

DISCOURSE ANALYSIS OF THE REGENT PROMISES IN CAMPAIGN

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Abstract: This study aimed to determine what political promises have been realized and have not been realized in the economic prosperity by the Regent and Deputy Regent of West Halmahera. This research used the correspondence theory of truth, meaning that researchers want to know whether the promises have been realized can be utilized and felt by the community. This research used descriptive qualitative methods, with data collection techniques are observation, interviews and documentation. The informants were 2 fish traders, 1 groceries trader, 1 clothing trader, 1 Head of BLK and 1 BLK participant who were interviewed. The results of this study indicate that there are 8 promises offered in the economic prosperity during the campaign, but until 3 years have served as Regent of West Halmahera only 2 promises have been realized and 6 promises have not been fully realized in the economic prosperity, namely market improvements and re-functioning the Work Training Center (BLK) building.

Keywords: *Discourse Analysis, Realization, Political Promise*

INTRODUCTION

Along with the times in this digital era, there have been many major changes in the world, including in the fields of education, information and communication systems. In its application, various things related to human activities cannot be separated from communication through language. Language can be interpreted as a link between human activities because through language humans can interact with each other. Language as a communication tool is used to communicate and interact with each other. This means that language allows people to convey their ideas, opinions, thoughts and feelings to others such as discourse.

In its application, discourse is so often used in everyday life. The form of delivery can be through oral or written media. The meaning of discourse can be interpreted as the unity of meaning between language components in a language structure related to context. Discourse is the most complete and highest or largest language unit above sentences or clauses with high and continuous coherence and cohesion that has a real beginning and end delivered orally or in writing (Tarigan, 2010).

In accordance with the context, discourse is often used in the world of politics in the campaign process ahead of elections to the regions, both governors, regents, and mayors. The use of discourse in politics is motivated by the method of regional head elections that are directly elected by the community. With this method, each candidate for regional head has a strategy in attracting public sympathy so that they want to vote for the candidate to win the election so that they become the leader of the region. Various programs are offered ranging from issues of improving education, health, economy, employment, people's welfare which are commonly called "Political Promises" which are all packaged in order to attract public sympathy.

There are many maneuvers carried out by prospective leaders to attract public support or sympathy, one of the most common is promising something good to the community. Usually the content of political promises includes general policies such as opening up employment opportunities, providing social assistance, lowering fuel prices, free health, free education or promises to overcome regional problems such as flooding and poverty. The problem is that

various political promises, which are actually social ethics and people's expectations in the future, are only strategies or tactics used to gain support from the community. This is quite reasonable considering that after the elections many elected regional heads "did not fulfill their political promises".

The election of the Regent of West Halmahera has taken place 4 times, where the first election of the Regent in 2006-2011 was won by Namto Hui Roba as Regent and Penta Libel Nuara as Deputy Regent, the second election in 2011- 2016 was won by Namto Hui Roba as Regent and Husen Abdul Fatah as Deputy Regent, the third election in 2016-2021 was won by Danny Missy as Regent and Ahmad Zakir Mando as Deputy Regent, the fourth election in 2021-2026 was won by James Uang as Regent and Djufri Muhammad as Deputy Regent.

According to Nurdin in Padli (2021), political promises are one of the attractions of a politician in competition. In the context of Pilkada, for example, political promises are another word for 'selling' offered to the wider community as potential 'buyers'. This means that political promises are packaged in such a way as to influence prospective voters, in order to win the Pilkada. However, the big question is whether all these promises will be realized. Political promises will be said to be realized if until the end of the leadership term all political promises are fulfilled not just an empty discourse.

Discourse is the largest, highest and most complete level of language. Discourse is said to be complete because discourse includes the levels below it, namely phonology, morphology, syntax, semantic, and is supported by other elements, namely the situation of use in society. Discourse is formed by paragraphs while paragraphs are formed by sentences. Those who form paragraphs string one sentence with the next and must be related so that they form a complete unit or form one further idea. Paragraphs also assemble as a whole to form a discourse that has a complete theme.

According to Sumarlam (2024) discourse is the most complete language unit expressed orally such as speeches, lectures, sermons and dialogs, or in writing such as short stories, novels, books, letters, and written documents, which are seen from their external structure (in terms of form) are cohesive, interrelated and from their inner structure (in terms of meaning) are coherent integrated. Discourse according to Roger Fowles in Eriyanto (2001) is oral or written communication seen from the point of view of beliefs, values, and categories, which are included in beliefs here is a worldview, an organization or representation of experience. With the unity of meaning, discourse can be seen as a whole, because each part is related to each other cohesively.

In line with that, Kridalaksana (2013) stated that discourse is the most complete unit in the highest grammatical hierarchy or the largest discourse is realized in the form of a complete essay (novel, book, etc.). Discourse is also used to describe things, translate, and analyze social and political news presented through text. The conceptualization of discourse analysis has many meanings, which have changed over time. Stubbs refers to the term discourse analysis as an attempt to study the organization of language above the sentence or above the clause; and therefore to study large linguistic units such as conversational exchanges or written texts (Baker and Ellece 2010).

Discourse analysis is a discipline that seeks to examine the use of real language in communication (Darma 2009). Discourse analysis is a study that examines and analyzes language used naturally, both orally and in writing. Discourse analysis also emphasizes the use of language in a social context, especially in the use of language between speakers. It aims to find language use in society in reality and tends not to formulate language rules as in grammar.

In previous research conducted by Padli (2021) with the title "Realization of Political Promises of Elected Regional Heads Towards Great West Lampung". This study aimed to

determine whether 7 (pitu) political promise programs for regional heads were elected in the 2017 West Lampung Regency Regional Head election has been fully realized and knows the inhibiting factors that have not realized the political promises of elected regional heads. He used descriptive qualitative method. The informants in this study are policy makers (Regent of West Lampung), benefit receipts (community), and observers.

The results of this research were: a) The realization of the political promises of the elected regional head of West Lampung Regency for the 2017-2022 period, up to two years of his leadership can be known from the pitu (seven) political promise programs there are only 4 programs and 18 true activities have been fully realized while 3 (three) programs and 8 (eight) activities that have not been fully realized 2) inhibiting factors there are 3 (three) factors, i.e. 1). Limited regional financial capacity, 2) The length of time to process the work and completion of programs and activities and 3) Limited competent human resources in completing programs and activities. Based on this explanation above, researcher is interested in conducting research with the title “Critical Discourse Analysis of the Regents Promises in Campaign in West Halmahera”.

METHODOLOGY

This study used qualitative descriptive research. This research focused on the discourse analysis contained in the discourse of the promises of the regent and deputy regent candidates in the candidate debate on TV One's YouTube channel. This study aimed to describe the data in the form of discourse contained in the candidate debate on the TV One YouTube channel. Qualitative descriptive is a research procedure that produces descriptive data in the form of written/spoken words from people or behavior that can be observed or observable behavior (Creswell and Guetterman 2018). This research used the correspondence theory of truth, meaning that researchers want to know whether the promises have been realized can be utilized and felt by the community.

The data collection techniques used are observation, interview (in the form of recording) and documentation. In obtaining data in this study, data collection techniques were used through:

a. Observation

This observation itself is twofold: first, to observe videos on YouTube in the form of listening and making transcriptions. The second observation is after the researcher transcribes and then records his political promises and observes whether or not the promise has been implemented. The purpose of the observation itself is to collect preliminary data related to the problem under study, so that the data is used by researchers as a reference, the problem under study in this case the researcher observes the regent's political promises in the 2020 campaign, where the observation results get political promises that have not been realized. Observations were made on 18 December 2023.

b. Interview

The interview that is used is in-depth interview. In-depth interviews are a data collection method that is often used in qualitative research. In-depth interviews in general are the process of obtaining information for research purposes by means of questions and answers while meeting face to face between the interviewer and the informant or person to be interviewed, while the target interviewed in this study is the right informant to get clear information. The purposes of this interview is interview is to obtain information about the extent of the realization

and not the political promises of the Regent and Deputy Regent of West Halmahera

c. Documentation

Documentation is an investigation that uses documentary sources to obtain the necessary data. The documentation that the author took was a document in the form of a file of the elected Regent's RJPM and documentation in the market and work training centre (BLK) related to campaign promises. The purpose of this documentation is to find out in detail and clearly describe the object under study.

FINDINGS AND DISCUSSION

The data obtained and discussed in this research on social and political news discourse in the 2020 West Halmahera Regional Election debate video on YouTube. In general, there are 7 political promises expressed in the campaign, namely in the fields of sports, economics, education, agriculture, fisheries, tourism and physical infrastructure. In some of these promises, researcher focus on the economic prosperity, which includes 2 promises, namely market development and Job Training Centers (BLK). The following are the promises made by the Regent of West Halmahera for the development of West Halmahera district.

Table 1. Research Findings

No	Economic Sector	
	Market	Job Training (BLK)
1	Preparing clean water facilities, make lighting, and prepare new beds for fish market sellers in Gufasa Village, West Halmahera	Building regional economic Independence by synergizing the leading sectors of agriculture, plantations, animal husbandry, fisheries and maritime affairs, strategic natural resource tourism.
2	Inventorying the number of people who have established entrepreneurs, and providing business capital for business owners.	Reusing the Job Training Center (BLK) building in West Halmahera.
3	Building the community's economy by boosting the budget in the agricultural sector, and marine fisheries	-
4	Building regional economic independence by synergizing the leading sectors of agriculture, plantations, livestock, fisheries and marine, strategic natural resource tourism.	-
5	Rectifying a comfortable food market	Rectifying a clothing market

The political promises discussed are only on economic sector promises. Based on the findings above, it can be seen that there are promises that have been realized and some that have not been realized. The first promise of the regent regarding preparing clean water facilities, making lighting, and preparing new beds for fish market sellers in Gufasa Village, West Halmahera ½ realized this is in accordance with the campaign promise but until now not all have been given, according to the statement of the informant, namely the community itself that it is still partly because one of them is that the government only prepares installations but we traders who jointly buy pulses and beds for traders do not yet exist. As stated by responses I and II, the facilities that were realized were clean water and lighting, while beds were not realized.

NH: *fasilitas didalam pasar ikan yang sementara ini yaitu ada air dan lampu, air pemerintah yang tanggung tetapi lampu kami para penjual yang bayar dengan cara masing-masing penjual mengumpulkan beberapa uang mereka dikumpulkan ke salah satu penjual untuk membeli pulsa lampu dipasar ikan, disini tidak ada fasilitas tempat tidur/istirahat yang disediakan tetapi kami para penjual yang sediakan sendiri.*

RI: *Fasilitas disini ada meja, air, lampu. Dipasar ikan sementara ini kekurangan tempat penampung air ikan. Dipasar ikan ini kami penjual yang membayar lampu para penjual patungan dan membeli pulsa lampu, pemerintah hanya membayar air sudah kurang lebih 2 tahun kami pindah di pasar sementara ini, samapah kami para penjual yang patungan untuk bayar juga. Jadi menurut saya pasar ikan ini masih kurang bagus pelayanan nya.*

Second is to inventory the number of people who build entrepreneurs, and provide business capital for business actors ½ The reason, researchers say half realized is because there is one statement from the informant, namely the government promises that the fish market will be made into 1 no sellers selling in the FTJ field (Jailolo Bay Festival) or on the side of the road but until after it is built the seller is not moved to the market.

NH : *janji bupati dan wakil bupati saat itu kepada kami yaitu masyarakat didesa Guaeria yang berjualan di seputaran lapangan festival teluk jailolo semuanya dipindahkan ke pasar ikan, tetapi sampai saat ini tidak ada satupun yang dipindahkan ke pasar ikan dan mereka masih tetap berjualan dilapangan FTJ.*

Third is building the community's economy by boosting the budget in the agricultural sector, and marine fisheries. ½ realized the reason, currently the government is building a new fish market and is still under construction so that fish traders are still placed in the temporary market, indeed the capacity in the temporary market is very large for many traders to occupy but no fish water disposal site is made so that the market looks less clean and makes traders less comfortable. This has experienced many complaints from business people because their income has decreased since the construction of the new market and they are still in the temporary market.

RI: *Akan tetapi menurut saya pasar ikan itu harusnya didekat pantai jadi seluruh pembuangan limbah ikan tidak dibuat sehingga pasar jadi kotor dan bau karena tidak ada penampungan air ikan kalau dari saya itu kurang bagus perkembangan pasar ikan di Halmahera barat karena pemerintah kurang memperhatikan tempat pasar ikan dan limbah ikan yang berserakan dimana-mana itu bisa mengganggu kesehatan semua orang*

Fourth one Builds regional economic independence by synergizing leading sectors of

agriculture, plantations, livestock, fisheries and marine, tourism strategic natural resources Unrealized reasons, said to be unrealized because the government promised to move Guaeria village fish traders who are still selling at the Jailolo Bay Festival Field (FTJ) and moved to the fish market provided by the Regional Government but until now it has not happened, traders who have been in the fish market feel that their income has decreased until now because of the decline in buyers. With the existence of 4 markets in the region, it is considered that this does not build synergy but instead moves away from synergy, the community wants only 1 market to build synergy.

RI:iya, menurut saya itu berpengaruh karena disini pedagang banyak sekali apalagi kalau yang berjualan dibelakang itu sering dapat pemasukan sedikit kadang yahh lumayan seperti itu

Fifth is the construction of a comfortable food market. ½ realized the basic food market has undergone a slight change and improvement, but according to the community there still needs to be more improvements so that the place is more comfortable than it is now. This is also in line with the results of the researcher's observations where researchers found a grocery market building that was old and had not undergone changes.

RI: saran saya sedikit kalau dipasar sembako ini diperbaiki biar orang yang membeli jua nyaman dengan tempat jualan begitu, tetapi kalau yang sekarang ini boleh lumayan dapat tempat.

Sixth, the construction of a clothing market was not realized. This is based on information from respondents who stated that there was no development of the clothing market during the regent's tenure, so the promise of entrepreneurial recollection and development and entrepreneurial synergy was certainly not touched. This is in accordance with one of the informants' submissions where the facilities in the clothing market must have been improved to attract the attention of buyers to be able to compete with sales in online media.

RI: Pembangunan pasar sembako ini lebih diperhatikan lagi untuk pemerintah agar lebih bagus lagi itu kalo saya.

Seventh is to build regional economic independence by synergizing the leading sectors of agriculture, plantations, livestock, fisheries and marine, tourism and strategic natural resources. The reason it is said to be realized is because it is in accordance with the promise of the regent during the campaign to increase training activities for prospective entrepreneurs and now the BLK in West Halbar has 4 packages for entrepreneurial training including electricity, automotive, beauty and sewing. After attending the training, participants who have graduated from the training get jobs according to their respective fields. In accordance with the statement of one informant who has been successful after attending training at BLK Halbar.

MD:iya terlaksana, seperti kami ini alumni pertama saya yang mulai dari kursus itu saya bisa menggunting rambut, bisa make over orang, dekorasi penganting juga bisa. BLK ini pengurusnya dari dinas kabupaten dan menurut saya ini boleh dan bermanfaat untuk masyarakat yang yang ikut pelatihan jurusan listrik sudah kerja semua di perusahaan, termasuk suami saya ambil jurusan perbengkelan dan listrik dan sekarang sudah kerja di perusahaan. Jadi kesimpulannya proker ini sangat membantu masyarakat.

Eighth, reusing the Work Training Center (BLK) building in West Halmahera. The reason it was realized was that it was said to be realized because in accordance with the promise

made during the Regent's campaign at that time, they wanted to put the Halbar Work Training Center (BLK) building back into use so that people could take part in training and get better jobs in their respective fields. This is in accordance with the results of observations made by researchers at the BLK Building in Goal Village, where the BLK has been re-functioned for training activities for prospective entrepreneurs. The realization of this promise means that the community can also enjoy training at the BLK, but there are some people who are far from Goal Village where the hall was built. They object because the distance from the house to the building is quite far and sometimes in 1 month of training, some participants do not fully enter. when the training was carried out due to distance constraints from home to the training location and there were also people who regretted that the capacity of participants was limited so those who had not been able to take part in the training were waiting for the next registration time even though there were many who wanted to take part in the training but the quota was full because only one was available. The field is 16 people in 1 class

Based on the discussion above, several political promises have not been fully realized, especially in the economic sector. Thus, they have obstacles in the financial sector or other things. However, this must of course be monitored by the community so that political promises can be fully realized in accordance with the promises made before becoming leader in the area.

CONCLUSION

Based on the results of the research conducted and the discussion above, it can be concluded that there are 7 political promises expressed by the 2020 West Halmahera Regent candidates in the campaign that have not been fully realized, this is based on the findings of the research results that there are several promises that have been realized, some have been half-realized and some have not been realized. This is based on the results of the study there are 2, namely:

1. The influence of promises, namely the people who chose candidates at that time with various promises so that the community believed and hoped that after the election of this Regent candidate, they would prosper in terms of economy and human resources
2. The consequence of the promise is that when the Regent candidate does not realize the promises that have been expressed during the campaign, the community sees the candidate as a liar leader. So, the community was lied to, finally the community was disappointed and did not trust the character of the leader who was considered lying

After conducting research, based on the conclusions, suggestions can be given, such as this research can help understand discourse analysis in the political promises of Regent candidates, so that readers can critically analyze news discourse well and wisely based on existing reality.

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