TEXTUAL ANALYSIS OF AHOKERS IN SOCIAL MEDIA

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Abstract

Textual analysis is a crucial part of discourse analysis which is not purely the linguistic analysis of texts; it also includes interdiscursive analysis, i.e. seeing text in terms of the different discourses, genres, and styles they draw upon and articulate together. There are many aspects from the text to consider during analysis. Along with the description, in this research, I just analyzed the lexical style. Since it constitutes the first stage in analyzing the text. This study is aimed to describe and interpret the lexical style that is used by "Ahokers" in social media who are written by admin from different backgrounds of culture, knowledge, and social status. So, this research investigates the lexical style which is formed by "Ahokers" in Instagram from many accounts, such as: "ahok_kami", "save.ahok", "pendukung.ahok", "temanahokofficial" forever_ahok". In this research I use van Dijk’s theory which focuses on the lexical style as one of the elements of the micro structure that is applied in the meme in social media which are used to express insinuation and protest to the government and other groups. Those accounts are made by the Ahokers who are concerned with his status as a suspect of desecration of religion. This research is descriptive qualitative since the data are in the form of words. The analysis reveals some findings; it is found that the writers used the adjective, verb, adverb, pronoun, and noun to insinuate other groups which were considered as racists and stereotypes. They stated in meme by insinuating other groups. Based on the findings, it is suggested that the next researchers who are interested in investigating the same field of critical discourse analysis fill the gap especially on other elements of micro structure elaborately and specifically such as presupposition, metaphor, and many others.

Keywords: Textual analysis, Ahokers, Social Media.

INTRODUCTION

This research investigates the textual analysis which is focused on lexical style used by Ahokers (fans of Ahok) in social media, especially in Instagram and its implicate as perceived by the readers. The main aim to select some accounts from Ahokers is to know how the Ahokers influence readers by using lexical style. Ahokers is found by fans of Ahok (Basuki Tjahaya Purnama) in Indonesia which has many accounts, such as “ahok_kami”, “save.ahok”, “pendukung.ahok”, “temanahokofficial” forever_ahok”. They are groups of people who consider that Ahok is brave, honest, and fight against corruption. They even hope that Indonesia would have a lot more officers like Ahok. So, the words that are used in social media have power meaning and certain meaning.

Social media is a medium which is used to interact with other people by internet network. There are many media used in cyberspace, such as Facebook, WhatsApp, Instagram, Twitter, etc. Those accounts are utilized by users to find out and associate with the old friend, to find some information, to share the current information or issue, to develop the science, and to do business. Recently, the existence of social media brings great impact to the society. Social media which should be used to communicate with family and friends, but now there are many people abused it for allusion by using meme to bring down the rival. Moreover, it can be seen from the meme when general election was held. They use social media now is to weaken the rival.

In modern era, social media is the important part of democracy. Since, in social media, people can say and post freely the internet users will be at ease to influence the readers in social media by their words. The words in those memes have certain meaning and power meaning in influencing the readers. The use of words, sentences, prepositions, and phrases is considered by van Dijk as elements of the speaker or writer's strategy to achieve their goal (Rosidi, 2007). Based on this phenomenon, the words in meme are social phenomena which influence the users of internet in determining their views in certain case. Within interaction, the users of internet use language as their primary means. So, choosing the words is important thing in posting something because this is the important part in influencing the societies.
Related to discussion above, here, in this research, I would like to analyze the lexical style which is a part of textual analysis. A text is usually understood as a piece of written language. Yet, in discourse analysis, a text may be either written or spoken discourse, as like the words that are used in conversation (or their written transcription) constitute a text (Fairclough, 1995:4). Written or printed text such as newspaper articles are texts, while transcripts of spoken conversations and interviews, as well as television programmes and web-pages, any actual instance of language in use is a text (Fairclough, 2003). In addition, language in text always simultaneously functions ideationally, interpersonally, and textually. Ideationally in the representation of experience and the world, while interpersonally in constituting social interaction between participants in discourse, and textually in lying parts of a text together into a coherent whole (a text, precisely) and lying texts to situational context (Halliday as cited in Fairclough, 1995:6). Hence, based on the theory above, text analysis is a crucial part of discourse analysis which is not purely the linguistic analysis of texts; it also includes interdiscursive analysis, which is seeing text in terms of the different discourses, genres, and styles they draw upon and articulate together (ibid).

Textual analysis can often give excellent insights about what is in a text but what is absent from a text is often just as significant from the perspective of sociocultural analysis (Fairclough, 1995:5). It demands diversity of focus not only with respect of functions but also with respect to levels of analysis. Besides, it presupposes a theory of language and a grammatical theory and one problem for critical discourse analysis is to select from among those available. The principle that textual analysis should be combined with analysis of practices of production and consumption has not been adequately operationalized in the papers collected.

Fairclough (as cited in Richardson, 2007:46) stated that there are two major aspects of text to consider during analysis. The first has to do with the structuring of propositions, the second with the combination and sequencing of propositions. In Fairclough’s model, text is analyzed linguistically by viewing vocabulary, semantics and grammatical. While, van Dijk distinguishes a text of some structures. He divides it as three levels, they are macro structure, supra structure, and micro structure. Macro structure, point toward global meaning which can be précised from the theme or topic which is raised by discourse. Supra structure, point toward framework of discourse or schematic, and the last is micro structure, point toward local meaning of discourse or semantic, syntaxes, stylistic, and rhetoric by analyzing words, phrases, sentences, and propositions (Rosidi, 2007).

Associated to the description above, van Dijk (2000) stated in his theory that besides observe the overall meanings or topic of media, we also need to observe the local meanings of words and sentences. It means that micro structure is an important point in analyzing discourse, because it not only analyzes the global meaning but also the small elements such as words, phrase, and sentences which needs hard effort to identify the discursive meaning viewed from the internal structure of text. In addition, the meaning of word is not always attached in the dictionary’s terms but more often attached with the basis of the cultural condition and context around the participants. As the example which is commonly used in the media, the use of word protestor, rather than demonstrator, has a certain meaning and intention to convince and influence the readers or listeners’ mind that the action of protestor has more negative image because it is judged as the action against the government policy or decision. It also shows that the media tend to marginalize the minority group or the people who have a lower social status as the form of discrimination from the majority group which has full power to control the media to marginalize the minority. So, by using their power or authority, they want to control other people to believe and legitimate what they say about the powerless group who are against their decision or policy. Along with all the elements above, I choose word choice or lexical style to be studied in this research since this element is the first stage in analyzing the text.

Related to the statement above, Richardson (2007:47) stated that the analysis of particular words that is used in a newspaper text is almost always the first stage in any text or discourse. Since, Words convey the desire of society and of value judgments. They convey connoted as well as denoted meanings. In addition, words are used to communicate the messages of a text whether about an individual, a group of people, an event, a predicted or expected event, a process, a state of affairs or any of the other subjects and themes of newspaper texts. Huckin (1997) further stated that a word can convey strong meaning connotations. Connotation which is associated with a word, or through metaphors and figures of speech that can turn the uncritical viewer’s mind. Hence, from the explanation above, a word has power which is able to convey strong meaning, since it can doctrine the people to
believe and control the readers or listeners’ mind about an event where it often represents the power of the speaker or writer legitimately.

In addition, Fairclough (as cited in Locke, 2004:50) that the same word can have a number of different meanings. This multiplicity of meanings he refers to as a word’s meaning-potential. In other words, shifts in words meanings can be a key indicator of discursive contestation and subtle changes in discursive formation. van Dijk (2000) further stated that when there are options of lexicalization, choosing one word rather than another often has contextual reasons, such as the opinions of the speaker about a person, a group or their actions. Thus, the choice of words can imply negative or positive evaluation which has impact toward the readers or listeners’ thought. So, referring to the description above, I choose lexical style or word choice to examine the meme which is portrayed in written text. For example in forever_ahok account, there is a picture when King of Arab Saudi is shaking hand with president of China, then under that picture there is statement “CHINA DAN ARAB TEKEN SEJUMLAH KESEPAKATAN SENILAI 866 TRILIUN BAYANGKAN SEANDAINYA PAK JOKOWI ATAU PAK AHOK YANG TEKEN KESEPAKATAN DENGAN CHINA, PASTI UDAH DITERIAKIN ANTEK PKI”. The writer writes the data above by capital letter which has certain purpose. It means that the writers want to have more concern from the readers. That data is important to be read. In that data the writer uses the lexical “ANTEK” which has negative meaning. According to Bahasa Indonesia dictionary, the word “ANTEK” means someone who follows other people, or it can be called as a slave. In that sentence the word “ANTEK” is attached with the word “PKI” which has certain meaning. PKI is one of the parties which have bad history in Indonesia. It was a communist party that rebelled against the government. Then according to the data above, the writer asked the readers to imagine if president of China shakes hand with Jokowi or Ahok, it can be interpreted that Jokowi or Ahok will be called by PKI’s follower by other groups. Since China is communist, hence they will get more negative image from other groups. On the other hand, the writer used the lexical “DITERIAKIN” which is passive form, where the subject (Jokowi or Ahok) is affected by the action of the verb. It means that Jokowi or Ahok will be labeled as PKI’s followers who are not allowed to be chosen as the leader. The sentence in the data above is protest form toward media or some groups that contra to Ahok who is from minority group in this country. The writer thinks that other groups tend to marginalize Ahok who is minority group as the form of stereotype from majority group which has full power to control media. So, the writer posts that meme. The writer tries to bring the perspective’s society to agree with his/her writing. By doing this research, the researcher wants to know how the lexical style used by the writer to influence, convince, and control the readers’ mind. Since, at every level of analysis, it encounters ideologically based on beliefs, opinions, and attitudes (van Dijk,1991:5).

Related to this research, there are some previous studies which relate with his research. Amalia (2010) focused on textual analysis toward speech of president Ahmadinejad on anti-racist conference in Jenewa. Her finding shows that textual analysis of that speech provides an understanding of the policy and political perspective of Iran, which is expressed in that speech. Susanto (2016) focused on Basuki Tjahaya Purnama’s conversational maxims: A political discourse analysis. His finding shows that Ahok did not violate maxim of quality and maxim of relevant because he had strong evidence to support his claim. The second is Fitiana (2016) analyzed the meme: the use of language on the object of women in social media. The result of research collaboration found some irregularities in the use of language on the object of women in social media which can be divided into three aspects; (1) Deviations principles of cooperation; (2) Deviation politeness principles; and 3) Implementation of irregularities cooperative principle and the principle of politeness memes in the use of language on the object of women in social media.

**METHOD**

This research is classified as descriptive qualitative. It is descriptive, since this research is to describe the words or sentences that have certain ideology which is written by many writers who has different background, ideology, and social status. I explain the lexical style descriptively and it is designed to obtain the detailed description on how the lexical style used by the writers using van Dijk’s theory. This research is also categorical as qualitative, since this research is to get understanding and interpretation deeply on how lexical styles used by the writers in allusion for some people or groups. Besides, this research is concerned with the process in understanding of words or utterances. In addition, in analyzing and collecting this data, the researcher uses human instruments as the primary instrument of this research. Therefore, this research is categorized as descriptive qualitative. The data of this research are words or sentences that are used by the writers in some accounts of Ahokers, those...
are “ahok_kami”, “save.ahok”, “pendukung.ahok”, “temanahokofficial” forever_ahok” which related to the status of Ahok as an accused of blasphemy. In this research, I investigate the words or sentences that are written by different writers or admins from different account.

**FINDING AND DISCUSSION**

There are four contexts presented in this section. The following data are taken as example for the purpose of data analysis.

**Data 1: This data from ahok_kami account.**

From the data above, we can see that the writer writes it by using capital Letter. It means that the meme is important to be read by everyone in social media. It is one of the strategies of the writer to get more concern from other users of internet. From the sentence above the writer used the word/ connection adjective “Pasti” which has strong meaning. That word indicated that it is true and sure, there is no doubt, that those sentences are true. The word “pasti” above is to strengthen those sentences. There are two sentences in that data. The first sentence is “AHOK ANTI MALING”, the writer used “maling” (thief) to describe someone or some groups that has negative behavior who often takes money or something from other people without permission. In this context, the word “maling” or thief is attached with the corruptor. As what the news told that Ahok hates to the corruption, so he has many enemies in the government because of his attitude and his speech in fighting corruption. From the first sentence, Ahok dislikes someone or some groups that takes something without permission. This sentence describes Ahok as a good person. He is a hero in fighting corruption. It can be seen from the word “ANTI”. The writer used that word to show that AHOK really dislike thief or corruptor. Therefore, the writer continued her/his written with the second sentence, that is “MALING ANTI AHOK” which is added by adjective “pasti”. It contains stereotype towards the thief. The writer used the word “pasti” to convince the reader. He/she dribbled the reader’s mind to believe and agree with that statement. Yet, from this data, it is allusion to the groups who hates AHOK. AHOK hates corruption, and he has many enemies because of his speech. AHOK is famous with coarse words and high intonation when he insults or talks about someone who is considered as people or groups who conduct corruption. Hence, from other side, of course he has many enemies which are related with any groups. That meme indicates that AHOK is a hero who fights corruption. He is labeled as a positive image while the second sentence, it can be indicated that writer intend to show to the public that someone or some groups who hates AHOK, it can be noticed as corruptor.
Data 2 is taken from save.ahok account.

Related to the data above, it contains stereotype where save.ahok account posts it. That account used the word Muslim which has certain meaning. Moreover, it asked about the result of their leader. We can see that it is one of the allusions from Ahokers toward someone or groups who often asked the citizen to choose the Muslim as a leader. It can be seen from the data above that Ahokers do allusion toward a group which makes him as a suspect in religion case. In that data, all the leaders from Muslims are appeared, and all of them are corruptors. It is a slap for people or groups who said that in general election the society must choose Muslim as their leader. In fact, there are many leaders who are from Muslim background do corruption. Related to the situation, Ahok is the one of candidate who is Christian. Ahokers think that he (Ahok) gets discrimination in this section because of his religion. Actually Ahokers never care about the religion background from the candidate, they just see the candidate from his work, and someone who fits to become their leader is Ahok who is always brave in fighting corruption. But why many people still care about the religion, whereas in fact religion cannot be assured from someone’s attitude. Fans of Ahok make that meme to do protest towards the society. They want to show and prove to the readers that Muslim do corruption more. Ahokers feel unfair toward Ahok, hence, Ahokers from save.ahok account posts it. It reminds the readers that Ahok gets trapped by the government. He is a hero in fighting the corruption; he has many enemies who take the advantage from this situation. The case which is viewed by the Ahokers is small, but it is exaggerated by some groups to send Ahok to the jail. He is despised by most of Muslim in Indonesia since he is proved as blasphemy toward Islam religion, whereas, based on the Ahokers, he did not do it. So, from the data above it can be interpreted that this accounts reminds the readers that Indonesia needs a leader as Ahok who fights corruption. It invites readers to support Ahok by posting this meme.
Data 3 is taken from Ahokers account

The data above, it can be seen clearly that Ahokers do comparison between Ahok who is Christian and Habib Riziq who is Muslim. Both of them have different background and social status. Ahok is from Chinese generation, while Riziq is from Arab generation. It can be seen from the data that they have different physical features. Ahok is one of the regional governments while Riziq is the leader of one Muslim organization in this country. As a leader of Muslim organization, Riziq is one of people who hates Ahok a lot because of his religion background. In many videos, he stated loudly that Muslims are forbidden to choose leader from other religion. Besides, he is one of the orators who asked Ahok to be sent in the jail. Hence, Ahokers make comparison towards those people. According to Ahokers, even though Ahok from Chinese and Christian background which is from minority group in this country, but he still has many special qualities in his position. Based on the data above, Ahokers mention some superiorities of Ahok, those are as what mentioned above, while Riziq? They ask to the public, who is Riziq? What is the benefit of Riziq in this country? Even though he is Muslim but his position in his organization still be questioned. No one knows who choose him in his organization. The writer describes Ahok positively, in other side Riziq is described by negative image. There are many questions mark which is pointed toward Riziq which has certain purpose. The admin from this account convince the readers’ mind by using questions mark that tries to invite the readers to think hard and ask around who Riziq is. While in the last sentence there is an interesting sentence which said “sedang mengganggu pengemban amanat”. It has power meaning. The writer used the word “mengganggu” which has negative meaning. He/she describes as if Riziq is disturbing Ahok’s way in doing his work. By Ahokers, Riziq is labeled as negative image. Ahokers describe him as someone who does not have job besides disturbing Ahok who is responsible in his duty, while in other side, Ahok is described as someone who works properly.

Data 4 is taken from forever_ahok

Related to the data above, I think that forever_ahok account posts it related to the status of Ahok as an accused of blasphemy. The data has strong meaning. It has deep interpretation. The citizen sent a bouquet of flowers to the government that has certain purpose. The picture above used the word “RIP” to describe justice in Indonesia. It is described as in this country does not have justice at all, it just support the majority group. The data above clearly stated “RIP JUSTICE”. It means that Ahokers feel so unfair when the government in this country discriminates Ahok who always fights the corruption in Jakarta has to be sent to the jail because of his defense as minority group. Some people who sent that flowers used the
word “wafat”, rather than “mati”, has certain meaning. The writer chooses the word “wafat” actually it is a subtle insinuations toward the government. It can be interpreted that justice is something that has high position in this country, so the word “wafat” is suitable to describe it. It is ironic when something has high position must be dead in this country.

Data 5 is taken from pendukung ahok account.

From the data above it is clear enough that Ahokers from pendukung.ahok accounts do allusion towards some people or some groups. As what we see from the picture, the first man mentioned the word “busuk” while supported by someone who closed his nose which has negative meaning. Moreover, something that smells bad contains corruption, racist, and battle for power. The second man answered the first man by saying “jangan khawatir! Kasih ini ajat nanti ketutup bau busuknya” while holding a bottle which is written religion. That meme has deep meaning. The power of religion is described by that picture. It means that “agama” (religion) has power in influencing some people.

Whatever has been done in the name of religion, people will easily trust. So, religion is the best way to certain something or to deceive someone. It describes that there are many people or groups who act as if they are so good and pure by covering themselves by religion, whereas they do corruption, racist, and battle for power. In addition, the writer puts the word “agama” which is noun in a red bottle having ideology. It shows that writer wants to tell the readers that everything happens will be fine if we are covered by religion.

Referring to the data description and interpretation employing van Dijk’s theory, it is clear that the writers of the data above frequently used the lexical choice as their strategy to express and show that in their sentence contain certain ideology which is pointed to some people or some groups caused by different background of knowledge, culture, and social status. In present study, the discursive strategy is generated from the element of a textual analysis is lexical style that reveal injustice which is thought by Ahokers.

In this segment, I discuss the data analysis based on the finding of this research. In this research, it is found that the writers in this data used the lexical style in the form of adjective, verb, and noun to insinuate another group which has certain ideology. In other words, in some account of Ahoker which is posted in social media, especially in Instagram more contains allusion towards other groups as a form of protest towards some people or some groups in this country.

In addition, in this study, the lexical style that is used to analyze the data is one of the elements of micro structure which is proposed by van Dijk. From the data analysis, it is found that by using lexical style, most of the writers who have different background in doing allusion toward some people or some groups which has certain ideology. The data are appropriate to be analyzed by van Dijk’s theory.

CONCLUSIONS AND SUGGESTIONS

From the analysis stated previously, it can be concluded that in some accounts of Ahokers, the most frequent allusion based on the statement used by the writers in the meme who has different background of knowledge, culture, and social class is in the form of lexical style. The choice of words by the writer is valued as a strategy. It is not only constructed as the way they pour their idea, but also as the strategy to influence someone idea and to strengthen their ideology as the minority groups.

In analyzing textual analysis which is focused on the lexical style used by the writers in social media, it gives some knowledge and significance. The most significant that I get is I can improve the ability in understanding the text, especially in lexical style. Moreover, by conducting this research I can understand well the meaning behind the words and sentences that indicate certain ideology used by the writers. In addition, this study produces the descriptive knowledge of the micro structure’s element is
lexical style. This is judged as the strategy which covers word choice. Finally, the present research findings support van Dijk’s model of discourse analysis which concerned in social media.

REFERENCES