

DISCOURSE ANALYSIS OF RIDWAN KAMIL'S STATEMENTS ON THE GOVERNOR CANDIDACY OF JAKARTA ON FACEBOOK SOCIAL MEDIA ON FEBRUARY 29, 2016

CHAPTER I

INTRODUCTION

1. Background

The electoral commission has launched the second wave of the 2017 simultaneous election for voting the local and regional heads. Those elections are going to be held in seven provinces, eighteen cities, and seventy-six districts or specifically to the regions in which the tenure of the heads and the deputy heads is also ending between July 2016 and December 2017. Referring to Act number 8 of 2015 on the local elections, it is stated that the election of 2017 is going to be held on February, 15,16 and 17, 2017 .

One of the seven provinces that is going to hold the election in 2017 is Jakarta Province, the Special Region of the Capital. There are several names of candidates who are ready to fight against Ahok, the caretaker as well as an independent candidate of Jakarta governor. Previously, there were some names deemed to be such serious competitors of Ahok for Jakarta governor candidates, and one of them was Ridwan Kamil, the Mayor of Bandung. Many people thought that Ridwan Kamil, who is active on social media of Facebook and Twitter, is the appropriate rival to compete with Ahok in the election of the Governor of Jakarta Province. In fact, nearly 80% of people assumed that Ridwan Kamil had been positive to oppose Ahok in 2017 election if he was given the opportunity.

Ridwan Kamil often chirps on Twitter and posts his daily activities as the mayor of Bandung on Facebook always resulting in high appreciation from his thousands followers in the form of various comments. He often uses the social media to greet the Indonesian people, especially the residents of Bandung. The

witty and funny statements often trigger the internet citizens (netizens) to crowdedly respond. He was even considered a media darling of social media.

. The opportunity given to Ridwan Kamil was certainly a dilemma for him. Then on February 27, 2016 he asked the opinion of 1.6 million people on facebook Fanpage: "Is it necessary for Ridwan Kamil to go to Jakarta to attend the Jakarta governor election in 2017?". About fifty-five thousand comments and sixty-eight thousands gave "like" response. On average, the opinions of the citizens expressed that they still wanted him as the mayor of Bandung and completed his obligations. Some, however, also gave their comments that Jakarta needed such cold hands of him.

On Monday, February 29, 2016, however, the people were surprised by the decision of Ridwan Kamil related to the election of the Jakarta governor in 2017. He confirmed that he would not go to Jakarta for the governor election. He wrote his statements on his facebook account and earned a lot of high praises from the public, especially the residents of Bandung. Many thought that his commitment was aimed to build and to educate the people. On the other hand, some were very sad to hear it since his excellent track records as the mayor of Bandung have already been acknowledged.

The statements of Ridwan Kamil consisted of eighteen paragraphs and were very interesting to study. Based on them, the focus of this study is to analyze the contents of the text written by Ridwan Kamil on his facebook account on February 29, 2016.

2. Problem Formulation

- a. How did Ridwan Kamil become such a branding darling on the media?**
- b. What was the meaning of the content of his statements not to go to Jakarta for the governor election in 2017 ?**

3. Research Methodology

The descriptive analysis method was applied in this study and followed by the presentation of the data related to Ridwan Kamil's statements about his decision not to participate in the election of Jakarta governor in 2017 on the

social media of facebook. The technique of discourse analysis was also implemented. It would explain how the written and unwritten messages could significantly form such a conversation leading to such a formation of a certain understanding which was spreading widely.

CHAPTER II

LITERATURE REVIEW

1. Social Media and Political Marketing

Today social media is used not only as a means of communication among its users who simply share the experiences, knowledge and so forth but also as a tool to greet each other, to influence people to buy something or to follow him/her or even to provoke people to do something. Many people, such as religious leaders, merchants, politicians, officials, with their personal, various interests often use the social media as it is considered an efficient way for their campaign and promotion without spending much money.

The use of social media as a tool of campaign or even as a way to have a personal self-marketing is unavoidable and highly needed by some members of political parties and public figures to maintain their existence. The today's trending is virtual communication used by some officials of this country to maintain their personal marketing and existence by saying "hello". Hermawan Kartajaya stated in his book, *Media Darling*, that everyone with their various professions can greatly relied upon the power of media in order to improve the performance related to the professions (100 : 2014).

On the other hands, social media comes with its various effects. It has its positive and negative impacts which are just like two sides of a coin. Some users could be badly influenced, but some others can use it intelligently and positively. Influencing and propagandizing an issue are also easily, quickly done through social media.

Many public figures who are actively involved in political world take some advantages of social media. This is a kind of a golden opportunity for them

to promote and create their personal brandings. Differently creating and forming the personal branding with some brilliant ideas have more beneficial values and they are enjoyed by *Netizens*.

There are several strategies to form such a personal branding on social media. The first one is ATL (Above the Line) which means making advertisements everywhere such as in the mass media. The second one is BTL (Below the Line) which means selling in the lines where the consumers (audience) perform their activities (2011:10) and one of them is on social media such as facebook in which the targets are the facebook users who cannot stay away from the application almost everyday.

Political branding audit must of course be accompanied by the real action in the field and not just in the form of status displayed on the app wall. Surely the audience (netizens) can intelligently judge which one is the real and which one is just the fake, especially, concerning with the messages or statements on social media. By doing so, supporters and sympathizers will voluntarily come by themselves when they have already noticed that the status is made in accordance with the real actions in the field. Certainly it can result in making a political role as a positive and constructive discussion that can be enjoyed by the audience. If positive statements or activities are well presented, then a single perception will appear so that the decision lead to the right targets appropriately.

Totally influencing the mind of the public is the real goal of the campaign in which the figure can gather the supporters to give a positive assessment of the person as the subject of the issue or statement.

Political marketing is a concept introduced through the spread of social ideas in the field of development by mimicking the ways of commercial marketing, but the orientation is more on the level of awareness, attitude and behavior change to accept new things (Cangara, 2011:224).

The virtual communication process is more frequently used by the users of social media to launch the mission. The form of message delivery and receipt is through cyberspace or virtual world, and it is done interactively and supported by Internet network so that the communication does not require a party to meet in person face to face.

2. Political Branding

During this time people assume that political campaigns are always valued in money and news in mass media such as newspapers, televisions, billboards, and other forms of advertisements although not all of them are always connected with the financial matters. The development of technology for some persons, who can take some good advantages of it, is certainly helpful. They really understand how, when and where to use and exploit it wisely. They become not only the connoisseurs of the barrage of the application attacks but also the wise users of the social media.

In the concept of branding, when a consumer chooses a brand, the brand will work harder to create other needs (silih, 2011:12). It should also happen in political parties where the real situation is different. They are usually very hot and active in the beginning but sluggish at the end. When people have already made their choice and set their political figure, it should directly be followed by creating his or her political branding to improve the image of the figure and the political party without doing any harms to the public trust.

New innovations are strongly needed to widely develop and to improve the society. It is not necessary to rant and make a speech on the stage to create the political branding. Being the subject, however, a figure must be able to convince the people by doing more and less talking.

3. Analysis of discourse

Discourse analysis can be understood as the study of the structure of the messages in communication and of the various functions of the language (pragmatic) (Sobur, 2002:48). It is an attempt to understand the meaning of utterances in a context, a text, and a situation (firth).

Ismail Mahrain defines discourse as the ability to move forward (in the discussion) according to the regular and proper sequences and communicate the ideas orally or in written form, formally and regularly (Marahimin, 1994:26). Based on the definition above, it can be concluded that every structured and formal writing can be considered as a discourse since it has got two main elements, namely: unity and cohesion.

The discussion of discourse, on the other side, is talking about the language and utterances which must be in the continuum of intact situation. Here the meaning of a language is in a series of contexts and situations (Shamsuddin , 1992:2) .

4. Understanding the Meaning

Philosophers and linguists generally acknowledge that the problem of the meaning or an expression of a language is the most fundamental issue in the philosophy of language. Moor, Russel and Wittengstein distinguish between the logical structure and the language structure, making it easier for how to differentiate the meaningful and the meaningless expressions. According to the phenomenologist, language is not only accepted as it is, but it is thought as an intermediary for the disclosures of certain intentions and meanings (Sobur, 2002: 22) .

There are several types of meaning. Brodbeck suggests that there are actually three kinds of understanding on the concept with various meanings. According to the typology Brodbeck, the first type of meaning is referential: that is the meaning of a term is an object, thought, idea, or concept demonstrated by the term. The second one is the meaning of the term. In other words, how far symbols or terms relate legally with other terms or concept. A term may have referential meaning in the first sense, which has a reference, but since it is not associated with a variety of other concepts, it has no meaning. The third type of meaning is covering the intended meaning (intentional) in the sense that the meaning of a term or symbol depends on the users of the symbolic meaning (Sobur, 2002: 26)

5. Written Discourse, Text and Context

- a. **Written discourse is the kind of discourse delivered through writing. It may be in the form of a text, a paragraph, and a discourse. It is characterized by the author and reader, written language and the implementation of the**

spelling system. It is commonly found in magazines, newspapers, books, papers, etc. (website).

- b. Text is a discourse (oral meaning) which is fixed into written form. Thus the text is the fixation or the institutionalization of an event of oral discourse in written form. (Hidayat, 1996:129-130).
- c. Context is the inclusion of all situations and things that are beyond the text and influences the use of language, such as the participants of the language, a situation where the text is produced, its intended function and so on. Accompanying texts are the previously existing texts clearly interpreted by the context. The first text certainly has no context for the context is the previous text (Sobur, 2002:58) .

Discourse analysis is one alternative of content analysis in addition to quantitative content analysis which is dominant and widely used. Quantitative analysis gives more emphasis on the question of “what”, but discourse analysis looks at “how” of the message or communication text. Through the analysis of discourse, it will be known not only how the content of the news text is, but also how the message is delivered. Through words, phrases, sentences, metaphors, it will be understood what kind of a message is delivered. By looking at the linguistic structure, discourse analysis is able to see the hidden meaning of the text structure (Eriyanto, 2001:15).

Some of the things standing out from the discourse analysis are as follows: First, discourse analysis is more qualitative and has more emphasis on the meaning of the text. The basis of discourse analysis is interpretation so it totally relies on the interpretation of the researcher. Second, the discourse analysis focuses more on the pretensions of latent (hidden) than on the manifest (real). Third, in discourse analysis the important thing is not what is said, but how and in what manner the message is said. Fourth, discourse analysis does not presume to generalize.

6. Framework of Discourse Analysis by Teun A. Van Dijk

The framework of Van Dijk is often referred to as social cognition. The term is actually adopted from the field of social psychology approach, especially, to explain the structure and process of the formation of a text. According to Van Dijk, the research on discourse is not enough just based on the analysis of the text since the text is only the result of a production practice which should also be observed (Eriyanto, 2001:221). He divides it into three levels, and they are as follows:

1. **Macro structure.** It is a global or general meaning of a text that can be understood by looking at the topic of it. The theme of the discourse is not only the content but also a certain side of an event.
2. **Superstructure.** It is the skeleton of a text: how the structure and elements of discourse are drafted or arranged in the text as a whole.
3. **Microstructure.** It is the meaning of the discourse that can be observed by analyzing the words, sentences, propositions, clauses, and paraphrasing used and so forth .

Structural elements of discourse presented by Van Dijk are described as follows

Discourse Structure	Observed Things	Elements
Macro Structure	Thematic (What is said)	Topic
Superstructure	Schematic (How opinions or ideas are compiled and assembled/arranged)	Scheme
Micro Structure	Semantics	Background, detail,

	(Meaning to emphasize)	intention, presupposition, nominalization
Micro Structure	Syntax (How opinions or ideas are delivered)	Tense/form of sentences, coherence, pronoun
Micro Structure	Stylistic (Choice of word/ what words are used)	Lexicon
Micro Structure	Rhetoric (How and by what means the emphasis is done)	Graphic, metaphors , expression

a. Thematic

Literally the meaning of a theme is something that has been described, or something that has been placed. The word “theme” is often juxtaposed with the topic. Topic, theoretically, can be described as a proposition, as a part of the important information from a discourse and plays an important role as a shaper of social consciousness. It indicates the most important information or the core of a message to be conveyed by the communicator.

b. Schematic

Schematic structure or superstructure illustrates the general form of a text. The form of the general discourse is compiled by a number of problem-solving, ending, and so forth. Schematic structure puts some emphasis on the part of which comes first, and which part comes later as a strategy to hide some important information .

c. Syntax

A strategy to show “self” positively and “antagonist” negatively is commonly carried out by political manipulation using the syntax

(sentence) as in the uses of pronouns, of specific syntactic category, of active or passive voice, of complex sentences and the rules of words and placement of clauses , and so on.

d. Stylistic

Stylistic cynosure is style. It is the way in which a speaker or a writer conveys his or her points of view by using the language as a means.

e. Rhetorical

The strategy in the rhetorical level is style which is revealed when one speaks or writes, for example, by using the exaggerated words (hyperbolic) or rambling.

CHAPTER III

RESULTS OF DISCUSSION

A. DISCUSSION

These are findings of the text analysis of the statements of Ridwan Kamil on social media of facebook. The data and analysis cover the principal news regarding the statement of his candidacy of and his decision to withdraw from Jakarta governor election. His statements resulted in various assumptions related to the political situation and condition in Bandung and Jakarta.

B. STATEMENTS OF RIDWAN KAMIL ON FEBRUARY 29, 2016

I would like to extend my deep apology. I am really sorry. Although the chance is there, I have decided not to join/participate in the election of the Governor of DKI Jakarta 2017. I have my reasons and here they are. Please read them carefully. Hopefully Jakarta can choose its best leader next year.
Thank you.

To Jakarta or Not To Jakarta

Indonesia was born from the imagination. A big house with its colorful, various inhabitants inside. They are not uniforms. The Indonesianists, Ben Anderson, also mentions that Indonesia is as an "imagined community". It is an ambitious imagination trying to unite the diversity of around 17 thousand islands and 700 languages. The diversity and the wealth or treasure of this country is really remarkable. Portuguese, British and Dutch once fought and snatched one another for the wealth of Indonesia. The wealth of its natural resources would make the Netherlands to swap Maluku with the island of New Amsterdam which changed its name to Manhattan New York City today from England.

The modern people of Indonesia today are dominated by Micronesia migrants from China who, in the course of history, mixed with the genetics India or Arab. It means that they are not original or derived from Homo Erectus of Sangiran or The Hobbit or Homo floresiensis. Thousands of years ago the Micronesia migration came to Taiwan, Philippines, Indonesia and the Pacific islands as far as Hawaii. So that's why we are similar to the tan of Hawaiian. If you want to see the Indonesian ancestry, please come to Taiwan's aborigines who are genetically similar to the tan of modern people of Indonesia today. Thus, today bringing the Indonesian ethnicity into conflict with the terms of indigenous and non indigenous is a real folly.

The historical records explained that the center of the Nusantara archipelago in the era of Sriwijaya was the area around Musi River, and in the era of Majapahit ruler was in Mojokerto. Today Nusantara or Indonesia is centered in Jakarta. As the capital, it is the center of government/politic and economic of Indonesia. It is different from the US where the central government is centered in Washington DC and the economic center is in New York or Los Angeles. Or in China in which Beijing is as the political center and Shanghai

is as the economic center.

The mixing of all these centers in Jakarta make the Indonesian men vie to gain the economic or political fate to Jakarta. Jakarta is a myth as well as a time bomb .

The magnet of Jakarta as the center of many things is very big. No wonder if the position of the governor of Jakarta become the main target of the political stage. Mr. Jokowi resigned from the mayor of Solo to become the Governor of Jakarta in 2012 and later become the President of the Republic of Indonesia in 2014. Mr. Ahok resigned from the member of the Regional House of Representative to pair up with Pak Jokowi. Mr. Alex Nurdin resigned as the Governor of South Sumatra, and join again the election but lost. Next year Mr. Ahok is preparing for the next election. And for one reason or another, an opportunity was offered and came to me.

I did not make any efforts to promote myself to the citizens of Jakarta. If the results of the survey stated that the popularity and electability suddenly rose, I guess it was because of what I have done in Bandung easily consumed by the people of Jakarta via social media. Do not forget that Jakarta is the chattiest city of Twitter throughout the world .

Why did not I immediately declare to go for Jakarta governor election or not? As an eastern man, my mother educated me to respect the relationship. "Do not refuse the invitation of coming to visit friends, *silaturahmi*, and extend the condolences at the newly deceased. " They were my mother's routine messages. I understand the point that through *silaturahmi* friendship or brotherhood is pleated and by *takziah*, extending the condolences or sympathy, it can increase the gratitude and enthusiasm of life.

That is why during the last 3 months I did not immediately declare whether "yes" or "no" towards the offer to be a candidate of Jakarta Governor. I did

respect the suggestions, aspirations and invitation to attend *silaturahmi* from some diverse groups of citizens and leaders of Jakarta. I went to an informal invitation from four political parties. During that time, I listened carefully to some suggestions of the President, Chairmen of the Assembly, of Parliament, and of the Council. I had a warm discussion with Mr. Prabowo as well. I paid attention to some suggestion of people via social media too. And until Sunday, February 28, 2015, I still received some visits, *silaturahmi*, of some national figures in Jakarta. I listened to all of them well.

Winning the 2017 Jakarta governor election is a such possible thing. I used to start the election of Bandung with 6 % as 'nobody', while the incumbent had already got 30 %. Eventually I won the election by 45 % with the determination and colorful, creative strategies. The last survey in Jakarta came to me and indicated that my popularity was 60 % and electability was 20 % . It was done while I did not do anything. Even I have not made any movements yet.

Not afraid of losing? Winning or losing in life is ordinary. My love was ever declined twice. I often lost in football game. I signed in the architecture department because I did not manage to get in Chemical Engineering of ITB and I ever harassed numerous times while I was living in America because of minority and racial factors. I've been through all those things. So going abused or bullied on twitter or social media by many parties including the buzzers of the political opponents is just a common thing for me. Politics is noisy. Insha Allah I have already been immune.

I have just an inner problem. I have not completed my duty as the mayor of Bandung. If the elections in Indonesia are simultaneously carried out at the beginning and the end, there will not be a dilemma like this. If all elections are simultaneously done, there will be no stigma of switching leaders for those who want to dedicate to a higher level. And if I relied on debauchery

and math calculation of election, I did not have to think very hard. But life is not always so. I want to be happy without hurting anyone. I want to win without harming anyone.

Bandung today has showed its improvement, but not exactly healthy. It is a mistake if Bandung has been said successful. And it is such a lie if someone says that there is no progress of Bandung. Within two years, the bureaucratic reform of Bandung has improved. The performance of the bureaucracy has got grade A in 2013 in the national level. Previously it was in the position of hundreds. The bad performance of public service has significantly changed from the red reports to level No. 4 nationally. The government transparency has been in level 3. Before it was in level 17 in West Java. That's the progress.

SME business license was omitted altogether. 7000 poor people have been given some credits without any interest and collaterals. Each RW (a group of persons living in the same neighborhood) was given a budget of Rp 100 million as the concept of equitable development. Open unemployment fell from 10.9 % to 8 %. They are all progresses. So Bandung has improved not because of its parks as some people think cynically.

In urban planning, repairing the sidewalks and the city parks has moved quickly. Social interaction is correlated with the happiness. Hence the happiness index rose to 70.6 at the end of 2015. It means that the citizens of Bandung are happy. The problems of garbage and broken roads have vanished from 5 major problems based on the survey of Bandung residents. Adipura award returned to Bandung after a 17-year absence. But honestly, Bandung still has to face its problems of flooding and traffic congestion. These the two main problems and my priorities in the remainder of my official term.

And the toughest for me is the citizens of Bandung. The majority did not allow me to leave before completing the tasks. The word of 'Bandung citizens'

contained in it the voices of the volunteers who had struggled to win me. Those voices belonged to my family and my life mentor, who is truly my biological mother, who did not allow me to go anywhere unless I have totally completed the first period of the mayor of Bandung. I do hope the citizens of Bandung understand, help me to actively comply with the rules and participate in the programs of the city government programs leading to Bandung as the Champion due to the joint efforts .

Indonesia is not only Jakarta. Myth of Jakarta as the center everything should be changed. I do believe that Indonesia can reach its high achievement if in the regions are also led by the reliable and progressive leaders. Indonesia can be a great country under the leadership of great people like Mrs. Risma of Surabaya or Prof. Nurdin Abdullah of Bantaeng .

I might be able to go to Jakarta, but it is not now. I still want to finish my big dreams of Bandung, the capital of the Asian-African solidarity and the Unesco design city. Insha Allah, a lot of things in Bandung will inspire Indonesia and the world. Therefore, with my healthy mind and clear heart, I decided not to go forward as a candidate of Jakarta Governor 2017 .

I would like to express my deepest apology to all parties who have been disappointing with my decision and those who have been eager to convey the aspirations related to Jakarta governor election in 2017. Insha Allah the beauty comes in its right time .

And although it is not relevant, as usual, for those who are still singles, haste to get married in order to have longevity.

Thank you.

C. Results of Discussion

Disclosure Structure	Observed Things	Element	Result	Discussion
Macro Structure	Thematic	Topic	The statement of Ridwan Kamil about the decision not to go to for Jakarta governor election in 2017	
Superstructure	Schematic	Scheme	Indonesia was born from imagination. A big house with various inhabitants, not uniform	This statement is entered on a lead or terrace statements of Ridwan Kamil
			The magnet of Jakarta is very big, it is as on the centers of many things, no wonder if the governor of Jakarta becomes the main target of the political stage	The body of the news (statements) explaining "how Jakarta becomes the center of the promising political stage" that makes many political leaders want to have a strategic position in the capital city of Jakarta. Not only in the political scene, but also in almost all lines many people want the profitable positions.

			<p>I did not make any efforts to promote myself to the citizens of Jakarta. So when the results of the survey stated that the popularity and electability suddenly rose, I thought it was because of what I have already done in Bandung and they were easily consumed by the people of Jakarta via social media</p>	<p>The sentences are the schematic form of the content in which the story (the news content as a whole) is conveyed to the audience: the fact that based on a survey, Ridwan Kamil has high electability. It is proven by a survey agency, Data Synergy Indonesia (SDI), that Ridwan Kamil received 12.4 percent above Tri Rismaharini with 5.8 percent .</p>
			<p>If the elections in Indonesia are simultaneously carried out at the beginning and at the end, of course, there will be no dilemma like this</p>	<p>Subcategory depicting the story/ the real situation that the elections cannot be postponed. Ridwan Kamil wants to complete the job first as the mayor of Bandung and then think about the others, if the election were held simultaneously, it could be taht Ridwan Kamil be nominated as a candidate of the Governor of Jakarta in</p>

				2017 .
			<p>Indonesia is not only Jakarta. The myth that everything is centered in Jakarta should be changed. I believe Indonesia can make some significant progress if the regions are also led the reliable and progressive leaders.</p>	<p>In this sentence Ridwan Kamil would like to emphasize that in any regions, not just jakarta, every region could also be good at the development and management of the system if they are led by creative , wise people who have a desire to promote the region. The progressive leader is the one who is able to make the region developed.</p>
			<p>I might be able to go to Jakarta, but not now. I still want to finish my big dreams in Bandung, the capital of the Asian-African solidarity and the Unesco design city.</p>	<p>In this sentence there is a message hidden by Ridwan Kamil , the phrase " I might be able to go to Jakarta" describes that there is a great opportunity for Ridwan Kamil to go to Jakarta for the governor's election, but in the next sentence " but not now" it describes that there is still a hope and he convinces himself that there is a second</p>

				<p>chance. The transferring is the next sentence related to the desire to complete the task in Bandung.</p>
<p>Micro Structure</p>	<p>Semantic</p>	<p>Background</p>	<p>The magnet of Jakarta is very big and it is the center of many things, no wonder if the governor of Jakarta becomes the main target of the political stage. Mr. Jokowi resigned from the mayor of Solo to be the Governor of Jakarta in 2012 which later became the President of the Republic of Indonesia in 2014. Mr. Ahok resigned from the member of the regional House of representatives to pair up with Pak Jokowi. Mr. Alex Nurdin resigned from the Governor of South Sumatra, and then he was back again and lost .</p>	<p>The background described herein, Ridwan Kamil tried to explain how Jakarta as the capital city of the political process is very dynamic, the center of all kinds of things that many people are willing to remove from his post for the sake of political arena of Jakarta. Some facts are presented to the audience that Jakarta is indeed tempting. It has been evidenced by some figures such as Jokowi who left his post as the mayor of solo and came to Jakarta for the sake of governor election in which his official term was unfinished. Alex Nurdin also took off his post as the Governor of South Sumatra to compete with Jokowi</p>

				and he was defeated, Ahok also took off his membership as a Parliament to be coupled with Jokowi. These are some proofs that Jakarta is indeed a tempting magnet .
		Detail	I do not make any efforts to promote myself to the citizens of Jakarta	The sentence is a kind of a statement that tries to fool the audience. Although the maker of the statement said that he did not promote himself, on social media, Ridwan Kamil was able to make his political branding or even already became a media darling. In fact, without any real promotion, Ridwan Kamil was already in the spotlight community. And his liveliness on social media has resulted in public attention and that is also a form of self-promotion.
		Preassumption	Winning the 2017 Jakarta governor	Ridwan Kamil, in this statement, assumed that

			<p>election is a such possible thing. I used to start the election of Bandung with 6 % as 'nobody', while the incumbent had already got 30 %. Eventually I won the election by 45 % with the determination and colorful, creative strategies. The last survey in Jakarta came to me and indicated that my popularity was 60 % and electability was 20 % . It was done while I did not do anything. Even I have not made any movements yet.</p>	<p>winning the governor election of Jakarta was such an easy thing for him. However, in reality the process of political campaigns in the current era is not as easy as it is said in a statement, and therefore, his statement included some claims without any supporting evidence. Although the survey presented his popularity reached 60 percent, it could not be concluded that it was the real one. It could be rising or dramatically falling down when it came down to the field so 60 percent is not significant.</p>
			<p>If the elections in Indonesia are simultaneously carried out at the beginning and the end, there will not be a dilemma like this.</p>	<p>It is a conditional statement of assumption, and presupposition. If the elections were really held simultaneously, there would not any guarantee not to be exposed to the dilemma. If the elections occurred simultaneously, it could result in a lot of choices</p>

				that had to be prioritized
			I thought what I have already done in Bandung was easily consumed by the people of Jakarta via social media	The assumption was addressed to not only the residents of Jakarta but also the entire Indonesian people who actively use the social media. It was just similar to when Ridwan Kamil wrote his Facebook status. Not only residents of Jakarta but also the other social media users commented and gave their responses on it.
		Nominalization	And if I relied on debauchery and math calculation, I did not have to think a lot.	The phrase "math calculation" depicts how it is easy to collect the money in Jakarta. The word "calculation" has more emphasis on nominal figures. Moreover, the adequate electability and popularity expresses the easy way to reach the goal.
Micro	Syntax	Coherence		

<p>Structure</p>			<p>The last survey in Jakarta came to me and indicated that my popularity was 60 % and electability was 20 % . It was done while I did not do anything. Even I have not made any movements yet.</p>	<p>The statement "have not made any movements" is not entirely correct, because by creating a personal branding on the social media it is also a form of campaigns in the subtle movements. From here it is known the cause: why the popularity increases to 60 %.</p>
	<p>Mr. Alex Nurdin resigned as the Governor of South Sumatra, and returned to join again the election but lost.</p>	<p>Because of losing, Mr. Alex Nurdin was back to the South Sumatra (causal). It might happen when Ridwan Kamil loses in Jakarta governor election, he will return to the city of Bandung</p>		
	<p>Eventually I won the election by 45 % with the determination and colorful, creative strategies.</p>	<p>Here it is shown the cause and effect conducted by Ridwan Kamil. It started from "being" nobody to the creative, brilliant ideas which make people vote for him. This strategy used the background of an architect who had his</p>		

				tendency to use the right brain, capability of making the city of Bandung better and develop.
Micro Structure	Stylistic	Lexicon	- Indonesia was born from imagination	Born from the imagination is born of wishful thinking and high expectations for Indonesian independence. Based on the history of Indonesia, the fighters did not retreat or give up just for the sake of the independence of Indonesia, although they fought only with bamboo to reach the independence.
			It is an <i>ambitious imagination</i> trying to unite the diversity of around 17 thousand islands and 700 languages.	Ambitious imagination: a great desire, a great delusion to unify the diversity. In this sentence the writer tried to strengthen the history of the independence of Indonesia, the diversity, the religious tolerance, and the ambitious imagination which

				described the indigenous struggle against the invaders. The struggle of the diversity is to avoid the civil war among the people.
			The wealth of the natural resources would make the Netherlands to swap Maluku from England	Swap: exchange agreed by both parties without spending any money approved by the government
			No wonder that the governor of Jakarta becomes <i>the main target</i> of the political stage .	The main target: Ridwan Kamil tried to say that there was no other choice so that he have a statement "the main target"
			I ever harassed numerous times while I was living in America because of <i>minority and racial factors</i> .	Minority and racial factors are a small group in a large society. The ethnic factor was mentioned as an insult. Because of the ethnic factor coming from Indonesia, then Ridwan Kamil got some harassments from the white American citizens. In this sentence Ridwan Kamil wanted to explain to the audience that it

				was not easy to struggle and live alone in a foreign country .
			- <i>Politik is noisy.</i>	<p>Politics is noisy: It is the assumption that politik has sometimes made the ear swelling, someone should really stand listening to the ravings of the opponent's attacks. Intrigues attack from all sides to make someone fall down. It is considered common in politik. In fact, it could happen that friends become enemies and vice versa. All depend on the political interests. In the world of politik there is no eternal friend but there is a changeable interest. Here Ridwan Kamil tried to explain to the public related to the world of politik today, in the old and new order and reform era. Politik is always noisy at all times.</p>
			Insha Allah I have already been <i>immune</i> .	Immune: tough, used to be insulted, harassed,

				<p>attacked etc, all made Ridwan Kamil invulnerable to face all challenges and attacks against him either psychologically or physically.</p>
			<p><i>I have not completed my duty as the mayor of Bandung</i></p>	<p>Accomplishing: finish, complete.</p>
			<p>Of course there will not be such a <i>dilemma</i> like this .</p>	<p>Dilemma : undecided or doubtful</p>
			<p>And if I relied on debauchery and <i>math calculation of election</i>, I did not have to think very hard.</p>	<p>Math calculation of election: the calculations of profit and loss related to the results of the vote.</p>
			<p>Volunteers who had already <i>struggled</i> to win me.</p>	<p>Struggle: act, help, fight</p>
			<p>The voice of <i>the mentor of my life</i> is my biological mother</p>	<p>Mentor of life: motivator, encourager supporter. The eastern custom upholds the mother and makes her advice as a motivation in life. In this case, Ridwan Kamil shows his attitude toward his parents,</p>

				especially, his mother. How the mother is truly noble .
Struktur mikro	Retoris		The magnet of Jakarta as the center of many things is very big.	Magnet of Jakarta: attract attention. It makes everyone want to know and is willing to do anything for the sake of living in Jakarta. Not only political but also economic factors were evidenced to motivate many rural communities to move to Jakarta just to vie for speculation.
			Do not forget that Jakarta is the chattiest city of Twitter throughout the world .	<i>The chattiest city of Twitter throughout the world: the assumption that twitter users in Jakarta are Netizens who are active and often have their comments on twitter. If there are things with controversy smell, they can sometimes attack simultaneously.</i>
			-there will be no stigma of switching leaders for those who want to	<i>switching leaders: leaders with unfinished terms or duty move to</i>

			<p>dedicate to a higher level.</p>	<p>the other posts considered more strategic and promising. It has been evidenced by Jokowi from Solo, Ahok from Bangka Belitung, and Alex Nurdin from South Sumatra. They are the ones who give up their posts for the sake of Jakarta.</p>
			<p>I want to be happy without hurting anyone. I want to win without harming anyone.</p> <p><i>some people think cynically</i></p>	<p><i>some people think cynically</i>: the satirical nature of the state, criticizing without providing solutions. Especially on social media, people are free to express their feeling such as anger, sadness, happiness, etc. They can explore everything on social media even which can be leading to crime such as kidnapping, murder and so forth .</p> <p>“<i>some people think cynically</i>” is referred to Netizens, social media users, who do not know and understand any <i>netiquette</i>,</p>

				<p>I want to be happy without hurting anyone. I want to win without harming anyone. Those statements are referred to anyone who just enjoy criticizing without any ways out.</p>
--	--	--	--	---

Conclusion:

Based on several elements above, it can be concluded that the statements of Ridwan Kamil on social media of facebook contain some implied meanings. There is an attempt to hide the meaning behind the words by using some lexicons so as not to give such a vulgar impression. In his several statements, Ridwan Kamil tried to dismiss the myth that not only Jakarta could be the center of all things. Other regions can be also developed very well and have their best achievements if they are led by such honest, dedicated, progressive leaders with their brilliant, creative ideas to improve the regions. His statements obviously depict and reflect that Ridwan Kamil would like to take the opportunity to go to Jakarta for the sake of governor election in 2017. He, however, has already been blocked by his unfinished task as the mayor of Bandung. Basically only a switching leader can do it but here Ridwan Kamil was trying to give an image as a good leader to the people of Indonesia.

Too many are used in the statements so that it is needed such a careful, keen work to deeply understand the meaning of the sentence. The reader can be directly fixed on the core statement his statement informing that he will go to Jakarta for Gubernatorial Election 2017 although it has a lot of various meanings behind the phrase.

BIBLIOGRAPHY

From books :

Alex sobur.2002.*Analisis Teks Media*.Bandung.PT. Remaja Rosdakarya

Retno Wulandari.2014.*Media darling ala Jokowi*.Jakarta.PT Gramedia Pustaka Utama

Dewi haroein.2014.*Personal Branding*. Jakarta.PT Gramedia Pustaka Utama

Silinh Agung Wasesa.2011.*Political Branding & Public Relation*. Jakarta.PT Gramedia Pustaka Utama

Hafied Cangara.2001.*Komunikasi Politik,Konsep, Teori, dan Strategi*.Jakarta:Rajawali Pers

From Internet :

<http://ernasusilowati365.blogspot.co.id/2015/06/wacana-lisan-dan-tulisan-monolog-dialog.html?m=1>

<http://m.nasional.rimanews.com/politik/read/20160313/267339/survei-elektabilitas-ahok-meroket-tinggalkan-Ridwan-Kamil-dan-Risma>

<http://m.facebook.com/?hrc=1>