Through the analysis of critical discourse, it will be revealed how power, domination, and inequality are practiced, reproduced, or opposed by written texts or oral speech in the social and political context (Dick, Carey, and Carey 2005). In this context, the study aims determine how the character of IP is established by the mass media that gets him re-elected as the Governor of West Sumatra for the second period. However, it becomes a more interesting discussion regarding the fact that the political condition in West Sumatra causes the impossibility for the incumbent to be re-elected for the second period.

2. LITERATURE REVIEW

2.1 Language and Mass Media

Berger & Luckmann (1991), Parton (2008), Pouliot (2008) explain the creation of social reality that is intensely carried out by individuals subjectively to be internalized within the communities. Sobur (2012) elaborates the arguments of Berger & Luckmann (1991), Parton (2008), Pouliot (2008) by interpreting the distinction between 'reality' and 'knowledge'. According to him, a social reality that is constructed through a series of externalization, objectivation, and internalization cannot be seen as neutral because it contains the substance and tendencies of certain interests. One of the most important elements in the series of construction processes is language (Eriyanto 2002).

In the frame of the above argument, the theoretical framework of social construction through mass media propaganda becomes acceptable. Media that uses language as a means of delivering information utilizes the language's flexibility to construct meaning as desired. The theory of language use becomes popular in the linguistic field after Halliday et al. (2014) proposed the functional systemic linguistics through his work entitled An Introduction to Functional Grammar. According to him, language is a sign system that allows for structural analysis and the *language in use* is related to the question about why and how language is used.

2.2 Mass Media as a Tool for the Social Construction of Reality

Following the theory of functional language that proposed by Finocchiaro & Brumfit (1983), Hasan et al. (2005), Some experts like Bloor & Bloor (2013), Crane (2006), da Silva (2006), Hart et al. (2005), McCarthy et al. (2013), Reisigl (2017), Steen (2009), Wodak & Meyer (2009) mentioned that media discourse is suitable for the application

of systemic functional linguistics. Through the media, language does not merely reflect reality, but can also determine the image of reality that arises in the reader's mind (Hamad 2007). As a medium for reporting events, the media holds control in the distribution of information. Therefore, the control of media is an important role that potentially influences certain cultures. This condition is in line with Sobur (2012) idea that the media cannot be considered neutral and objective in distributing information to readers.

2.3 Mass Media as a Tool for Political Communication

Fairclough (2003), (2007) identified the function of the media as a place for promotion which he called to sell goods for us. With the political function, the media promotes a political figure to the public to get an actual response in the form of support during the electoral event and other mass mobilization activities. The media builds a symbiotic relationship pattern of mutualism with the political figures as the subject. Consequently, a relationship is built based on the concept of meeting each other's needs. In this case, the assumption that is created by the media is relatable to its ideology of global capitalism.

The views of Schramm & Wirth (2010), Schröders et al. (2017), Wirth & Schramm (2005) on the politicization of media is supported by (Kutseva 2011; Maia 2017; Statham and Trenz 2012; Thevenin and Mihailidis 2012). They positioned the media as a forum for political communication exploited by political actors to propagate political topics and content that legitimizes positive trends about themselves to the reader. In this context, the media can generally be positioned as a 'channel' of communication which can be superimposed on certain ideological contents. It can even be seen as a means for justifying the social realities that exist in society.

Political communication in the mass media is closely related to shaping public opinion to a certain perspective. The mass media tends to accentuate one individual and marginalize the others through news framing which is also known as issue allocation (Ytreberg 2002). As a conceptual structure, *framing* plays an important role in reporting. It organizes political views, policies, discourse, and creates standardization of categories in appreciating reality. Sobur (2001) compares the pattern and framework of news framing as fragments of behavior that guide individuals in understanding reality as desired by discourse producers.

2.4 Norman Fairclough's Critical Discourse Analysis

Fairclough (2003) analyzes discourse through three dimensions, namely text, discourse practices, and socio-cultural practices. Text is a dimension associated with linguistic features: vocabulary, semantics, and sentence structure. The text displays how an object is described and the relationships between objects are defined. The practice of discourse is a dimension related to the process of language production and reproduction of meaning. Language production is the process of representing the thoughts and feelings of the writer through the language code or known as the process

of producing text. Reproduction of meaning or the interpretation process is the consumption of text, namely how the reader as interlocutor understands the text produced by the author. Furthermore, socio-cultural practices relate to contexts outside the text, namely situational, institutional, and social context.

Text analysis is used as a process of elaborating discourse in terms of form and meaning (Fairclough 2007). This text analysis deals with ideational, interpersonal, and textual meanings. Text analysis of these three meanings can be produced from the form of text (including the structure/narration style), the organization of speech (turn-taking), cohesive relationships between sentences and between clauses), grammatical construction, and vocabulary. In this research, text analysis is more focused on vocabulary considering the choice of words can represent the system of knowledge, values, and social identity behind discourse. Among the features of analysis that are used in examining the data is transitivity which will reveal discursively the intensity of the theme (Locke 2004).

The practice of discourse includes the process of text production, text distribution, and texts use (Fairclough 2007). The process of producing text and the process of interpreting text are formed through the practice of discourse. Text is formed through the practice of discourse that will determine how the text is produced. Therefore, the analysis of discourse practices must consider the socio-cognitive aspects of text production and interpretation (Fairclough 1995). In this research, discourse analysis is more focused on the process of producing a text which includes the process of production that also involves the process of reproduction containing intertextuality and interdependence (Riad, Vaara, and Zhang 2012). Inter-textuality is understood as a discourse analysis of texts that are the source for producing new texts, whereas inter-discursivity means identifying the types of discourse that are utilized in producing texts. This means that the process of disseminating and using texts is not the subject of this research, considering that both processes are more involved in the analysis of media text discourse.

Analysis of the sociocultural dimension practices will explain why the discourse producer writes such discourse (Fairclough 1995). That is, an analysis of socio-cultural practices is carried out to explain social issues or processes covered in discourse through its dialectics to the text and discourse practices. Analysis of social practices refers to different levels of social organization, namely the situational context, institutional context, social context or broader cultural context. Therefore, in the process of analyzing the social discourse, researchers need to identify and explain the causes of social practices and their relationship to social and cultural structures that are hidden in the discourse such as social change, system of value and knowledge, relationships, identity, ideology, or culture (Van Dijk 2009).

3. RESEARCH METHODOLOGY

3.1 Data and Sources of Data

A mixed research design was used where the qualitative research is used to describe the characteristic of IP's leadership based on the construction of mass media. Whereas, the quantitative method supports this qualitative analysis by determining the corpus of research based on news discourse constructed by the mass media.

The data in this study are the news discourse with IP as the theme of the news in printed media from August to November 2015. In other words, the data were the news that was published four months before the gubernatorial election of West Sumatera. The sources of the data are three daily local newspapers namely *Padang Ekspres, Singgalang* and *Haluan.*

3.2 Instruments

Data in this research were collected by using documentation, observation, and interview techniques. The documentation technique is used to gather IP-related news in the media in *Padang Ekspress, Singgalang,* and *Haluan* print media. Following the research orientation, the data were collected from the August-November 2015 issues. The observation technique uses to read carefully the news text that has been collected. Finally, the interview technique is used to validate the data to the parties concerned. In this case, the leaders of the media companies and the journalists were interviewed to ensure the validity of the data and sharpen the data analysis.

3.3 Data Analysis Procedures

The analysis was carried out following the Fairclough's (1995) on Critical Discourse Analysis (CDA) framework by using Critical Linguistic as an approach. The analysis procedure is conducted by reducing Saville-Troike's (2006) steps of work, namely (1) selecting and establishing research corpus where the linguistic data obtained from fieldwork or written text are analyzed to make scientific statements related to answers to the research questions by referring to Fairclough's (1992); Keller's (2006) coding the data, (3) analyzing the text dimensions and the practices of mass media discourse, (4) mapping the social practices and their manifestations in IP's reporting discourse in three local mass media that are used as primary sources, in addition to information or data obtained through secondary sources, (5) draw conclusions.

4. FINDINGS

4.1. Textual Dimensions of Discourse

The research findings show that the aspect of transitivity is used by the three media that dominantly become objects of research. In other words, many aspects of transitivity use active sentence construction in representing IP. It shows the emphasis on IP as the subject of discussion that has full responsibility for the activities he was doing. The use of active sentence construction in Padang Ekspres is marked by placing IP in the subject's position and the use of verbs with prefix *me-* as a predicate. These construction patterns can be seen in Table 1 below.

Table 1: The use of active sentence construction in *Padang Ekspres* by using the subject's position and the use of verbs with prefix *me-* as a predicate

No	Data
1	*Gubernur Irwan Prayitno turut* **merasa** *terharu terhadap perjuangan Bagindo Aziz Chan, terlebih perjuangan tersebut disampaikan melalui teatrikal.*
2	*Irwan juga giat* **menyampaikan** *dakwah agama dengan cara berbeda, yakni bermain band dan menyanyikan tembang islami karyanya sendiri pada iven tertentu.*
3	*Gubernur Sumbar IP dalam sambutannya* **mengapresiasi** *para pelatih yang telah mampu menggerakkan anak-anak di Sumbar tampil dan berkarya dalam bidang kesenian.*

The three data above shows the use of sentences that emphasize IP as the agent of an activity. The tendency to use active sentences is the emphasis on the actor, not the actions. Thus, IP becomes the main focus in every news about him. In another formulation, the *Padang Ekspress* wants the reader to immediately give their attention to IP, the actor, and after that, his actions. Similar to Padang Ekspress, Singgalang also has the intention of representing IP as the subject of sentences by using active sentence construction in its reporting. This can be seen in the following data.

Table 2: The use of active sentence construction in *Singgalang* by using the subject of sentences construction in its reporting

No	Data
4	*Irwan* **menjelaskan** *apa yang dialami petani itu mulai berkurang setelah pemerintah memfasilitasi dan mendorong petani untuk tidak berjalan sendiri-sendiri, tetapi membangun kebersamaan melalui pembentukan kelompok tani.*
5	*Usai dilantik, dia* **mengambil** *langkah cepat, tepat, dan akurat. Segala potensi yang ada dimaksimalkan.*
6	*Diam-diam ternyata Irwan Prayitno* **melahirkan** *buku yang ditulisnya selama menjabat sebagai Gubernur Sumatera Barat.*

The three data that are written in the form of active sentences imply the presence and prominence of IP as a figure initiating and executing all the activities that he was doing. Active sentence patterns make the reader's opinion focused on IP and he is maintained as the object of reading until the end of the text. This strategy allows the representation of IP to be strengthened. In the *Haluan* newspaper, a similar pattern of the sentence also dominates the research findings. IP is frequently put as the subject of sentences which is also the actor in active sentence constructions. This phenomenon is reflected in the following data.

Table 3: The use of active sentence construction in *Haluan* by using the subject of sentences construction in its reporting

No	Data
7	*Gubernur IP akhirnya* **melakukan** *ground breaking pembangunan stadion utama Sumbar di Kanagarian Sikabu, Kecamatan Lubuk Alung, Kabupaten Padang Pariaman*
8	*Gubernur Sumbar IP* **menegaskan** *kepada Pejabat Bupati Dharmasraya, agar dapat menjalankan pemerintahan secara umum, mensukseskan Pilkada serentak dan*

	menjaga netralitas ASN. Ia juga mengatakan dengan prestasi yang diraih saat ini harus dipertahankan.
9	*Irwan* **mengatakan***, kehadiran jalur KA dari bandara ke pusat kota Padang, diyakini akan memberikan nilai ekonomis bagi masyarakat.*

Transitivity patterns that are dominated by active sentence construction and highlight the subject are grammatically in contrast to the passivation pattern that is more likely to promote the object as a focus. Not only that, but the passivation also reduces the role of the subject in a sentence that can only occupy the informational function of a sentence. This principle illustrates the intention of the discourse producer to present IP as a figure who truly becomes an agent of the actions he takes.

Due to the similarity in positioning, the representation of IP's characters from the aspect of transparency tends to be neutral in all three data sources. The three data sources agree to present IP as an authoritative figure and able to co-opt all of his actions. The character that manifests in IP's figure is further determined by the actions he takes. It means that, in the aspect of transitivity, the key that can be used to reveal IP's characters and its patterns of characterization lies in the actions taken by IP as an agent or which syntactically functions as sentence predication.

4.2. Dimensions of Discourse Practices

From the perspective of political communication, the mass media encompasses function as a medium of information socialization, education, and influence (Altheide 2019, 2019). In this context, *Haluan*, *Padang Ekspres*, and *Singgalang* print newspaper whose readers are mostly in West Sumatra Province (*Haluan* and *Singgalang* also have readers in Riau and Jambi province) provide information about events that occurred in the West Sumatra region. Additionally, the online versions of these newspapers have a much wider spatial radius of the reader than the print one. During the focus group discussion conducted along with the Editor in Chief of *Padang Ekspress*, *Haluan*, and *Singgalang*, the editor in chief of each newspaper could not mention the exact number of the readers of each newspaper. Generally, the Padang Ekspress reader spectrum occupies a larger position, followed by *Singgalang* and *Haluan*.

Padang Ekspress Newspaper is under the auspices of a large media corporation namely the Jawa Post Group that is owned by Dahlan Iskan and considered as a national network media. On the other hand, since its establishment, the *Singgalang* newspaper is under the auspices of the Djabbar family. Different from the other two newspapers, *Haluan* is considered the oldest newspaper in West Sumatra and it is under the ownership of Basko Company that is owned Basrizal Koto.

The three media are independent, not politically aligned with certain political groups. In particular, the chief editor of *Padang Ekspress* said that the fundamental requirement to be part of the *Padang Ekspress* team was being politically free. It means that an individual is not a part of the political party organization either in the highest and lowest hierarchy or as active sympathizers. Normatively, the journalistic

code of ethics also emphasizes that every mass media should not be involved in certain political interests. Genuinely, mass media belongs to the public and space is not supposed to be filled by political interests. The mass media are not allowed to support nor become sympathizers of certain political interests that can cause gaps among the community. However, this becomes a commitment of *Padang Ekspress*, *Haluan*, and *Singgalang* newspaper.

Despite the commitment of the three newspapers, the chief editor of *Haluan* stated that in daily practices - out of the media management, no one can guarantee that the owner or editorial team as an individual is politically neutral. The constitution itself guarantees the freedom of citizens to identify themselves with certain political entities. On the contrary, the journalistic code of ethics stated that the mass media are required to report a piece of news in a balanced manner.

The issue of political identification and affiliation of individuals belongs to each individual. This is what then makes the public wrong in assessing the existence of a mass media related to the owner of the mass media. On the other hand, when the mass media owner is close to a particular group and has activities with the group, he will publish his activities in the mass media he owns. This commonly happens and is done professionally. It means that the media was paid following the regulation for reporting his activities even though he is the owner of the mass media. Also, this action is commonly found among the media because the owners of the mass media can't prioritize other media to report the news of their activities. Nevertheless, this reality also correlates with the profit achieved by the media.

The information that is reported functionally serves to provide knowledge (actualization of information socialization). Thus, the community is not only well informed but also educated (actualization of the educational function). Education can also be interpreted functionally as a process of making the community well regulated. The presence of a mass media, ideally, also aims to become a savior of social order. In a functional structural perspective, this education aims to ensure that the community's equilibrium can be maintained from disintegrative-conflictual matters. The information conveyed is confirmative, non-partisan, and solutive-dialogic (seen from the confirmatory continuity of reporting on a case so that the public can understand clearly and chronologically).

Padang Ekspress, *Singgalang*, and *Haluan* contain a lot of informative news. Consequently, people are well informed and are smart in criticizing events. Yet, the destructive information and conflict potential such as political, social, natural environment conflicts and provocative information are delivered wisely. *Padang Express* and *Singgalang* always write and report the conflict-potential issues chronologically and insert educative and solutive messages (generally by quoting statements from stakeholders related to the case/issue).

In the context of the Election of the Governor of West Sumatra (2015), *Padang Ekspress*, *Singgalang*, and *Haluan* were able to convey information in a chronological-

detail manner, particularly related to the stages of the selection and determination of each candidate. In general, *Padang Ekspress*, *Singgalang*, and *Haluan* can function as educators to the community by conveying information about the importance of the West Sumatra gubernatorial election. The news about this political contestation was majorly published as the headline and others were written in the type of Opinion, Articles, and Voice of the reader.

In the context of IP's positive character, he was reported both as the Governor and as an individual. The *Padang Ekspress* reports were dominated by the progress report of the IP leadership as Governor of West Sumatra (2010-2015). On the other side, the *Singgalang* reported him progressively about the existence of IP in the context of being a Governor or as a figure in the field of education and others. Whereas, Haluan focuses more on IP's private life, especially in August and September 2015.

Related to the report of IP's private life, the chief editor of *Haluan* denied that *Haluan* was progressively focused on reporting about IP's private life. The private life was said to be reported by the political campaign staff of IP and was written in an advertorial. Likewise, the chief editor of the *Singgalang* also acknowledged that the *Singgalang* also once, though not frequently, reported on the IP's personal life in the advertorial.

Based on the coherence analysis with the chief editor of *Padang Ekspress*, *Haluan* and *Singgalang*, the researchers found a matter relating to this advertorial. First, the advertorial was written by the IP political campaign staff and not written by the *Haluan* or *Singgalang* team. This becomes a part of the strategy in political contestation. The two newspapers, in the context of economic, published the paid advertorial for the profitability of the company. Second, in terms of political communication as opinion-mapping, the IP's political campaign staff assumed that the *Padang Ekspres* and *Singgalang* were considered friendly to IP. Therefore, IP's political campaign staff wrote more advertorials on these newspapers. Thus, it is not surprising that the coverage of IP in the headlines of *Haluan* newspaper was dominated by the report of his personal life.

4.3. Dimensions of Sociocultural Practices

In principle, the information is conveyed to provide an educational process to the public about an issue or event. *Padang Ekspress*, *Singgalang*, and *Haluan* convey and inform an event or issue chronologically. Sometimes, an issue is reported repeatedly in a few days including the matter of *thesis-antithetic* and *dialogic-confirmative*. In turn, this will make people have their own opinions. In this context, it is almost certain, when a piece of news is delivered, the public (readers) will not stand in a neutral position. In other words, it is valid that there is a political alignment that possibly leads the reader to be sympathizers and partisans. In the context of political science, readers of a news will be affected in three possible ways: 1) increasingly accept a thing or idea; 2) increasingly reject a thing or idea; and/or 3) Do not accept nor reject a thing or idea (which also considered as an act of alignment).

For this reason, the function of mass media to influence the reader is interesting for further analysis. According to political science, there are several sources of influence. The greater and optimal source of influence is utilized, the greater the potential to influence others. The sources of influence include: 1) genealogical sources; 2) economic sources; 3) legal-rational sources; 4) personality; and 5) control over information sources (Surbakti, 2002: 93). It is undeniable that the control over information sources becomes a practical political necessity. It is said by Ropert Murdoch, the media conglomerate that "Whoever can control the mass media, he will rule the world," said media tycoon Ropert Murdoch. This is an undeniable expression referring to the practical political behavior of the past few decades.

A figure who is involved in the political world requires self-image to introduce him to the constituents. Therefore, his close relation to the mass media becomes a political guarantee for him to measure his electability and advertise himself. It is accurate that the role of the owner of a mass media becomes a very strategic party in political contestation, both at national and regional levels. The support or backup of the mass media (in a positive sense) to the figure who follows political contestation, becomes something that will be capitalized into political benefits. In this context, the control of *Padang Ekspress*, *Singgalang*, and *Haluan* is a very significant matter for the candidates of the West Sumatra gubernatorial election in 2015.

This is seen from the acknowledgment of the chief executive of *Padang Ekspress*, *Singgalang* and *Haluan* who said that approaching the selection process for Regional Head Candidates, each of the mass media submitted a 'proposal' to the campaign team of each prospective regional head. Proposals that aim to capitalize influence through news and advertising. That is, like it or not, like or dislike one of the media, each prospective regional head must "master" or not take an extreme distance from the existing media.

This political phenomenon is seen from the acknowledgment of the chief executive of *Padang Ekspress*, *Singgalang*, and *Haluan*. The chief executives said that approaching the period of the selection process for Regional Head Candidates, each of the mass media submitted a proposal to the political campaign team of each candidate. The proposal aims to capitalize on the influence through news and advertisement. Thus, despite their preference for the media, the candidates need to politically control the media and do not take a remarkable distance from the media.

According to the three editors in chief of the media, the IP political campaign team did not refuse the proposal. In certain times, during the selection process and campaign period, the IP team also requested the media to increase the number of newspaper publication. The goal is obvious; to promote the candidates to the public through the newspaper that contains news about each of these candidates.

5. DISCUSSION

The results of the study showed that the sentence structure pattern used is *subject + predicate* (beginning with prefix *men-*, *ber-*) and this pattern is in line with grammatical theory. As stated by Ramlan (1987) that affix *men-* and *ber-* functions to form verbal words. As words that tend to occupy a predicative function in a clause, the word that begins with those prefixes states an active act carried out by an actor occupying the function as subject.

Theoretically, a group spread its influence on other groups, in this case, the community, through various instruments, one of which is the mass media. Meanings or ideas will be produced and formulate meaning exclusively based on the interests of certain groups that have influence. Not infrequently, it becomes a common phenomenon where the influential party, such as newspaper owners, constructs and produces meaning for partisan interests. Furthermore, the media does not exist in an isolated condition. All the community has to do is look at the quality of the partisans in the media.

The political advantage in this study is interpreted as profit that is based on values or ideology adopted by the media or individual level. The ideology adopted by a media will be significant in providing the pattern and style of a media. The existence of an ideology, according to Slinkard (2019), is latent that operates behind the discursive social practice. Consequently, ideology has great potential in influencing and shaping the subject's view in interpreting reality and directing its social practice. Furthermore, because ideology is inherent in discursive practice, it can be more effective if its existence becomes a common sense and accepted by society as truth. Therefore, the ideological effect of this situation is that the public is unaware of the ideology invested through language.

It is noted that the individual level (intrinsic) depends on the ideology adopted or the ideology that is intended by the owner of the media as news director (usually the editor-in-chief). It is undeniable that the ideology of the owner of the media will be the dominant ideology and will potentially determine the practice of reporting in mass media.

As the representation of ideology, news presents facts through text and language that lead to conclusions that are aligned to a particular object. The aim is to organize people's attitudes and actions on a choice that economically and politically benefits the mass media owners. However, this has been a logical thing in political and human interaction since the beginning. In this context, the media carries out its influence function. The function of influencing the readers causes the media (the Padang Ekspress, Singgalang, and Haluan) play an important role in people's lives because it can influence people's opinions and actions on an issue or event.

In the Padang Ekspress, Singgalang, and Haluan newspaper (August-November 2015 edition), the function of influence is recognizable from the reports in headlines, opinions or articles. Besides, other forms of influence functions in the context of commerce are found in advertisements ordered by companies or certain groups.

Related to the West Sumatra gubernatorial election, the influence function in terms of commerce is spotted in the advertisements in the Headlines of the two candidate pairs that were competing.

Among the findings during this research, there is a particularly interesting finding related to the display of candidates in the newspaper. In the Haluan newspaper, this advertisement of MK-FB (another candidate pair) was consistently placed on the header of the newspaper whilst the IP-NA pair is placed on the footer of the newspaper. On the contrary, the Padang Ekspress alternately placed the advertisement of the pair candidates on the front page of the newspaper. The Padang Ekspress newspaper did not advertise the two pairs of candidates at the same time. This strategy was also adopted by the Singgalang newspaper. There Haluan newspaper committed discrimination in terms of the position of the advertisement. According to Haluan's chief editor, this discriminatory impression was acknowledged at that time, resulting in a subpoena sent from the IP team. As a media, in addition to maintaining neutrality, they are also bound by economic law. The MK-FB team invested a lot in advertising in the Haluan Newspaper, unlike the IP-NA team.

Research on the characteristic of IP's leadership represented in the mass media confirms the argument put forward by Aman (2006b) that the discourse production process is dominantly constructed by social processes. The preference and tendencies reflected in Padang Ekspres, Singgalang, and Haluan illustrate the existence of sociopolitical reality in which the leader exploits the mass media as an instrument in constructing social reality as he expects. The dissimilarity in the portrayal of the figure in several mass media reflects the distinction in the use of discourse mode among the three sources. This reality emphasizes the findings of comparative-oriented research managed by (Hasyim, 2018; Irianti n.d. 2017,).

Particularly, this research reflects a distinction with the numerous previous studies. The social situation of West Sumatra as a unique locus contributes to the style of reporting of IP in the mass media as data sources. Regardless certain media does not portray IP's figure as great as other mass media do, the reporting is written in the polite and indirect language. This style of language is affected by the linguistic culture of the Minangkabau people who tend to communicate indirectly in expressing ideas. However, this finding sets the research apart from previous researches conducted by Hasyim (2018) and Irianti n.d. (2017), in which, the preference of the media of the figure is identified through the linguistic features of the reports.

6. CONCLUSION

Transitivity analysis shows that all three mass media are similar in terms of sentence structure in describing IP. All three media adopt the structure of active sentences. This active sentence structure affects the meaning of the sentence to refer to the existence of an authoritative IP figure who can co-opt all of his actions. Besides, the thematic analysis of the text dimensions shows that each mass media has different intentions in describing IP characters. Padang Ekspress highlights a lot of the themes of

religiosity, *blusukan* (unscheduled visits), family, and work commitment of IP as the leader of the province of West Sumatra. On the other side, the news about IP in Singgalang was dominated by the theme of *blusukan* in the community which illustrates his integrity in supervising the realization of the work program that he has planned. At the same time, the Haluan newspaper dominantly reports IP's modesty and great vision as a leader.

From the perspective of discourse practice, the organizations of the three mass media as data sources implement clear and standard regulations regarding the prohibition of institutional involvement in politics. In spite of that, each editor in chief did not deny that the leaders and owners of the media have a political relationship with certain parties. However, the news reports involving the head of the media with one of the parties on various agendas and opportunities are carried out following existing standards and procedures.

Furthermore, the perspective of social practice views information related to IP was influenced by the situation and atmosphere of the West Sumatra gubernatorial contestation in 2015. It was acknowledged by each editor in chief of the media that just before the period of candidate selection, proposals were submitted to each political campaign staff to capitalize on influence through reporting and advertising.

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