

Teun A. Van Dijk's Critical Discourse Analysis on Page Three of the Parliamentary Bulletin Edition 1200–1210

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The government utilizes communication to share messages within the internal environment and society. The People's Representative Council of the Republic of Indonesia (DPR RI) employs the Parliamentary Bulletin for this purpose, recognizing its effectiveness in fostering positive community relations. This study tries to elucidate the text's tactical maneuvers for reshaping political players' public personas in Parliamentary Bulletins and dismantling societal structures in speeches. This study examines the DPR's communication techniques in Parliamentary Bulletins using Teun A. Van Dijk's theory, which describes deliberate activities that weaken social institutions and influence political actors' opinions. The study investigates Puan Maharani's persistent presence on page three using Van Dijk's analysis from the 1200-1210 edition and qualitative approaches. In reality, 575 DPR RI members from 9 factions in 80 electoral districts can be sources of information. These findings show that media texts strategically portray political figures in the public sphere, influencing perceptions based on Berlo's image theory and Habermas' communicative ratio. Puan dominates the display of titles, profile introductions, and news stories. The discourse's social structure is divided into three levels: macrostructure, superstructure, and microstructure. This study focuses on the relationship between media representation, deliberative democracy, and public access to comprehensive information.

Keywords: Communication Action, Berlo's Image Theory, Van Dijk's Critical Discourse Analysis, Puan Maharani, and Parliamentary Bulletin

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Introduction

The political system in Indonesia, including the party system in the People's Representative Council of the Republic of Indonesia (DPR RI), has a specific structure and rules designed to ensure democratic representation and effective legislative function. The DPR RI consists of members who are elected through general elections held every five years. Political parties in Indonesia must meet certain requirements to be able to participate in general elections, including having a clear organizational structure and public support. Members of the DPR RI are elected through a proportional election system with the most votes. Each political party will get seats in the DPR based on the proportion of votes obtained in each electoral district. The DPR is led by a Speaker of the DPR RI (Puan Maharani) and several deputy speakers who are chosen by DPR members from among the DPR members themselves. The DPR leadership plays a role in leading meetings and carrying out the DPR's administrative and organizational tasks.

Bulletins are an efficient, accessible, and transparent journalistic medium that fosters productive exchanges between organizations and communities. This is consistent with the People's Representative Council of Indonesia's (DPR RI) public relations activities, which aim to increase public awareness of government programs. The DPR RI's use of the Parliamentary Bulletin to communicate with the public raises worries about potential hegemony. In democratic regimes, political actors influence the perceived importance of news content without regard for its relevance to people's everyday lives, so affecting societal norms and behaviors. The author emphasizes power forms that go beyond physical control, building on Gramsci's perspective, which is especially visible in media manipulation. The dominant class uses the media to maintain power, promote their ideology, and advance their interests. (Gramsci, 2021).

The Parliamentary Bulletin, an important weekly publication controlled by the DPR RI Expertise Body and the Parliamentary News Bureau, helps council members communicate about their policy-related actions. It is published four times each month and encourages participant involvement while emphasizing the DPR RI's commitment to current legislative processes, with a focus on accountability, openness, and transparency. Varnava (2018) stresses the democratic element of the Bulletin's political organization model while pushing for free market principles. In contrast to visual technologies, bulletins should properly and clearly represent intended values to their target audience.

Efforts to promote good attitudes of political actors within the organization through internal media, such as the Parliamentary Bulletin, include publicizing group or individual achievements, emphasizing constructive efforts, and encouraging a positive workplace environment. Jacobson (2020) highlights the significance of social and digital media platforms in enhancing a company's image through effective personal branding strategies. The goal is to present figures with a brand emphasizing their professional individuality. Thus, it's crucial to cultivate a positive image through internal media to influence DPR members' and external audiences' opinions and encourage greater contributions.

The selection of political figures in the Parliamentary Bulletin's internal media raises questions for researchers, particularly regarding suspicions about information circulation and boosting a political figure's electability in the 2024 election. In considering the 2024 electability figures,

Puan's inclusion alongside other candidates is essential. In a recent detik.com survey from October 2022, Prabowo Subianto led with 30.7%, followed by Ganjar Pranowo at 20.5% and Anies Baswedan at 17.6%. Puan Maharani ranked ninth with only 2% (Hutajulu, 2022). A month prior, Puan's name had increased by 2.4% in the Charta Politika survey results from September 2022 (Zhan, 2022). In August 2022, Puan's name received only 1.7% according to the Indopol survey (Arjanto, 2022). This indicates an increase in Puan's electability compared to the previous month.

The author reflects on how Commissions IV and VI will keenly receive Puan's statement, particularly editions 1200 through 1210. This is based on the facts of dominance by the member of Commission IV which is filled by the chairman of the PDIP party faction and Commission VI, the deputy chairman is the PDIP party faction. In this case, these strategic positions tend to receive Puan's statement. Scholars challenge Marx's economic determinism by utilizing critical theory, especially Habermas' communicative ratio, emphasizing reasoned consensus and ongoing examination of Indonesian media. Habermas uses hermeneutic tools to underline the relevance of socially relevant communication in exploring human interests among empirical and transcendent contradictions.

The Parliamentary Bulletin sparks diverse public opinions but doesn't fully meet the public's needs. Tuen A. van Dijk's critical theory exposes how power interests compromise scientific objectivity, persist in capitalism, and affect human relations. Safrudin (2004) emphasizes these interests' dehumanising repercussions, strengthening the critical critique.

It can also help steer away from controversial and sensitive topics within the DPR, given its multi-party composition and diverse interests. Offering a balanced perspective, the Parliamentary Bulletin is viewed as maintaining proportionality in its reporting. In addition to addressing press freedom, agreements establish the boundaries of protection and responsibility between journalists and media organizations (Prahassacitta, 2017). From a media economic standpoint, the Parliamentary Bulletin serves as DPR's PR, encompassing human resources, technology, and finance. This warrants attention from all parties. Given this context, the researcher concentrated on "Teun A. Van Dijk's Critical Discourse Analysis on Page Three of the Parliamentary Bulletin, Edition 1200-1210.

Habermas's endeavors, building on critical theory, aim for enlightenment. The portrayal of political figures as central in each Parliamentary Bulletin edition raises questions. For example, Puan's position as Chair of DPR does not indicate that he intends to "exploit" the media. Thus, material from Parliamentary Bulletins is intended to distribute policy-related changes within the parliament, producing the sense of change. This research seeks to explore how strategic actions are utilized in Parliamentary Bulletin texts to portray political actors and social structures within the discourse.

Literature Review

Mass Communication Theory

Based on McQuail's theory, the impact of mass media on people's perspectives and actions (McQuail, 1985). It highlights the media's role in creating perceptions and attitudes, including agenda-setting, framing, and cultivation (McQuail, 1994). Mass media, especially internal

sources such as the Parliamentary Bulletin, frequently reflects political biases by pushing specific agendas while ignoring opposing viewpoints (D. McQuail, 1992). According to studies from the 2016 US presidential campaign, has a major impact on public opinion via changing belief (Goidel et al., 2021).

Critical Theory

Habermas' communicative rationality, based on the Frankfurt School's critical theory and influenced by Marx, Adorno, and Horkheimer, investigates societal structures, cultural criticism, and power dynamics. Habermas builds on prior critical views, emphasizing the importance of communication in social science disciplines. Critics argue that his approach misses the importance of women's and gender perspectives in social movements, while arguing for more inclusivity. Despite Habermas' expansion of critical theory, modern discussions emphasize the significance of including women's perspectives and gender considerations in political discourse. Recognizing the importance of women in social movements and emphasizing their literacy and communication abilities is critical in modern political contacts, particularly those conducted via social media (Poernomo, 2021).

Habermas' Theory of Communication Action

Habermas' theory highlights the importance of inclusive and participatory communication in influencing the views of individuals and groups. Prioritizing communicative skill, the theory envisions freeing communication from ideological limitations in order to develop a "ideal conversation" without interruptions. In society, open spaces are critical forums for inclusive and unrestricted communication that balances individual liberties with group interests in order to maintain democratic standards (Jurgen Habermas, 1989; Jürgen Habermas, 2020). Habermas emphasizes the importance of preserving public space integrity and the freedom of logical conversation and equitable participation, particularly in 18th-century bourgeois society. His vision includes a democratic political public sphere that incorporates the economy and society into a just legal system for the common good (Jürgen Habermas, 2020; Seran, 2010; De Angelis, 2021).

Parliamentary Bulletin in the context of Puan Maharani can provide in-depth insights into how political discourse and communication in the parliamentary context reflect the principles of deliberative democracy and public sphere as put forward by Habermas. Democratic deliberation refers to the process by which political decisions are made through rational discussion and honest exchange of arguments. Habermas argues that effective deliberation requires equal participation from all members of society and focuses on the common interest.

Deliberative Democracy

The law-democracy relationship shares similarities with the systems and lifeworld relationships. Habermas maintains the discourse principle, which links law and morals by approving legitimate action norms in rational discourses (Habermas, 2021). Free of unequal power influence, public participation in politics is essential for ensuring democracy (Habermas, 1989). Habermas sees morals as a universal category, similar to Piaget and Kohlberg's post-conventional orientation in human development. Morals, motivated by historical processes, represent reflexive and universal modernity, striving for the "good for all." Habermas considers morality and universalism to be the most important factors in conflict resolution (Habermas et

al., 2000).

Habermas's understanding of democracy grows throughout time, and he introduces 'deliberative democracy' as an alternative to individual-rights-focused liberal democracy. This notion prioritizes public conversation and active engagement in addressing social concerns and ensuring universal social rights. Deliberative democracy promotes procedural factors, such as consultation and discussion, above rule-centric models. The public realm influences political and literary landscapes through a variety of critical discourses. *Tischgesellschaften* (community associations) and *Sparghgesellschaften* (literary community associations) help to create this discursive public space (Habermas, 2010).

Teun A. Van Dijk's Critical Discourse

Drawing on Habermas' theory, critical discourse focuses on how individuals and social institutions communicate to influence decisions while protecting individual rights and shared interests. It emphasizes active social involvement and the freedom to express oneself openly, which is consistent with Habermas' democratic communication principles and promotes rational, open, and inclusive communication. Teun A. Van Dijk's critical discourse model, which includes inclusion, participation, transparency, and certainty, ensures communication is consistent with individual rights and shared interests (Rasmussen, 2012).

Critical discourse fundamentally supports the principles of inclusiveness, involvement, transparency, and clarity. It acts as a channel for successful communication between people and social groupings. It combines Van Dijk's emphasis on the impact of language on attitudes and behaviors with social and political power dynamics, as well as Habermas' goal of reaching consensus through reasoned debate. Discourse is considered as a dynamic and possibly transforming historical reality, with semantic, pragmatic, and rhetorical contexts. According to Habermas' Critical Theory, speech and communication can promote social transformation rather than relying on authority and power (Jørgensen & Phillips, 2012; Feteris, 2017; Rasmussen, 2012).

Van Dijk's theory, or better known as van Dijk's Discourse Analysis Theory, is an approach developed by Teun A. van Dijk to analyze how discourse (texts and speeches) shapes and is influenced by power, ideology, and social structure. This theory focuses on the relationship between language and power in social, political, and cultural contexts (Humaira, 2018; Irmayani & Rahmi Usman, 2022). Overall, van Dijk's theory provides a useful tool for understanding how language not only describes reality but also shapes it, and how power and ideology are integrated into discourse (Sujatmiko, 2020). Several previous studies have used van Dijk's theory approach, for example (Gyollai, 2022) using van Dijk's analysis for the Sociocognitive Approach analysis where Critical Discourse Analysis reflects multi-methodical and multidisciplinary.

Image Theory

Image theory in communication explores how individuals or organizations shape public perception through advertising or media to gain support or trust. Rooted in perception, as per David K. Berlo, this theory considers how attitudes, knowledge, communication skills, and sociocultural systems of communicators and recipients influence information exchange.

Communication channels are important in moulding public perception and developing awareness and understanding of imparted messages, whether through secondary channels such as mass media or primary channels such as language and body movements (Berlo, 1977; Gulley & Berlo, 1956; Gulley & Berlo, 1956).

Thompson emphasizes the importance of information technology in enabling collaboration, shared responsibility, and effective change adaption in these situations (Getty & Thompson, 1994). William L. Benoit's image production theory identifies three stages important to the political sphere: image generation, administration, and enhancement.

Research Methodology

The study takes a critical interpretive approach to investigate how social and political systems shape social reality, with a focus on power relations, injustices, and social construction. The researcher examines the meaning provided by individuals or groups utilizing Teun A. van Dijk's critical discourse analysis and Jacques Derrida's deconstruction-reconstruction methodologies. This descriptive qualitative study focuses on Parliamentary Bulletin issues 1200-1210. This period of issues encompasses a very significant era in political history, and parliamentary minutes from this period often provide important insights into the political structures and power dynamics of the time. In this study, the interview involved Ms. Nid as a member of the management team.

Documents can provide insight into the background and preparation that led to the country issue, as well as how political discourse developed during this period. Thus, the phenomena of this period gave rise to changes in various aspects including: 1.) Changes in Law; 2.) Parliamentary Structure; 3.) Changes in Law; and 4.) Power Structure. By analyzing documents from the Parliamentary, we can gain a better understanding of how policies and power structures developed during this period, and how they affected society at large. By revealing covert power dynamics in the media, this technique tries to encourage social criticality in information processing (Allen & Pardo, 2019).

The research methodology is influenced by Jacques Derrida's philosophy, and it uses deconstruction and reconstruction to critique. Deconstruction emphasizes the fluidity of language, as influenced by viewpoint and environment. The study uses critical discourse analysis to investigate the presence of specific political actors in the Parliamentary Bulletin between May and August 2022. Reconstruction, which draws on Paul Ricoeur's hermeneutics and Axel Honneth's recognition idea, aims to reveal hidden meanings and purposes in order to build a more inclusive narrative. This comprehensive strategy tackles media communication at the micro, meso, and macro levels (Kentikelenis & Rochford, 2019).

Results And Discussion

Strategic Actions in Texts as Media for Imaging Political Actors in Parliamentary Bulletins

In issues 1200-1210, the Parliamentary Bulletin's media content prominently features political actors, particularly Puan, on page three. Each Bulletin News section includes a title, five text paragraphs, Puan's photograph, and editorial content. This item is cleverly placed on page three, drawing quick attention to Puan. The text's study of strategic activities looks at each edition,

including talks about the public sphere and deliberative democracy.

Clauses are examined during public space analysis. This requires examining word choice and grammar to determine the text writer's perspective, which is often that of a journalist. For example, in the news story "Appreciation of Mask Removal Policy, Puan Maharani Reminds People Not to Get Carried Over by Euphoria" from edition 1200 in May 2022, the analysis focuses on both words and grammar at the same time, as they mutually reinforce each other in expressing meaning.

"The Indonesian House of Representatives commends the government's handling of the COVID-19 pandemic, which allows people to remove masks during outdoor activities in uncrowded regions."

The Parliamentary Bulletin's content, particularly the piece on page 3 that features the DPR Speaker, Puan Maharani, should be objective. Incorporating Saleh Partaonan Daulay's PAN statement on page 13 on the relaxation of mask use would provide a comprehensive and objective report that showcased many perspectives. Align with Jürgen Habermas's theory (2020), theory, which emphasizes the necessity of an open and inclusive public space that supports democratic ideals, protects individual liberties, and promotes political participation all of which are necessary for establishing a high-quality and inclusive democracy.

Page 3 of edition 1201, June 2022, includes the title "Puan Maharani Appreciates Indonesian Contingent for Winning Top 3 in the 2021 SEA Games," which has been evaluated from a public space perspective, with elements representing specific texts.

"Congratulations to the Indonesian SEA Games team on their amazing performance, which secured third place. Their achievements are a source of national pride. Salute to the Red and White Team."

While Puan's remark initially meets human-interest news criteria, it fails to address the news values of actuality, closeness, effect, and importance, which are critical for the DPR Chairman's role in articulating national ambitions. The editing sentence emphasizes Puan's historical positions but just touches the surface. Important problems such as the P3 Bill and the election of village leaders have the potential to provide deeper insights into Indonesian society, particularly given present factional differences within the DPR RI. Journalistic norms need fair and objective reporting, yet the DPR-run Parliamentary Bulletin appears to stress objectivity insufficiently.

"News like this can be classified as positive propaganda, as it highlights the positive features and goodness of DPR members; it can serve as a spokesperson for the DPR. However, members cannot be insured. Including the cover; that is why everyone takes images of the leadership more frequently, notably the chairman's (Puan) function as the highest person in this institution, followed by the deputy chairperson, unless there are both. "As internal media, we serve the internal DPR more important." (Results of Interview with Speaker 3; Friday, July 21, 2023, 10:17:10–10:19:36).

By applying Habermas's theory to the Parliamentary Bulletin from the period 1200-1210, we can evaluate the extent to which the principles of public sphere and democratic deliberation

were reflected in parliamentary practices during Puan Maharani's tenure as the Speaker of the Indonesian House of Representatives. This approach helps in understanding the quality and effectiveness of political discourse at that time, as well as how the process might have contributed to or hindered ideal democratic practices. It differs from Habermas' concept of a democratic political public sphere that merges the economy and society in a fair legal structure to govern the market for the common good (Seran, 2010).

“The number of council members, which exceeds 500, should be proportionately represented in the Parliamentary Bulletin. However, if DPR leaders and commission leaders have been sufficiently discussed in the media, the editing staff prioritizes them first. The DPR leadership also filled out the cover of the Parliamentary Bulletin. So, it all comes back to the contrived issue.” (Results of Interview with Mbak Nid, Monday, July 3, 2023, 09:12:56–09:15:34).

In June, edition 1202, page three, of the Parliamentary Bulletin prominently featured the title "Puan Maharani: Pancasila Honors Humanity, Reconciles the World", reflecting a recurring focus on Puan throughout the publication.

“Pandemics and wars both claim human lives. Therefore, observations on Just, Civilized Humanity on Pancasila's birthday are particularly relevant.”

Understanding the process and conditions of political decision-making crucially influences citizens' adherence to rules. In issue 1203 of the Parliamentary Bulletin, titled "Anticipating Extreme Weather in Saudi Arabia, DPR Reminds Socialization and Education for Hajj Pilgrims," this aspect is evident. Published in June 2022, this edition features Muhaimin Iskandar, the Deputy Chairperson of the DPR RI and Coordinator for People's Welfare. Nonetheless, Puan's prominence persists, notably on page two, titled "DPR and KPU Agree on a 75-Day 2024 Election Campaign Period." Puan's involvement in election matters, depicted on the cover alongside colleagues, underscores her influence.

“The KPU and the DPR have mutually agreed, through Commission II and the government, that the election phases will begin, God willing, on June 14, 2022. The campaign period has been chosen and agreed upon, and it will last for 75 days.”

In Indonesia, democratic politics face uncertainty despite the current emphasis on freedoms like establishing political parties and direct elections. Following Joseph Schumpeter's definition, democracy is often reduced to mere leader selection, sidelining the essence of the people's voice. While historically rooted in total community involvement, the practical application usually diverges from these democratic ideals, presenting a contrasting reality.

“The inclusion of the Parliamentary Bulletin can contain the state's position on laws that the public should be aware of, if the DPR has a political mechanism in place to decide. At the time, I needed to talk and broadcast everywhere. Kelompencapir exists, as it did during Pak Harto's time. Is the existing position of the Parliamentary Bulletin still necessary? In the digital world, we must focus on established social media.” (Results of Interview with Marzuki Alie, Thursday, June 15, 2023, 14:32:41–14:35:23).

When researchers spoke with Informant 3 and Informant 5, they basically acknowledged it as well. Digitalization is critical for the current Parliamentary Bulletin.

“To choose images from the editing team, they are given over to the Head of Subdivision, then to the Head of Division, and finally to the publishing department for dissemination both domestic and international. Bulletins can now be seen on e-media, and e-paper can be accessed via cellphone, eliminating the need for printed paper, which is wasteful.” (Results of Interview with Speaker 3; Friday, July 21 2023, 10:10:00 - 10: 14:20).

“So, in this digital age, you must be able to socialize programs using audiovisuals, such as playing TikTok. There must be someone who represents the DPR, and right now it is simply Puan. “Because there are commissions 1, 2, 3, and so on that can also be covered and customized to specific commission difficulties.” (Results of Interview with Speaker 5; Friday, September 8 2023, 14:09:05 - 14:14:48).

“Because external parties use the Parliamentary Bulletin, it has become public property. Previously, it was a print version, but it has been turned into social media (print and social media), such as YouTube and Facebook.” (Results of Interview with Speaker 4; Monday, August 21, 2023, 15:18:07–15:22:00).

Habermas emphasizes the need of keeping public space intact and free of economic or political intervention. He pushes for a public realm devoid of manipulation, allowing reasonable speech and uninhibited participation to reach consensus (De Angelis, 2021).

On page two of edition 1204 of the Parliamentary Bulletin, Puan encourages G20 countries to participate in tackling global crises, with the headline "Towards P20, DPR Invites G20 Countries to Save the World from the Global Crisis." Interestingly, P20 is also mentioned on page 20, under the title "The Secretariat General of the DPR Fully Supports the DPR to Host P20," implying thematic similarities and mutual support. While Puan is the single source on page two, Indra Iskandar and Endah Tjahjani Dwirini provide diverse opinions on page 20. The Parliamentary Bulletin's production process begins with regular editorial briefings.

“We examine the developing concerns at the beginning of the manufacturing process before deciding on an officer (reporter). The reporter then contacts the proper source, such as Trade Commission VI or Agriculture Commission IV. It can be released or conducted as a direct interview (doorstop), after which the editor compiles and refines it. After uploading it to the DPR website, every week, it is determined which news will be published in the Parliamentary Bulletin and given to the publishing department so that it goes into print.” (Results of Interview with Mbak Nid, Monday, July 3, 2023, 09:10:33–09:12:01).

Puan Maharani was prominently featured on page three of the Parliamentary Bulletin editions 1205–1210, covering subjects such as the development of Indonesian IKN and the intensive promotion of cooking oil purchases through applications. She emphasized the necessity of a clear strategy to ensure that laws do not disadvantage people without cell phones. Leveraging Habermas' theory of communicative action, which prioritizes inclusive and participatory

communication, could enhance Puan and Jokowi's communication tactics. Habermas emphasizes the complexity of human social reality to understand humanitarian complexities, indicating the inadequacy of natural science approaches (Jurgen Habermas, 1989; 2020).

The Parliamentary Bulletin's 1207, 1208, and 1209 editions were issued in July. Edition 1207's page 3 carried Puan's report on mask release, titled "Anticipating a Resurgence in COVID-19 Cases, Puan Maharani Reminds You to Maintain Health Protocols," which was related to edition 1200. In version 1208, on page 19, the matter was rehashed under the title "Nabil Haroen Urges the Public Not to Be Careless Against the COVID-19 Spike." "First, we must continue to follow health protocols. Everyone is assumed to have been vaccinated and had a booster. God willing, everyone can be immunized three times, at least twice." (Puan's statement).

"President Joko Widodo's plea is crucial at this moment. Do not underestimate the COVID-19 spike; do not miss it twice or three times. So, at this moment, you must be aware and rigid with protocols for the new normal condition; wearing masks is crucial." (Nabil's statement).

Despite appearing in consecutive editions and on different pages of the Parliamentary Bulletin, the two assertions are interconnected yet distinct, signifying a repeated presentation of information. Habermas contends that a strong democracy necessitates public engagement in decision-making, the protection of individual liberties, and the promotion of open and logical public debates (Habermas, 1989). According to Habermas, this discourse guards against unequal access to political or economic power, which can stymie problem solving and decision-making involvement. He examines historical changes in the concept of public space, emphasizing how it reflects socioeconomic structures and accessibility. He also observes the ultimate disintegration of the feudal system's social orders.

In edition 1208, on page three titled "Puan Maharani: Enhancing Food Commodity Governance to Address Ongoing Price Increases." Puan emphasized the necessity for government action to stabilize food prices post-Eid al-Adha."

"Prices for chiles, shallots, and poultry have been continuously climbing for more than a month. When I visited traditional markets in several areas, sellers and customers complained that prices were still excessive."

In Marxist ethics, moral relationships are essentially governed by commodity money (economics) and political objectives (Habermas, 2010). This theory ensures communication is free from control, requiring an 'ideal conversation' setting where all dialogue participants engage without hindrance. Public awareness rises through critical discourses from diverse political groups, including those serving as discussion spaces and inaccessible "opposition" areas.

In edition 1209, Puan urged youth to engage in achieving the Sustainable Development Goals (SDGs), emphasizing the process's inclusive nature, which requires contributions from all, including the younger generation, to address global crises.

" If young people want to see change, reform, and affect the world with their ideas, they must make significant promises. Furthermore, adolescents must actively participate in the decision-making process."

In edition 1210, Puan urged the public to support the Indonesian team at the ASEAN Para Games XI, highlighting Indonesia's hosting of sporting events for special needs athletes.

"We hope that with community support, the Indonesian contingent can win the overall championship at the ASEAN Para Games this time. Furthermore, some Indonesian athletes have competed in the Paralympics before. Indonesia has a tremendous possibility to excel in this event because our Para Games participants are highly qualified."

The editions featuring Puan encourage public participation, though lacking dialogue and discussion. Habermas suggests democracy evolves, adopting more practical concepts.

Deliberative Democracy

Deliberative democracy and public space are inextricably linked, encouraging free discourse and informed decision-making. It requires open communication, information sharing, and active participation from all participants, including DPR factions, using various media outlets such as the Parliamentary Bulletin. Open communication strategies aim to promote good impressions, reduce stigma, and generate productive debates (Berlo, 1977; Goffman, 2001).

The editorial strategy of the Parliamentary Bulletin stresses all parties' active engagement in debates and decision-making, with the goal of achieving complete solutions while limiting impressions of one party's dominant position. Implementing deliberative democracy is difficult, particularly in light of socioeconomic changes and tensions caused by disparities in societal acceptance and interest (Jurgen Habermas, 1989; 2020).

In democratic countries, deliberative democracy aims to improve political communication dynamics by emphasizing public reason and discourse. It is based on the ideas of liberal democracy, emphasizing procedures over specific laws and focused on public debate, active engagement, and social issues. Reason-based strategic activities are critical for regulating public space, trying to achieve diverse aims, such as manipulation, suppression, and mutual understanding (Habermas, 2020).

Social Structure of Political Actors

Eleven editions of the Parliamentary Bulletin (1200-1210) were released across four months, from the final week of May to the first week of August 2022. Teun A critical discourse is used to investigate the social structure of political actors, categorizing them as macro, superstructure, and microstructure.

Macro Structure

Puan's macrostructure in the Parliamentary Bulletin's global context can be understood through the title of a text.

Table 1

Title of the Parliamentary Bulletin Edition 1200-1210

Edition	Title
1200	“Appreciating the policy of removing masks, Puan Maharani reminds the public not to get carried away by euphoria”
1201	“Puan Maharani Appreciates Indonesian Contingent for Winning Top 3 in 2021 SEA Games”
1202	“Puan Maharani: Pancasila Honors Humans, Reconciles the World”
1203	“DPR and the KPU agree that the 2024 election campaign period will be 75 days”
1204	“Towards P20, DPR Invites G20 Countries to Save the World from the Global Crisis”
1205	“Puan Maharani: The Incoming President Must Continue the Development of the Indonesian IKN”
1206	“Puan Maharani: Socialization of the Purchase of Cooking Oil with Applications Must Be Intensive”
1207	“Anticipating a resurgence in COVID-19 cases, Puan Maharani reminds us to maintain health protocols”
1208	“Puan Maharani: Improve Food Commodity Governance to Overcome Continuously Rising Prices”
1209	“Puan Maharani Encourages Youth to Get Involved in Achieving the SDGs”
1210	“Puan Maharani Invites the Community to Support the Indonesian Team in the Asean Para Games XI”

Source: Researcher Analysis Results (2023)

Puan's prominent role in the Parliamentary Bulletin, often on page three, shifted to page two in editions 1203 and 1204 under "DPR." Despite divisions within the DPR, Puan, as its chair, remains highly featured, indicating potential media bias. Denis McQuail's theory underscores the media's influence on societal perception and behavior, highlighting the significance of journalistic objectivity (McQuail, 1985). The Parliamentary Bulletin selects talented journalists from the country's mass media, emphasizing the value of objective reporting (Mcquail, 1987).

“The DPR's news production crew consists of more than just ASN and PNS employees. Those with a background in media, such as Kompas, also own television. Because there may be a lot of pressure there, we move here, which is more gentle.” (Results of Interview with Speaker 4, Monday, August 21, 2023, 15:18:07 - 15:22:00).

Former DPR Chairman Marzuki Alie acknowledged that the Parliamentary Bulletin was initially created to inform the public about the DPR's decisions.

“Previously, there was news about the political process, but it was unclear. At the time, the magazine was delivered to public locations like as airports, airlines, and universities in all regions from Sabang to Merauke by the DPRD. Second,

conduct outreach by going directly to the regions; at the time, we used TVO” (Results of Interview with Marzuki Alie, Thursday, June 15, 2023, 14:30:58 - 14:32:41).

The Parliamentary Bulletin, DPR RI's internal media, influences public perceptions through ongoing discussions, contributing to agenda-setting. Despite aiming to represent various political factions, it's acknowledged for lacking neutrality. The media's attitude mirrors prevalent social and political circumstances, most notably the PDIP coalition (Golkar, NasDem, PKB, and PPP), which controls 60% of DPR seats, while the other four parties (Gerindra, Demokrat, PKS, and PAN) control 40%.

“Aside from the leadership, the reporting section is divided into numerous pieces so that members can share it; however, not all members are always covered. When not all members want or are able to participate in a meeting, the chairman or deputy chairperson generally takes the lead. To reach 500 members of the DPR, 20 reporters are proportionally distributed based on who is most active in each commission. Also, with the most seats system, for example, now PDIP, implies PDIP has a higher percentage” (Results of Interview with Speaker 3, Friday, July 21, 2023, 10:14:20 - 10:17:10).

As explained by Informant 5, there's a current need to develop SOPs for the Parliamentary Bulletin, capable of accommodating all 575 DPR members, ideally included weekly.

“So, we are no longer discussing editorial management, but editorial politics. When we talk about editorial politics, we revert to economic politics. There are power dynamics. Which power dynamic is dominant? Who dominates and who is dominated? “Who is powerful and who is powerless?” (Results of Interview with Speaker 5, Friday, September 8, 2023, 14:09:05 - 14:14:48).

Superstructure

Puan's political actors from the superstructure can be analyzed through the framework of the Parliamentary Bulletin text. The text structure follows a schematic arrangement, including the introduction, content, and conclusion of Puan's reporting discourse.

Table 2

Schematic

Edition	Introduction	Contents	Ending	Specific pages
1200	I appreciate the public's willingness to remove masks in public settings. Because conditions are improving, the pandemic has become endemic.	The easing of the mask regulation did not result in widespread disrespect for other health protocols.	People should prioritize their health, especially as Indonesia enters a transitional season prone to various ailments and diseases.	https://berkas.dpr.go.id/pemberitaan/buletin-parlementaria/b-1200-5-2022.pdf

1201	I appreciate the 2021 Indonesian SEA Games team for securing third place in the final rankings.	Historically significant achievement: The Indonesian basketball team secured its first gold medal since joining the SEA Games in 1977.	Indonesian athletes met their top 3 goal, showcasing exceptional performance.	https://berkas.dpr.go.id/pemberitaan/buletin-parlementaria/b-1201-5-2022.pdf
1202	Reflecting on Pancasila's Birth: A struggle for humanity while realizing world peace amid geopolitical tensions and covid-19 pandemic.	Remember the philosophical principle of 'internationalism' or 'humanity,' which is the spirit of the Second Principle of Pancasila formulated by Bung Karno.	Inviting all segments of the nation to participate in the effort to honor mankind.	https://berkas.dpr.go.id/pemberitaan/buletin-parlementaria/b-1202-6-2022.pdf
1203	The DPR met with the General Election Commission (KPU) to discuss the 2024 election arrangements.	The campaign period is 75 days, with logistics distribution following agreed stages and schedules.	Meetings with the Supreme Court and the Constitutional Court are essential to define the types of disputes/cases eligible for submission, considering the old procedures and mechanisms for handling disputes in the 2024 Election.	https://berkas.dpr.go.id/pemberitaan/buletin-parlementaria/b-1203-6-2022.pdf
1204	The DPR invites G20 nations to collaborate in addressing global crises.	G20 nations should consider global crises when making domestic policies.	Countries can address crisis risks by collaborating and cooperating with each other.	https://berkas.dpr.go.id/pemberitaan/buletin-parlementaria/b-1204-6-2022.pdf
1205	Puan accompanied Jokowi on a survey of IKN development in East Kalimantan.	The DPR has passed the IKN Law, which will guide future presidents in continuing IKN.	Even during presidential transitions, IKN can continue operating until the new president takes office.	www.dpr.go.id

1206	The government has been encouraged to heavily promote the purchase of bulk cooking oil using the Peduli Protect app.	Refrain from letting policies make things difficult for people, particularly for individuals without smartphones.	Supervision is conducted meticulously to prevent exploitation by profit-seekers.	www.dpr.go.id
1207	People are urged to uphold health protocols amid concerns of a potential resurgence in Covid-19 cases.	COVID-19 cases persist, despite declines in some areas.	Government mandates COVID-19 boosters to enhance immunity for large events.	https://berkas.dpr.go.id/pemberitaan/buletin-parlementaria/b-1207-7-2022.pdf
1208	Demanding government intervention in escalating food prices post-Eid al-Adha.	The government needs to ensure stable food prices post-Eid al-Adha.	The Agriculture and Trade Ministries must intensify coordination on food logistics.	https://berkas.dpr.go.id/pemberitaan/buletin-parlementaria/b-1283-3-2024.pdf
1209	Engaging youth in achieving SDGs necessitates collaboration from all, including the youth.	Challenging youth worldwide to turn commitments into real actions, inviting them to collaborate in building a better world for all generations.	59 attendees, including delegates from 17 Y20 countries, along with representatives from global organizations such as WTO, ADB, and ASEAN, attended the networking night event.	https://berkas.dpr.go.id/pemberitaan/buletin-parlementaria/b-1209-7-2022.pdf
1210	Inviting public support for Indonesia as the host of ASEAN Para Games XI, the largest sporting event in Southeast Asia.	The XI Asean Para Games will feature 14 sports at sites in Solo City, Karanganyar Regency, Sukoharjo Regency, and Semarang City.	Indonesia boasts experienced athletes in its contingent, offering a solid chance for success given their exceptional potential in the Para Games.	https://berkas.dpr.go.id/pemberitaan/buletin-parlementaria/b-1210-8-2022.pdf

Source: Researcher Analysis Results (2023)

Analysis of eleven editions published in 2022 reveals that Puan is consistently mentioned more frequently than other representatives from PDIP or other parties. Her presence is dominant, consistently featured on page three in most editions, except for editions 1203 and 1204, where she appears on page two. Each mention seems to introduce Puan's profile to readers, making them more familiar with her. This differentiation in treatment is not extended to other representatives who serve as news sources. Table 3 shows a more precise breakdown of Puan's mentions in the eleven editions.

Table 3

Mention of Mrs

No	Mention	Edition	Placement
1	Chairman of the DPR	All Edition	Introduction
2	Dr. (H.C)	All Edition	Introduction
3	PDI Perjuangan Politician	1200	Contents
		1201	Ending
		1202	Contents
		1203	Contents
		1208	Ending
		1209	Ending
		1210	Contents
4	Former Coordinating Minister for Human Development and Culture	1200	Contents
		1201	Contents
		1206	Contents
		1207	Contents
		1209	Contents
5	Central Java Electoral District V Legislator	1200	Ending
		1202	Ending
6	First Woman to Serve as Speaker of the DPR	1201	Contents
		1205	Contents
		1208	Contents
		1210	Contents
7	Proclaimer as Biological Grandfather	1202	Contents

Source: Researcher Analysis Results (2023)

Mentioning Puan as Chair of the DPR in each edition is appropriate; however, providing the title Dr. (H.C) in each analyzed edition is less relevant from the researcher's standpoint, given that not all news sources employ titles. While other representatives are occasionally mentioned, nearly every edition examined emphasizes Puan's history. This includes her roles as a PDIP politician (7 editions), former Coordinating Minister for PMK (5 editions), the first woman to serve as Chair of the DPR (4 editions), legislator in the Central Java V electoral district (2 editions), and proclaimer as Puan's biological grandfather (1 edition). Meanwhile, pages covering other people's representatives only occasionally address Puan in depth.

Mbak Nid, part of the Parliamentary Bulletin management team, acknowledged that when an article is published on the DPR website, it becomes public property. Despite being internal media, it must be disseminated to those seeking information from the DPR.

“The Parliamentary Bulletin’s editorial mission is to distribute information regarding council actions” (Results of Interview with Mbak Nid, Monday, July 3, 2023, 09:12:01 - 09:12:56).

The Parliamentary Bulletin, as internal media, communicates with a specific target audience, making media bias relevant (Goidel et al., 2021). Although the Bulletin's language style supports PR communication goals (Buehlmaier, 2012), it also reveals media hegemony, illustrating covert exercise of power through cultural influence and reshaping ideas to align with the dominant group's values in society (Gramsci, 2021).

Puan's repeated citations in the Bulletin highlight her positions as a PDIP lawmaker, former Coordinating Minister, first female Democratic Party Chair, legislator for Central Java Electoral District V, and biological granddaughter of Indonesia's proclamation (Bung Karno). The Bulletin's emphasis on Puan, particularly on page three, appears to influence readers' perspectives, contradicting the budget allotted for its publication.

“It's expensive. If translated digitally, the funds can be used to compensate those who can create digital newsletter models. In my perspective, it is more significant to simply transport the link throughout Indonesia via sub-districts and villages. So, we can still adapt the technology” (Results of Interview with Marzuki Alie, Thurs, June 15, 2023, 14:35:23 - 14:37:33).

Informant 5 explained that the billions budget for the Parliamentary Bulletin was being questioned.

“Is the existing Parliamentary Bulletin still required with a budget of up to billions? In my opinion, the first step should be to disseminate it to the public from within the DPR. However, it must to be updated to reflect the digital era. Children are prone to being lazy when it comes to reading digitally native content. When it is published, the Parliamentary Bulletin serves two functions: internal public and external public.” (Results of Interview with Speaker 5, Friday, September 8, 2023, 14:00:00 - 14:04:10).

Gramsci's theory highlights the significance of societal disparities in determining power, which goes beyond physical dominance to include cultural and ideological control via the acceptance and diffusion of ideas in news texts. According to Weber (2002) the media significantly impacts public agendas and shapes society's values and attitudes. Analyzing Puan's depiction in the Parliamentary Bulletin highlights the issue of hegemony. Adorno emphasizes the cultural sector and mass media's critical role in maintaining hegemony by controlling cultural creation, distribution, and consumption. Given her position as Speaker of the DPR, Puan's continuous representation in the Bulletin restricts critical thinking and promotes capitalist power. The media's impact on thought and behavior favors popularity over creative and moral ideals, eroding critical and individual freedom (Horkheimer & Adorno, 2002).

This approach is consistent with social psychology and cultural sociology, particularly George Herbert Mead's symbolic interactionism theory, which emphasizes the cultural sector and mass media's role in molding social order. Mead also emphasizes the one-way nature of

communication, ignoring society's critical role in interpreting signals received. As a result, society finds it difficult to objectively evaluate the concepts and goals presented by authorities (Mead, 2022).

Micro Structure

Van Dijk's microstructure study on Parliamentary Bulletin editions 1200 to 1210 examines word choices, sentences, propositions, subordinate clauses, and style. These components interact to form discourse structure, social cognition, and context. The words and sentences used can sway public opinion, gain support, maintain credibility, and marginalize specific groups. Van Dijk's Critical Discourse Analysis recognizes the writer's impact, which is influenced by many situations and interests in the reporting environment, in order to reveal the underlying social reality within a text.

Table 4

The Core of Microstructure 1200-1210 Edition

Text Structure	Things Observed	Information
1. Macro Structure Puan's activities and statements consistently dominate most of page three and occasionally page two.	Thematic Supporting presidential policies and acknowledging the performance of the president and ministers.	Topic Most discussions on page three focus on social issues featuring Puan as the main resource person, while other pages vary in content.
2. Superstructure The discussion framework primarily revolves around Puan's perspective, although other representatives may discuss the same topic on different pages, introducing differentiation.	Schematic Page three seems dedicated solely to Puan, while other representatives rotate in each edition, offering varied perspectives.	Scheme Puan monopolizes page three appearances in every edition, consistently mentioned with full titles and positions.
3. Microstructure Observation of the local meaning of the text reveals variations in word choices, sentences, and styles between reporting on Puan on page three and reporting on other representatives on different pages. Puan's information appears more comprehensive in each edition compared to that of	Semantics The focus on page three of the analyzed Parliamentary Bulletin editions primarily highlights Puan's performance.	Meaning The emphasis on background aims to familiarize readers with Puan's role as the current Chair of the DPR.
	Syntax This is evident in the consistent use of pronouns referring to Puan in each paragraph preceding her mention in the DPR.	Meaning Each paragraph in the Parliamentary Bulletin consistently includes pronouns.

other representatives, particularly in the eleven editions analyzed.	Rhetoric For instance, by highlighting titles like Dr. (H.C), former Coordinating Minister for Human Development and Culture, and the first female DPR Chair, she's also recognized as the granddaughter of Indonesia's Republic proclaimer.	Meaning The pronouns used by the Parliamentary Bulletin aim to highlight Puan's extensive experience.
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Source: Researcher Analysis Results (2023)

The words and sentences used can sway public opinion, gain support, maintain credibility, and marginalize specific groups. Van Dijk's Critical Discourse Analysis recognizes the writer's impact, which is influenced by many situations and interests in the reporting environment, in order to reveal the underlying social reality within a text. The Bulletin consistently presents Puan's perspectives on DPR actions, highlighting her various roles. Van Dijk's multidisciplinary context theory in media studies incorporates social, psychological, sociological, anthropological, and political elements, examining social structures, dominance, power groups, and how cognition influences specific texts (T. A. van Dijk, 2009).

“The Parliamentary Bulletin, published weekly, is the product of reporter coverage of work visits and DPR members' activities in the office, outside the office, at home, and overseas. News content might be the product of a release or coverage. If you have both, you can combine them. Each reporter is accountable to the editor for the angle taken. Constituents (from the election district) can consume news to learn about the performance of their elected DPR members” (Results of Interview with Speaker 3, Friday, July 21, 2023, 10:10:00 - 10:14:20).

Superstructure analysis of page three news in the Parliamentary Bulletin portrays Puan as the predominant source, suggesting she's the sole information provider in each publication. Puan consistently outweighs statements from other representatives on this page, contrasting with earlier pages where sources vary. This viewpoint is consistent with the idea that the Bulletin and other media are components of the capitalist superstructure, fostering bourgeois ideological hegemony. Endorsing a bourgeoisie-dominated worldview gives the media the capacity to sway public opinion and obfuscate working-class realities. (Lukács, 2000).

The microstructure analysis of Parliamentary Bulletin reports indicates a variety of formats and trends. Synopses typically begin with a headline and lead that highlight Puan's function as DPR Chair, implying her indirect influence over news content. The articles frequently highlight Puan's birthplace and previous experience before taking on the post of Democratic Progressive Party Chair. The use of pronouns emphasizes Puan's status through a variety of activities. However, ceremonial publications sometimes lack urgency in addressing pressing Indonesian issues. Redirecting attention to more relevant societal problems is recommended, emphasizing Puan's role as a community-focused representative prioritizing the people's needs.

“Legal aid must be available in every region to ensure that individuals are not duped into believing they are protected. It certainly offers exceptional advantages for persons who are legally illiterate” (Results of Interview with Marzuki Alie, Thursday, June 15, 2023, 14:45:30 - 14:46:20).

The Microstructure analysis reveals the close association between Puan and the Parliamentary Bulletin's reporting, which shaped public opinion through journalists' portrayal of her behavior. Critical thinking, encompassing reflection, analysis, creativity, moral reasoning, and political reasoning, is considered essential. Horkheimer (1996) underscores the importance of ongoing reassessment in regard to historical events and social institutions, emphasizing the link between knowledge and freedom. However, he recognizes the media's role in societal fragmentation and isolation, which impedes collaborative attempts to address social challenges.

Speaker 5 points out Puan's use of DPR venues for personal promotion, noting examples such as her prominent appearance on multiple DPR banners during the COVID-19 outbreak. This practice, termed "free-ride publicity," aligns with Indonesia's professional bureaucratic tradition and has been noticed by other prominent figures in various roles. While the legal aspect is acknowledged, determining its appropriateness remains open to interpretation, especially given Puan's consistent appearances in every issue of the Parliamentary Bulletin.

“When the Parliamentary Bulletin is released, it clearly serves as a public relations tool. However, if each issue of Puan's cover is repeated, there is suspicion that it is being used as an image, therefore this bureaucratic organization is frequently stuck by this limitation. Many individuals regretted the appointment of Marzuki Alie as chairperson of the DPR. However, if it is Puan now, it appears that there is also a commercial push underway. Bureaucracy is highly personalized” (Results of Interview with Speaker 5, Friday, September 8, 2023, 14:04:10 - 14:09:05).

Combining various reports or propositions involves the researcher's perspective. News texts frequently discussing Puan convey meanings closely related to shaping her public image, as noted by Herbert Marcuse, drawing from Freud's assertion about civilization's basis on conquering human instincts. This perspective underscores the philosophical and sociological implications of interpreting Western civilization's fundamental trends (Marcuse, 2012). Journalists and the Parliamentary Bulletin's editorial staff exhibit an imbalance in their relationship, favoring one group over others, despite providing reporting space for other representatives.

“Information, as the foundation of news content, must be entertaining when packaged. Yesterday, I read numerous newsletters to see if the topic was no longer fascinating. Writing is equally crucial. The DPR is responsible for ensuring that the public is politically aware. How about the party now? So, there are political dowries. Rich, but money is unclear. For example, former activists have joined the party and entered the system. Finally, they also accomplished it” (Results of Interview with Marzuki Alie, Thursday, June 15, 2023, 14:41:53 - 14:45:30).

The identification of this assumption suggests an unequal conduct of conflict of interest within

the Parliamentary Bulletin. This section receives more prominence compared to others in the Bulletin. Across editions 1200 to 1210, journalists are noted to focus on ground realities, indicating a one-sided approach to reporting without incorporating diverse perspectives. The Bulletin has a dedicated media analysis team responsible for reviewing daily issues and making recommendations to the leadership, ensuring comprehensive coverage across print and social media platforms.

“This has never happened before, unless the DPR leadership has undergone three transformations and changes. If you study political communication, this is the most astonishing since it truly is like balancing the government” (Results of Interview with Speaker 4, Monday, August 21, 2023, 15:22:00 - 15:26:23).

According to Van Dijk's discourse theory, the third page of each Parliamentary Bulletin edition mostly quotes Puan's statements with little participation from other parliamentarians, preserving social and political power dynamics (J. van Dijk, 2010). The Bulletin, an internal media channel, places a high value on Puan's information, notwithstanding President Joko Widodo's frequent use of Puan's title. This linguistic emphasis reflects Puan's point of view, which differs from analyses that use language to discover power relations and societal injustice. Unlike prior research that focused on preconceptions and biases, the critical discourse analysis of Bulletin issues 1200 to 1210 highlights social identity, which is unique to Indonesia and differs from studies undertaken elsewhere.

Novelty

Using van Dijk's critical discourse analysis, the study expands our knowledge of communication's strategic function in building the social structures that surround political personalities, with a focus on Puan. This method highlights the intricate relationship between media operations, political image building, and politicians' social standing, which aligns with Berlo and McLuhan's views. It underscores how media shapes public perceptions of political figures, noting Puan's deliberate use of media for image crafting. While recognizing potential risks, the study cautions against overly aggressive or deceptive tactics that may erode public trust. It emphasizes the relationship between strategic political imaging and broader social factors such as political identity, party influence, voter support, and public opinion, all of which have an impact on political-media interactions.

Applying Van Dijk's critical discourse analysis to Puan's strategic actions unveils notable findings. Firstly, following Habermas's perspective, Puan's communication tactics through the Parliamentary Bulletin raise concerns of social injustice and dominance, potentially compromising individual rights in a democratic context due to their opacity and limited inclusivity. Second, drawing on Berlo and McLuhan, the analysis emphasizes Puan's substantial influence over mass media, demonstrating political officials' ability to shape popular consciousness. This is consistent with Benoit's theory of political imagery, which emphasizes the function of image construction, preservation, and restoration. As an arbitrator of internal media, the Parliamentary Bulletin appears to be influenced by individuals such as Puan. Using Goffman's "front stage" notion, this impact manifests in message manipulation, allowing tailored information broadcast based on individual preferences.

Conclusion

The journalist's viewpoint influences the portrayal of public areas, which is critical for understanding political players and their behaviors. While public spaces should reflect democratic values such as freedom and inclusivity, discourse frequently falls short of these goals. Maintaining a democratic political process necessitates promoting deliberative democracy, providing access to knowledge, and encouraging active public participation. The Parliamentary Bulletin examines the social structure of DPR leaders, classifying it as macrostructure, superstructure, and microstructure. These factors emphasize the leader's prominence, dominance in news content, and profile distinction, which influence public views and attitudes.

Suggestions

Applying van Dijk's critical discourse analysis to internal media enhances understanding of its goals and expression of concerns. By analyzing power structures and ideologies in internal media messages, this model aids in information dissemination within organizations and furthers representation and social discourse analyses. In practice, grasping internal media's function in the digital age requires embracing innovation and focusing on relevant topics. Insights from practitioners are valuable for implementing van Dijk's theory and improving communication efficacy with internal and external audiences. To mitigate bias toward specific leaders, DPR RI Public Relations should prioritize balanced information transmission through journalistic integrity and the two-step flow theory model, as outlined in Khittah for the Parliamentary Bulletin.

Implications

Van Dijk's critical discourse analysis enhances understanding of public space, deliberative democracy, and organizational structures like macrostructure, superstructure, and microstructure. It also sheds light on how internal media influences external society. This contributes to developing more effective communication strategies within organizations, ensuring equal opportunities for all members.

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