

Communication Strategy of Mainstream Media In Personal Branding Ilham Arief Sirajuddin

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Abstract. Political development in Indonesia, the digital era is a reality and part of modern life that provides many benefits. Media becomes a tool to legitimize the existence and structure of political and economic power. But on the contrary, the media can also be a tool to delegitimize power, dismantle political stagnation and bring down authoritarian power. The media portal and the eastern tribune are one of the media located in South Sulawesi and disseminate a variety of information, both online and in print, this research focuses on the information presented in local online social media about the Construction of Mainstream Media Discourse on Ilham Arief Sirajuddin's Political Reality in South Sulawesi. The method used is qualitative research, with data collection techniques using the Norman Fairclough approach. The results obtained are that the figure of IAS displays three major narratives in improving personal branding. The first is that IAS is a figure who is what he is in all his political agendas. Political safaris in various regions are defined as a gathering. A phrase that has moral values in humanity. Second, that the figure of IAS is a figure that is well received by the community. This discourse is built by community leaders or certain groups. IAS is also a figure that the community looks forward to because it appears to bring a wave of euphoria and welcome by the community (hospitality). The prominent narrative as in the cathrarse column above shows phrases such as enthusiasm, mingling or in local terms (sombere'), to the echo of the slogan "my governor". Third, IAS is narrated as a figure who has a myriad of experiences and achievements. Nicknames such as "Mr. Development" or "Bintang Jasa Utama" from the President of the Republic of Indonesia are assets to support Ilham Arief Sirajuddin's stature.

Keywords: *Mainstream Media, Political Reality, Ilham Arief Sirajuddin*

1. Introduction

The presence of political actors in today's social media space can be understood as a new form of virtual digital politics, the current political reality is built with images conveyed through digital media either as symbols, slogans, labels or jargon. *Political games* are part of the image, symbol, slogan, label or jargon, this reality has forced the political world to adapt or immigrate to the world of symbolic politics which is currently a more *digitalized* political industry [1].

Political development in Indonesia, the digital era is a reality and part of modern life that provides many benefits. The presence of the media is not a vacuum, the media can be a vehicle to dominate, control, direct the public mind, reconstruct reality and instill certain

ideologies. Talking about contemporary media, the dimness of print media requires various media institutions to transform the presentation of information. Online news is one form of digital media that has become increasingly popular in recent years since the decline in interest in print media. Based on a report by the Alliance of Independent Journalists (AIJ) and the Press Publishing Union (PPU), all types of print media have decreased both in terms of numbers and publications. Based on this data, starting from the year (2011) the print media touched 1,361 media until in (2017) it further declined to 793 domestic print media. This potential is again a reminder bell for online media to transform. Not to mention, the presence of the Corona virus pandemic which limits physical meetings accelerated the death of printed newspapers. Finally, political interests in the media have also experienced changes in territory and contestation maps [2].

Media that transforms into online media is now also known as cyber media or cyber media. (Press Council) defines Cyber Media as a form of media that uses internet vehicles and carries out Journalistic activities, and fulfills the requirements of the Press Law and Press Company Standards set by the Press Council. However, the development of mainstream media information flows has caused various problems. The main problem with the massive flow of information is that the information network is anonymous and uncontrollable, so miss and hoax information has a greater chance of occurring. Cyber media should be the main gateway to bridge the problem of information hoaxes and filter news based on journalism[3].

It cannot be denied that mass media is also often a field of competition for candidates involved in the candidacy to be able to make it a tool in political marketing. The campaign process appears explicitly on social media, ranging from political party profiles, to explicit verbal and nonverbal messages. But on the other hand, there is also a process of persuasion that occurs implicitly, but can influence the political actions of the audience. The aspects of reporting on politics are very broad, ranging from policies, political attitudes of state officials (action or inaction), public issues, conflicts of interest, political institutions, political actors, to the political system as a whole [4].

This is possible because the ideas and goals of the campaign basically contain good for the public, even some campaigns are fully intended for the interests and welfare of the *public (public interest)*. Therefore, the content of the message should not be misleading, so here there is no need for coercion in influencing any variety and purpose, according to Pfau and Parrot [5] the efforts to change the campaign are always related to aspects of knowledge, attitudes, and behavior. The textual narrative displayed by the media is able to lead the reader's interpretation and in general the voting public to the pattern of packaging the gubernatorial candidates, where the basis for justification or objectivation of the event is nothing but based on survey results claims about the popularity, acceptability and electability of candidates in addition to political maneuvers from mediated interest groups to achieve massive public support[6].

According to Lippman [7] an image is a picture of reality and does not necessarily correspond to reality. Image is the world according to one's perception. Lippman calls it "*the picture in our head*". Images are formed from the information received. The reality displayed by the media is a selected reality or *second hand* reality. People eventually form an image of the social environment or individuals based on the reality described by the mass media [8].

The power of the media is considered very *powerful*, this is evidenced by several media theories and research results which show that the mass media is not only able to shape public opinion, but also change a person's attitude when they want to make a decision

to whom the vote is given. With the *power* of the media, it is no wonder that "power hunters" and political actors use the media as a weapon to increase popularity and electability [9].

Ilham Arief Sirajuddin aka IAS/ACO has the full name Dr. Ir. H. Ilham Arief Sirajuddin, M.M. is the Mayor of Makassar for the 2004-2009 and 2009-2014 periods, serving as Mayor of Makassar through the Golkar Party. Ilham Arief Sirajuddin wants to re-participate in the political contestation in 2024 to occupy the seat of Governor of South Sulawesi [10].

Three media outlets, namely Tribun Timur, Portal Media and Pedoman media, became the primary data sources for the research on various grounds. First, Tribun Timur was chosen based on its wide readership coverage both nationally and provincially. Based on data processing conducted by Wartasulsel in 2018 sourced from the Alexa website metric service, it shows that Tribunnews.com ranks as the most accessed website in South Sulawesi. then nationally, based on the exposure of the Digital News Report 2022 by the Reuters Institute on the mass media landscape, especially in Indonesia. Tribunnews ranks as the fourth most consumed online media by Indonesians [11].

The media portal and the eastern tribune are one of the media in South Sulawesi and disseminate a variety of information, both online and in print. In this study, researchers will focus on the information presented in local online social media about the Construction of Mainstream Media Discourse on Ilham Arief Sirajuddin's Political Reality in South Sulawesi [12].

This study aims to reveal the news construction in the information media about the political reality of Ilham Arief Sirajuddin (IAS) ahead of the election contestation that will take place on February 14, 2024. Researchers want to know the political dynamics (politics of newsroom) in the construction of political reality regarding the discourse of the upcoming 2024 gubernatorial election, especially regarding the phenomenon of news texts that seem to favor one candidate, group or group. The author believes that behind this news construction there are power practices, a distinctive newsroom culture, as well as political economic interests that influence it [13].

This research will also address the contestation of discourse in the newsroom itself. In addition, in general, the text in a media will be considered representative of one media, so the contestation aspect of media workers in constructing this text is rarely noticed.

2. Research Methods

This research uses qualitative research methods that aim to describe the results of research in detail and actually according to the problems and research objectives that have been described previously. The study that is emphasized is the issue of depth (quality) of data not the amount (quantity) of data. This study also uses a critical paradigm that pays attention to the revelation of aspects hidden behind an apparent reality, in this case what has been constructed by the local media on the discourse of Ilham Arief Sirajuddin's political reality [14].

This research uses a *multilevel analysis* approach, but it must be recognized that this research has limitations. Despite using *multilevel analysis* to obtain an explanation of the reality behind the reality as demanded by the critical paradigm, this research is limited by the

absence of *participant* observation when the pilgub news text is made in the newsroom, which may have gone through a long discussion among the creators. In this context, the researcher is only an outside observer who conducts *in-depth* interviews with the managers of each media to overcome the absence of involved observation [15].

The research will be conducted in Makassar City by examining three mainstream media namely Tribun Timur, Portal Media and Pedoman Media. The research time will be conducted for 3 months, namely January to April 2023. The data sources used by researchers in this study are primary data and secondary data. Primary data comes from the mainstream media in Makassar City 3 Information Media namely Tribun Timur, Portal Media, Pedoman Media, as well as the team or people closest to Ilham Arief Siajuddin, while secondary data comes from books, journals, and relevant documents.

Data collection techniques are carried out using the Gamson and Madeline Framing approach [16], the steps taken include text analysis through a discourse approach. The population used in this study are people who are involved in the process of forming discourse and designing the construction of an issue or political content using *purposive sampling* informant determination technique, namely determining the group of participants who become informants according to selected criteria relevant to the research problem set as a *key person* [17].

3. Results and Discussion

3.1 Analysis of Ilham Arief Sirajuddin's Political Discourse on the Political Contestation Towards Pilgub 2024 on Mainstream Media in South Sulawesi

Text is the main essence in linguistic studies, especially Discourse analysis. text analysis is used to study language and language use in certain political contexts. The purpose of discourse analysis is to understand how language is used to influence public opinion and shape political thought. In order to dismantle the ideology of a media, a structured stage is needed to find and utilize premises in order to get a conclusion that is rationally correct. Then in the political context of a 2024 Governor contestant Ilham Arief Sirajudin, the researcher first classifies the data compiled in the research results [18].

The research results were obtained through the process of filtering, sorting and selecting data that falls into the research category according to the theme. From three media that are objectified. Researchers have found 48 news texts that contain and construct the political safari events of Ilham Arief Sirajuddin as a candidate for Governor of South Sulawesi [19].

Media	Data	Judul Berita
Makassar.Tribunnews	(1)	IAS Safari Politik di Kampung Gubernur Sulsel Andi Sudirman Sulaiman (26/02/23)
	(2)	IAS-Danny Pomanto Garap Suara di Bone, Andi Sudirman Sulaiman Pilih ke Barru (26/02/23)

	(3)	Danny Pomanto dan Ilham Arief Sirajuddin Rebutan Suara Bone (25/02/23)
	(4)	Putra Irwan Hamid Dampingi IAS Roadshow Politik di Pinrang (04/02/23)
	(5)	Di Hadapan Warga Pinrang, IAS Janji Bangun Pabrik Pupuk di Sulsel Jika Terpilih Jadi Gubernur (03/02/23)
	(6)	Pengusaha di Pinrang Tawarkan Ruko Miliknya Jadi Posko IAS (03/02/23)
	(7)	IAS Roadshow Politik Sepekan, Pinrang yang Pertama (03/02/23)
	(8)	'Gubernurku' Sapa Judas Amir ke IAS saat Sambutan Peringatan HJL dan HPRL di Palopo (22/01/23)
	(9)	Eks Guru Sempoa Universal Mega Centra: Kebaikan Pak Ilham Mengalir Sampai Jauh (10/08/22)
	(10)	IAS Didampingi Deng Ical Sambangi Makole Baebunta, Diberi Ole-ole Dampo Durian (10/08/22)
Portal Media	(11)	IAS Hadir di Suppa, H Ramli: Pak Ilham Begitu Dekat dengan Masyarakat (05/02/23)
	(12)	Disenangi Masyarakat, Baso Makkasau Sebut IAS Mampu Menangkan Suara Pilgub di Wajo (25/01/23)
	(13)	Bertemu Ratusan Kades di Luwu Raya, IAS Diingatkan Tidak Jadi Pelupa Jika Terpilih Jadi Gubernur (23/01/23)
	(14)	Petani di Bone Sering Kesulitan Dapat Pupuk, IAS : Sulsel Layak Punya Pabrik (06/01/23)
	(15)	Jika Diamanahkan Jabat Gubernur, IAS Target Bangun Pabrik Pupuk di Sulsel (09/01/23)
	(16)	Karaeng Ambo Cerita Pengakuan Mahasiswa Jeneponto Soal IAS (23/12/22)
	(17)	IAS Sowan ke Tokoh Sesepuh Bulukumba, Andi Caccing: Silaturahmi Senjata Politisi (12/12/22)
	(18)	Pengusaha Selayar Andi Quraish Thalib Janji Menangkan IAS di Pilgub 2024 (28/11/22)

	(19)	IAS Bareng Deng Ical Temui Ayah Bupati Selayar, Ini yang Dibahas (25/11/22)
	(20)	Garap Selayar Dua Hari, IAS: Silaturahmi yang Utama (23/11/22)
	(21)	Pengusaha, Politisi dan Tomas Bantaeng Siap Menangkan IAS di Pilgub Sulsel, Ini Alasannya (22/11/22)
	(22)	Eks Pentolan Prof Andalan di Luwu Ramai-ramai Dukung IAS (21/11/22)
	(23)	Tomas Takalar Serahkan Ruko kepada IAS untuk Posko Pemenangan Pilgub (25/09/22)
	(24)	Eks Sekda Selayar: IAS Sangat Layak Diperjuangkan karena Pandai Perjuangkan Orang Lain (05/09/22)
Pedoman Media	(25)	Berpengalaman, Pandai Besarkan Orang, Alasan Tokoh Pemuda Larompong ini Dukung IAS (16/11/22)
	(26)	Safari Politik ke Lutim, IAS Ziarah ke Makam Pahlawan Pemekaran Luwu (09/02/23)
	(27)	Ketua PHDI Luwu Utara Bertemu IAS: Beliau Tokoh Pluralis (08/02/23)
	(28)	Tokoh Pinrang Bicara Soal Karakter IAS: Ini Aslinya Sombere (05/02/23)
	(29)	Ngopi Bareng Aktivistis Wajo, IAS Terobsesi Hadirkan Pabrik Pupuk di Sulsel (26/01/23)
	(30)	Dg Tola Kenang Kemenangan IAS di Wajo pada Pilgub 2013: Insya Allah 2024 (25/01/23)
	(31)	IAS Tambah 'Amunisi' di Luwu, Kamal Dakka Siapkan Rumah Singgah Kampanye (24/01/23)
	(32)	Wali Kota Judas Amir: Saya dan Ilham tak Bisa Dipisahkan (23/01/23)
	(33)	Eks Pentolan Ilham-Aziz di Bone Siap Menangkan IAS di Pilgub Sulsel (16/01/23)
	(34)	Ngopi Bareng di Warkop 36 Gowa, IAS-Aura Nostalgia (25/12/22)

(35)	Dua Tokoh Tanru Tedong Doakan IAS Jadi Gubernur Sulsel 2024 (19/12/22)
(36)	Sesepuh Forbes Bone: Insyallah 2024 Ilham Gubernurku (09/12/22)
(37)	Sambangi Pulau Pallassi Selayar, IAS Bicara Masa Depan Pariwisata Sulsel (26/11/22)
(38)	Resmikan Posko 'Gubernurku 2024', IAS Dijamu Tokoh Masyarakat Selayar (25/11/22)
(39)	Kunjungi Monumen Pejuang Golkar di Selayar, IAS Kenang Tragedi Mei 1997 (24/11/22)
(40)	Tokoh Pemuda Takalar: Punya Karya Monumental, IAS Layak Pimpin Sulsel 2024 (24/11/22)
(41)	Diterima Semua Kalangan, Alasan Eks Legislator Bantaeng Dukung IAS di Pilgub Sulsel (22/11/22)
(42)	Menuju Pilgub Sulsel: Eks Pendukung Prof Andalan di Luwu Merapat ke IAS (21/11/22)
(43)	Tokoh Masyarakat Sukamaju Ini Jamin Sosok IAS Bukan Tipe Kacang Lupa Kulit (18/11/22)
(44)	Cerita Soal Kelangkaan Pupuk, Eks Sekda Luwu Yakin IAS Punya Solusi Jika Jadi Gubernur (17/11/22)
(45)	Berpengalaman, Pandai Besarkan Orang, Alasan Tokoh Pemuda Larompong ini Dukung IAS (16/11/22)
(46)	Eks Tim Pejuang Ilham-Aziz Siap Ulang Perjuangan 2013 pada Pilgub 2024 (16/11/22)
(47)	IAS Dijamu Para Tokoh Enrekang: Insyallah Jadi Gubernur Sulsel (08/08/22)

Headlines can have a significant influence on public perception of a discourse. A headline becomes the main aspect that stands out, and becomes the main impression that attracts a reader then at the same time can affect their view of the discourse. As Van Dijk said that headlines have three important functions. First, it provides a brief summary of the main news to the reader. Hence, the reader does not have to read the whole story to catch the gist of it. Second, it attracts attention with the different font sizes and vocabulary used. Third, it provides an early indicator of the content and style of the news values [20].


In the context of the image or political reality of gubernatorial candidate Ilham Arief Sirajuddin in the mainstream media. The overall news shows a normative positive sentiment towards Ilham Arief Sirajuddin's political safari agenda, with absolutely no opposition, criticism or negative sentiment in the three media objects. There is only a slight confrontation, contrasting the figure of IAS with other gubernatorial candidates. But in general, there are three narratives that stand out in the news headlines of the three media tribunes, media portal and media guidelines. The first is the public acceptance of the figure of Ilham Arief Sirajuddin both in the frame of individuals or figures, as well as community groups in general. Second, that the IAS political safari is a good normative agenda, as well as general activities that have benefits for the benefit of the community, with the phrase that often appears is Roadshow. Third, it is a means of developing political agitation and bringing solutions to community problems from the visit area [21].

Online news uses text as the main tool, the text will show what words, grammar and language styles are used in forming discourse or discourse. In looking at the construction of discourse more comprehensively and in-depth, the data in the text is first narrowed down based on representation and described based on the narrative of Ilham Arief Sirajuddin's political reality.

This grouping will show how the media constructs the figure of Ilham Arief Sirajuddin in the contestation agenda for the 2024 South Sulawesi governor election. Based on the analytical framework that researchers have described earlier. So in further describing the news content, researchers use framing theorization [11], to see trends in news framing and will be an asset to enter the Norman Fairclough text analysis stage and see how the discourse process is made and consumed. The following is a representative narrative in the discourse of Ilham Arief Sirajuddin's candidacy:

1. IAS Political Agenda In The Frame Of Online Media.

Framing Devices	
Metaphors	<ul style="list-style-type: none"> • Dr Ilham Arief Sirajuddin (IAS) di Kota Palopo diwarnai silaturahmi dengan seratusan kepala desa se-Luwu Raya. (13) • Panganan khas Sidrap, surabi dan kue gula menjadi penghangat pertemuan itu. (33)
Catchprease	<ul style="list-style-type: none"> • "Kita sekarang bebas bisa ke mana saja. Banyak waktu untuk bersilaturahmi. Istilah kerennya pengacara, pengangguran banyak acara," lanjut IAS terbahak. (7) • Bahkan, IAS tidak menolak diistilahkan lelaki simatupang. "Apa itu simatupang? siang malam tunggu panggilan. Lelaki panggilan," ujarnya

<ul style="list-style-type: none"> sembari tertawa. (7) Garap Selayar Dua Hari, IAS: Silaturahmi yang Utama. (20)
<p>Exemplars</p> <ul style="list-style-type: none"> IAS Kembali menggarap wilayah Selatan Sulsel, Jumat, 22 Desember. Wali kota Makassar 2004-2014 itu menyasar tiga kabupaten. Jeneponto, Bantaeng, dan Bulukumba. (16)
<p>Depiction</p> <ul style="list-style-type: none"> Safari Politik Ngumpul Silaturahmi Bergaul Kebersamaan Roadshow Temu tokoh Nongkrong
<p>Visual Image</p> <ul style="list-style-type: none"> 
<p>Reasoning Devices</p>
<p>Roots</p> <ul style="list-style-type: none"> Kandidat bakal calon gubernur Sulsel 2024 ini hampir tak pernah melewatkan satu pekan tanpa roadshow politik. IAS dikenal sangat aktif melakukan roadshow politik. Padahal, pilkada serentak masih 27 November 2024, tapi IAS sudah rajin berkunjung ke wilayah dapilnya. (7) Penegasan IAS bahwa kunjungan itu bukan urusan politik memang terbukti lewat obrolan yang mengulas berbagai hal. (19)
<p>Appeals to principle</p> <ul style="list-style-type: none"> Saat silaturahmi bersama pengurus RAPI wilayah 5 Bone, di Melocca Kopi, IAS menitip pesan. Isi pesannya, agar tetap menjaga silaturahmi ke sesama manusia. Caranya dengan memperbanyak berbuat baik kepada orang lain. "Berbuat baik saja sama orang lain, meskipun belum tentu orang tersebut baik sama kita," kata pria dengan sapaan Aco ini. (1) "Ini (menemui Ali Gandong--red) silaturahmi dan penghormatan, bukan urusan politik. Apalagi, ayah saya (Arief Sirajuddin, eks Bupati Gowa) dan beliau sama-sama purnawirawan Polisi. Agama juga mengajarkan bahwa seorang anak harus bisa menjalin silaturahmi berkelanjutan dengan teman ayahnya ," kata IAS. (19)

Practical political agendas often lead to skepticism or suspicion to public allergy to a political activity. Therefore, politicians often change the style of language, smoothing the intent of the agenda in order to increase public interest in participating in activities. Ilham Arief Sirajuddin in this case tries to frame the political agenda in the phrase "silaturahmi" which almost always appears in every news object.

The phrase "silaturahmi" is then supported by media framing, either by quoting, using the word directly or using other terms that have the same level of meaning such as



roadshow and political safari. These two terms also often appear to define Ilham Arief Sirajuddin's practical political agenda. In addition, the use of metaphors such as colored, warmer legitimizes that the IAS agenda is not a rigid formal activity. The political safari is actually just a normal activity that humans usually do, maintaining harmony with other humans.

Several news articles also show contrasting phrases (catchphrase) that show a certain thought or spirit. The terms lawyer (unemployed for many events) and simatupang (day and night waiting for a call) construct the social impression and populist image of Ilham Arief Sirajuddin.

The media in its frame also responds to many questions about why IAS has been intense in his political safari even though the election is still in a fairly long period of time. The media in this case facilitated IAS in expressing the morality value of his political safari. The phrase that silaturahmi is an activity to do good fades and answers suspicions of a political agenda. In the end, the media framed the discourse of Ilham Arief Sirajuddin's political safari as a normal activity that builds social relations and has the morality of community character.

2. Public Acceptance Of IAS Figures

Framing Devices	
<p>Methapors</p> <ul style="list-style-type: none"> • Suasana silaturahmi begitu hangat, dipandu moderator akademisi Palopo, Syamsul Alam, di Warkop Kampis, Palopo. (13) • IAS menerima tawaran bantuan beruntun dari mereka yang tergerak hatinya untuk membantu. (23) • Muzakkir menyebut IAS masih jadi magnet bagi banyak parpol. (45) 	
<p>Catchprease</p> <ul style="list-style-type: none"> • Para warga begitu antusias menyambut kehadiran Walikota Makassar 2004-2014 itu. (4) • Ratusan warga yang berbaur bersama tokoh masyarakat Suppa sempat berdialog ringan dengan IAS. (11) • Sikap yang terkenal Sombere membuat mantan Ketua HMI Wajo meyakini IAS mampu menangkan Pilgub 2024, mendatang. (12) 	
<p>Exemplars</p> <ul style="list-style-type: none"> • Sebelumnya, Haji Tarra, tokoh masyarakat Galesong, Takalar, menyerahkan ruko tiga tingkat untuk digunakan sebagai posko induk Takalar bagi IAS di pilgub mendatang. Ruko berukuran 10x17 meter itu terletak di poros Galesong-Makassar. (23) 	
<p>Depiction</p> <ul style="list-style-type: none"> • Berbaur • Menyejahterakan • Sederhana • Disenangi 	<ul style="list-style-type: none"> • Kebaikan • Ramah • <i>Sombere</i> • Antusias
<p>Visual Image</p>	

	
• (4)	• (32)
Reasoning Devices	
<p>Roots</p> <ul style="list-style-type: none"> Alasan H Udin sederhana. Dia yakin IAS bisa menyejahterakan petani. "Gagasan membangun pabrik pupuk itu memang yang sangat dibutuhkan masyarakat Sulsel yang mayoritas petani," ujar H Udin di hadapan sejumlah pekerjanya. Sebagai bukti keseriusan, pemilik bengkel alat pertanian di Pekkabata itu menawarkan ruko menjadi posko IAS, pas di samping bengkel. (6) 	
<p>Appeals to principle</p> <ul style="list-style-type: none"> IAS mengaku sudah mendapat kajian kelayakan pendirian pabrik pupuk karena topangan sumber gas alam yang dimiliki Sengkang. "Jadi intinya adalah goodwill pemerintah provinsi," kata sosok yang akrab dengan tagline Gubernurku itu. Mendengar itu, H Abidin yang juga pengusaha pertanian mengaku tidak sabar dengan gagasan itu.(5) Ungkapan tersebut disambut IAS dengan sangat baik. Bahkan ia menjadikannya sebagai masukan. "Saya tidak bisa berbicara tentang diri saya sendiri. Tapi saya berdoa semoga bapak bisa bertanya ke orang-orang bagaimana diri saya," ujar IAS. (11) 	

The media made individuals or groups of people as part of the acceptance of the figure of Ilham Arief Sirajuddin as an ideal candidate for governor of South Sulawesi. Broadly speaking, the narrative in online news facilitates opinion and leads to the recognition of Ilham Arief Sirajuddin as a leader who nurtures and understands the problems of society. The representation of metaphore language used such as warm, moved, or magnetic becomes a recognition of the figure of IAS as a leader who is unpretentious and favored by the community, so that people will voluntarily be moved to support and help IAS as a political figure.

IAS is also a figure that the community is looking forward to because it is shown to bring a wave of euphoria and welcome by the community (hospitality). The prominent narrative in the above cathprase column shows phrases such as enthusiasm, mingling or in local terms (sombere), to the echo of the slogan "my governor".

In the media frame, the reasons why the figure of IAS was favored by the community were expressed by various influential figures from various visiting areas. This legitimacy is based on the experience of knowing the figure of IAS and his experience in assisting in various matters (see the roots column. The narrative from the perspective of this community leader brings a moral standard of a good leader figure for South Sulawesi. And that is reflected in IAS as a candidate who declared himself.

In addition, IAS as a leader figure in the frame is acceptable because it accepts the aspirations of the community. IAS brought the idea of overcoming the problem of scarce

fertilizer by promising to build a fertilizer factory in South Sulawesi if allowed to hold positions of authority. IAS in the narrative brings political agitation. Agitation, according to Blumer, begins by creating contradictions in society and mobilizing audiences to oppose the realities of life experienced. IAS as a figure who brings ideas of change from the social reality that he thinks needs to be changed.

3. Ilham Arief Sirajuddin's Prominence And Institutionalization

Framing Devices	
Methapors	<ul style="list-style-type: none"> • IAS menggunakan Golkar sebagai <i>kendaraannya</i>.(1) (3) • ujar sosok yang dijuluki Bapak Pembangunan Kota Makassar karena kesuksesannya menyulap Makassar menjadi kota dunia ini. (37)
Catchprease	<ul style="list-style-type: none"> • Sebagai tokoh politik, IAS sudah cukup <i>matang</i> dari segi pengalaman.(1) • Karakter tokoh berjudul Bapak Pembangunan Kota Makassar yang sangat sederhana dan ramah menjadi daya tarik ketika IAS memimpin Makassar dua periode. (11) • "Saya berharap, kita bisa ikhlas melepas kepergian almarhum H Askar. Yang pernah terganggu atau terluka, mohon dimaafkan," ujar peraih Bintang Jasa Utama dari Presiden RI (2011) itu. (25) • Tokoh Pemuda Takalar: Punya Karya Monumental, IAS Layak Pimpin Sulsel 2024. (38)
Exemplars	<ul style="list-style-type: none"> • Total ada tujuh pasangan calon Pilwali Makassar 2008 lalu. Hasilnya, petahana Ilham Arief Sirajuddin masih terlalu kuat bagi para penantang nya.Pasangan Ilham Arief Sirajuddin-Supomo Guntur meraih suara 370.912, dari 559.996 suara sah. Persentasenya sebesar 67 persen.(1) (3) • Ayah dari Amirul Yamin Ramadhansyah ini menggaet 1.785.580 suara rakyat di Pilgub Sulsel 2013. Persentasenya 41,57 persen. Saat itu lawannya adalah Syahrul Yasin Limpo dan Andi Rudyanto Asapa. Dengan 1.785.580 suara itu, IAS berada di posisi kedua, tepat di bawah Syahrul Yasin Limpo.(1) (3) • PT Indeks Politica Indonesia (IPI) pernah mengeluarkan hasil surveinya terhadap nama-nama yang berpotensi di Pilgub Sulsel. Nama IAS dan DP masuk ke dalam hasil survei itu. Survei terhadap Ilham Arief Sirajuddin berada di angka 10,3 persen. Sementara Mohammad Ramdhan 'Danny' Pomanto berada di angka 6,8 persen. (3)
Depiction	<ul style="list-style-type: none"> • Berpengalaman • Inovasi • Dipercaya • Terbukti • Mantan Walikota • Kompetensi • Hebat
Reasoning Devices	
Roots	<ul style="list-style-type: none"> • Alasan Copu ingin berjuang bersama IAS karena sudah dengar di mana-mana, wali kota Makassar 2004-2014 itu bukan karakter pelupa. (18)

<ul style="list-style-type: none"> • Apalagi, di matanya, kiprah IAS telah terbukti ketika memimpin Kota Makassar. (26)
<p>Appeals to principle</p> <ul style="list-style-type: none"> • Soal ini, IAS tersenyum dan mengaku tidak akan pernah bisa memberi jawaban memuaskan soal bagaimana berkomitmen karena terkait dirinya sendiri. Pertanyaan ini justru dijawab oleh Kades Salutubuh, Bari Talamma. "Alhamdulillah, saya bisa menjawab itu karena sudah punya pengalaman bagaimana pak Ias ke orang-orang. Jangankan kepada mereka yang berjasa sama beliau, musuh politikpun akhirnya dia bantu jika pilkada sudah selesai," ujar Bari Talamma. (13)

When political communication takes place, what is influential is not only the political message but who is a political figure or activist and professional figure from which institution conveys the political message. In other words, the characterization of a person is a political communicator and the political institutions that support it greatly determine the success or failure of political communication in determining its goals and objectives, in this case maintaining characterization and strengthening institutions.

The institution of IAS is built as a political figure who has switched parties to Golkar. In the news, institutional identification is seen with a metaphor like a vehicle. Golkar as an institution is considered IAS's stepping stone in political work, especially in the 2024 governor election contest.

In addition, the most prominent narrative in the characterization of IAS is that of an experienced and accomplished figure in the realm of practical politics. Phrases like mature are the impressions built into the figure of an IAS. Then the phrase is supported by facts to sharpen the perspective. For example, IAS was awarded the Bintang Mahaputera Adiprana, and IAS's monumental work when he served as Mayor of Makassar. This characterization is complemented by the emergence of the nickname IAS in the news as the Father of Development.

In essence, IAS is portrayed as a figure who has proven competence. The narrative seems to build the impression that IAS is a figure who is very suitable to hold the position as Governor of South Sulawesi.

4. Conclusion

Based on the results and previous discussion, the conclusions of this study are as follows: Ilham Arief Sirajuddin's political discourse on political contestation ahead of the 2024 gubernatorial election in the mainstream media in South Sulawesi is constructed in a common narrative. There are three narratives that stand out in the news of the three media, namely tribunews, media portal and media guidelines. The first is the public's acceptance of Ilham Arief Sirajuddin as a qualified candidate both in the frame of individuals or figures, as well as community groups in general. Second, that the IAS political safari is a good normative agenda, as well as general activities that have benefits for the benefit of the community, with the phrase that often appears is Roadshow. Third, it is a means of developing political agitation and bringing solutions to community problems from the visit area.

Based on Norman Fairclough's Critical Discourse Analysis theorization, the discourse is dissected in three levels of structure, namely microstructure (textual dimension), mesostructure (discursive practices), macrostructure (sociocultural practices). The results of the analysis show that the discourse practice in the nomination of Ilham Arif Sirajuddin is positively constructed by the media (Tribun Timur, Portal Media, Pedoman Media). At the microstructure level (textual dimension), the media in their writings describe the discourse of Ilham Arief's candidacy in three major narratives. First, the political safari agenda is an agenda that has social morality and normative goals in the culture of society. Second, the media make individuals or groups of people as part of the acceptance of the figure of Ilham Arief Sirajuddin as an ideal candidate for governor of South Sulawesi. Third, the characterization of IAS is embedded as a figure who is experienced and has achievements in the realm of practical politics. Phrases such as mature are the impressions built into the figure of an IAS.

Furthermore, at the mesostructure level (discursive practices), the discourse on IAS candidacy is produced by the media based on the release of a massive political safari agenda by Ilham Arief Sirajuddin's team, which is then responded to by the media as part of the coverage. At the macrostructure level (sociocultural practices), it shows that the discourse on IAS candidacy exists amidst the issue of simultaneous elections in 2024.

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