

Pekanbaru Mayoral Election 2024: Critical Discourse Analysis Review

Syed Agung Afandi

Universitas Islam Negeri Sultan Syarif Kasim Riau, Pekanbaru

Email: syedagungafandi@uin-suska.ac.id

Rizki Erdayani

Universitas Islam Negeri Sultan Syarif Kasim Riau, Pekanbaru

rizkierdayani@uin-suska.ac.id

Muslim Afandi

Universitas Islam Negeri Sultan Syarif Kasim Riau, Pekanbaru

muslim.afandi@uin-suska.ac.id

Nail Hidayafandi

Universitas Negeri Malang, Malang

nailhidayaafandi@gmail.com

Abstrak

Penelitian ini dilatarbelakangi oleh maraknya pemberitaan yang dilakukan media massa lokal yang ada di Riau mengenai pencalonan Walikota Pekanbaru 2024. Tujuan penelitian ini adalah menganalisis keberpihakan GoRiau.com dalam membentuk reputasi aktor politik pada Pemilihan Umum Walikota Pekanbaru periode 2024 - 2029. Penelitian ini menggunakan pendekatan model Fairclough, yakni analisis teks, *discourse practice*, dan *socio-cultural practice*. Teknik dasar penelitian ini adalah teknik sadap, dengan metode analisis model perubahan sosial. Temuan dari penelitian ini adalah adanya keberpihakan GoRiau.com kepada sosok Agung Nugroho. Selain termasuk diantara nama-nama yang mendominasi jumlah pemberitaan, narasi politik yang dibangun oleh media massa ini juga memihak kepada dirinya. Histori pemberitaan mengenai Agung Nugroho didominasi oleh isu politik, dan secara keseluruhan konten yang dibuat telah menggiring opini publik yang positif. Beberapa kondisi yang mempengaruhi netralitas media massa ini adalah dominasi politik yang berhasil dilakukan oleh Partai Demokrat di Kota Pekanbaru selama dua periode, keberhasilan Agung Nugroho memperoleh suara terbanyak di Kota Pekanbaru saat Pemilihan Umum Legislatif Riau 2019, posisi strategis Agung Nugroho sebagai Wakil Ketua Lembaga Legislatif Riau, dan juga merupakan Ketua Partai Demokrat Riau. Sebagai salah satu media massa terbesar yang ada di Riau, keberpihakan media massa ini akan menguntungkan Agung Nugroho pada Pemilihan Umum Walikota Pekanbaru 2024 mendatang.

Kata Kunci: Pemilu, Pekanbaru, Analisis Wacana Kritis

Abstract

This study was motivated by the widespread coverage of the nomination for mayor of Pekanbaru in 2024 by Riau's local media. This study's objective is to examine the alignments of GoRiau.com in shaping the reputation of political actors in the Pekanbaru mayoral election for the years 2024–2029. This study employs the Fairclough model's text analysis, discourse practice, and sociocultural practice

approaches. This research's fundamental technique is "tapping," with the method of analyzing social change models. According to the results of this study, GoRiau.com is aligned with Agung Nugroho. In addition to being among the names that dominate the number of reports, he also benefits from the media's political narrative. Agung Nugroho's news history is dominated by political issues, and the content produced has generally resulted in favorable public opinion. Several conditions affect the neutrality of the mass media, including the Democratic Party's two-period political dominance in Pekanbaru City, Agung Nugroho's success in obtaining the most votes in Pekanbaru City during the 2019 Riau Legislative Election, and Agung Nugroho's strategic position as Deputy Chair of the Riau Legislative Institution, in addition to being the chairman of the Riau Democratic Party. This mass media alignment will benefit Agung Nugroho in the upcoming 2024 mayoral election in Pekanbaru, as one of the largest media outlets in Riau.

Keywords: Election, Pekanbaru, Critical Discourse Analysis

INTRODUCTION

A democracy is a nation that conducts periodic local and national elections (Solihah, 2018; Zuhro, 2019). The election process exemplifies democracy in a nation. Executive elections and legislative elections are constitutional indicators of the quality of democracy (Bachmid, 2020; Dedi, 2019). Local elections held directly are an ideal of reform (Anam, 2020; Suryana, 2020). As one of the political contestation arenas at the local level, direct local elections are supposed to be accessible, accountable, effective, efficient, and transparent to generate community-oriented leaders (M. Afandi & Afandi, 2018; S. A. Afandi, Afandi, & Erdayani, 2022).

Elections are always intertwined with the media. Freedom of the mass media is an essential component of democracy. Mass media are an instrument capable of transmitting information in such a way as to alter public opinion as a result of the information received (Habibie, 2018; Khatimah, 2018). Mass media can influence the electability of political candidates through the formation of frames (Khotimah, 2019; Prilani & Hutomo, 2020).

Mass media is one of society's primary references; therefore, building relations with mass media is one of the cornerstones of political success (Fermana, 2021; Gofur & Sunarso, 2020). The mass media assists political candidates in constructing a favorable image. Aside from transient political objectives or the necessity of running a business, the mass media has an ideology that is reflected in its reporting focus. This attribute indicates the intent and direction of developing a media outlet (Intyaswati, 2021; Wijayanti & Shalima, 2020).

The media is constantly attempting to pique the public's attention with the material provided (Manik & Suharno, 2019). Emotional, economic, and political interactions are fundamental to the dissemination of information by the mainstream media (Indrawan, Efriza,

& Ilmar, 2020). GoRiau.com is one of Riau's digitally-based media outlets. Through digital mass media, it is simpler for individuals to acquire information. GoRiau.com is among the most-read local publications in Riau (Dyah Hapsari, Harahap, Bonde, & Cahya, 2021; Yundri, 2018).

As one of the largest mass media outlets in Riau, this media also appears to have begun reporting on the 2024 Pekanbaru mayoral election. Despite their self-proclaimed independence and objectivity, each media outlet disseminates different information about the same event. In light of this, the purpose of this study is to analyze the alignments of GoRiau.com in shaping the reputation of political actors in the 2024 Pekanbaru Mayoral election, utilizing Fairclough's Critical Discourse Analysis approach (Erdayani, 2019) specifically text analysis, discourse practice, and socio-cultural practice.

RESEARCH METHOD

This study uses critical discourse analysis (Megawati, 2021; Silaswati, 2019) to provide an explanation of a text that typically has a particular goal. The focus of this investigation is news discourse. The data consists of Pekanbaru Mayor Election 2024-related news articles published on GoRiau.com between January 2021 and July 2022. This study used the tapping technique (Robin, Fendista, & Adiwinata, 2020) to collect data from mass media sources in the form of chosen news texts. In addition, the researcher listened to the news text's discourse without engaging in dialogue. The method of social change model analysis focuses on language (Yanti, Putrayasa, & Artika, 2019; Zainuddin, 2021). The use of language as a type of representation in perceiving reality means that language is observed in macro linguistics, which cannot be divorced from its context, emphasizing a reciprocal relationship between discourse and social structure.

RESULT AND DISCUSSION

Textual Analysis

The website GoRiau.com published the following headline on January 12, 2021: "This is Robin P. Hutagalung's reaction when he was named a candidate for mayor of Pekanbaru; the cadres yelled Freedom." This media features news surrounding the PDIP Party's preparation for the 2024 Pekanbaru mayoral election. According to the Chair of the Riau PDIP Party, this political party is preparing Robin P. Hutagalung, the Chair of the Pekanbaru PDIP

Party, to run for Mayor of Pekanbaru. This policy is supported by the Pekanbaru PDIP Party Cadre.

Robin P. Hutagalung is a senior cadre and has served as a member of the Riau Legislature for three terms, from 2004 to 2009, 2009 to 2014, and 2019 to 2024. The PDIP Party is extremely confident in its choice to nominate the Pekanbaru PDIP Party Chair as a candidate for mayor. At the time of this decision, no official decision has been made regarding the implementation of the Pekanbaru Mayoral election, whether it will be held in 2022 following the conclusion of Firdaus and Ayat Cahyadi's terms as Mayor and Deputy Mayor of Pekanbaru, or in 2024 in conjunction with the simultaneous national elections.

GoRiau.com published an article titled "Pekanbaru Elections Begin Warmly, Zulfan Hafiz: As a Party Cadre, I Must Be Prepared" on January 16, 2021. This media contains statements from multiple individuals claiming that Zulfan Hafiz will be included in the Pekanbaru 2024 exchange of mayoral candidates. Indeed, Zulfan Hafiz has reappeared in public in recent times. This member of the Pekanbaru Legislature from 2014 to 2019 is rumored to aspire to run for Pekanbaru mayor. When he was chairman of the Pekanbaru Nasdem Party in 2017, he once declared his intention to run for mayor.

Zulfan Hafiz must first obtain approval from the Nasdem Party's General Chairperson, as well as the support of a party coalition, to run for mayor of Pekanbaru in 2024. The Nasdem Party currently holds only one seat in the Pekanbaru Legislature. Zulfan Hafiz had to learn the hard way during the 2017 Pekanbaru Mayoral election when he couldn't run until he registered with the General Election Commission.

On April 4, 2021, one of the top stories on GoRiau.com was "Taufik Arrakhman and Catur Sugeng Become Chair of the PKB DPC; What Are Their Odds in the Pilkada?" This publication announces the candidacies of Taufik Arrakhman, chairman of the DPC from the PKB Party, and Catur Sugeng in the 2024 election. Taufik Arrakhman is a young politician and former Gerindra Party politician who is well-known in the city of Pekanbaru. After this party failed to obtain a seat in the 2019 Pekanbaru Legislative Election, Taufik Arrakhman was appointed as Chairman of the Pekanbaru PKB Party. Taufik Arrakhman was permitted by the Riau PKB Party to fix the party's structure.

Taufik Arrakhman is familiar to the citizens of Pekanbaru. He is a member of the Riau Legislature during the 2014-2019 term, representing the Pekanbaru City Electoral District. Taufik Arrakhman won over 13,000 votes in the 2019 Riau Legislative Election. The chairman

of the Riau PKB Party did not deny Taufik Arrakhman and Catur Sugeng's candidacy in the 2024 regional election. The Pekanbaru PKB Party must have a sufficient number of seats in the Pekanbaru Legislative Election to nominate its cadres for the position of mayor.

On April 28, 2021, one of the headlines on GoRiau.com reads, "PKS Declares Ayat Cahyadi, Hendry Munief, and Muhammad Ikhsan as Pekanbaru 2024 Candidates." This media provides evidence indicating that the PKS Party has begun preparations for the 2024 election, including the election of the Mayor of Pekanbaru. The Chair of the Pekanbaru PKS Party stated at the 2021-2022 Regional Work Meeting that the purpose of this activity was to create an annual work program and refer to the work program resulting from the National Work Meeting and Regional Work Meeting.

This activity intends to assemble the PKS Party's work program for 2021-2022 to fulfill the primary objective, which is to acquire extra votes and PKS Party Legislative seats and to win the Pekanbaru Mayoral Election in 2024. However, the PKS Party has declared three candidates for the 2024 Pekanbaru mayoral election: Hendry Munief, Muhammad Ikhsan, and Ayat Cahyadi, Pekanbaru's deputy mayor for two years.

The following news item relates to the PKS Party: "Three Names Are Declared Ready to Run in the Pekanbaru Election, PKS Riau Applauds." On April 30, 2021, one of the headlines on GoRiau.com remained focused on the internal dynamics of the PKS Party in executing the candidate for Mayor of Pekanbaru 2024. According to the Riau PKS Election Winner's Chairman, this party did not fulfill the desires of its cadres. The Pekanbaru PKS Party is responsible for recommending three candidates for the 2024 Pekanbaru mayoral election. PKS Riau should appreciate and consider this recommendation.

"The PDIP Marpoyan Damai Party is Prepared to Socialize Puan Maharani for the Presidential Election and Robin P. Hutagalung for the Pekanbaru Mayoral Election." This is one of the headlines on GoRiau.com on June 1, 2021. This publication reprints news regarding Robin P. Hutagalung. The Marpoyan Damai District PDIP Party Chairman endorses the recommendation of the Pekanbaru PDIP Party Branch Work Meeting. The administration of the PDIP Party in the Marpoyan Damai Sub-district urged the PDIP Party to propose the Chairman of the House of Representatives for president and Robin P. Hutagalung for mayor of Pekanbaru in 2024.

On June 26, 2021, GoRiau.com published the following regarding Agung Nugroho: "It was speculated that he was running for mayor with Ade Hartati, but now he is linked with

Ginda Burnama." Several candidates are expected to run with Agung Nugroho in the Pekanbaru mayoral election of 2024. Agung Nugroho is rumored to be running with Ginda Burnama, the Deputy Chair of the Pekanbaru Legislative Assembly. Previously, Agung Nugroho was also supposed to be running with Ade Hartati, a legislator from Riau. Agung Nugroho, who is presently the Deputy Chair of the Riau Legislature, won the most votes in the 2019 Legislative Election in Pekanbaru City, hence his chances of being elected Mayor of Pekanbaru in 2024 are quite good.

Headline On July 21, 2021, GoRiau.com reported, "The Pekanbaru PKB Party Is Prepared to Hold a Branch Conference, and All Sub-Branch Management Solidly Supports Taufik Arrakhman." Taufik Arrakhman is once again the subject of news on GoRiau.com. Taufik Arrakhman, the leader of the Pekanbaru PKB Party, received the backing of the PKB Party Sub-Branch Management in the election of the Chairman of the Syuro Council and Tanfidz Council. Taufik Arrakhman is said to be following the demands of the PKB Party, which witnessed a decline in the 2019 Pekanbaru Legislative Election. Taufik Arrakhman was also encouraged to run in the Pekanbaru Mayoral Election of 2024.

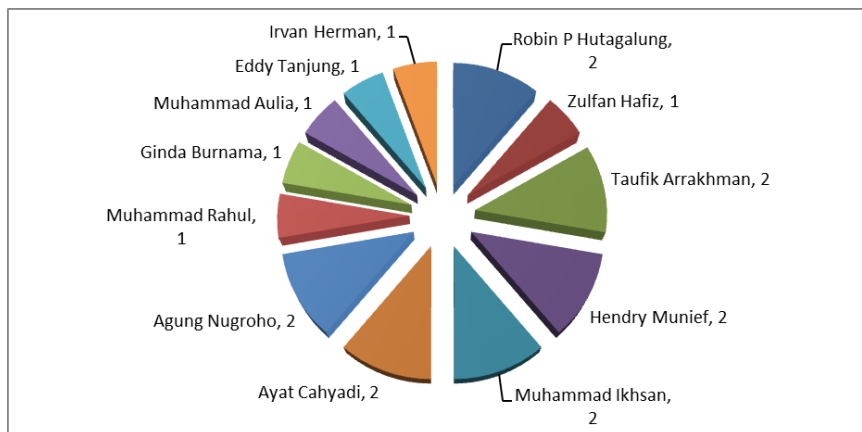
GoRiau.com reported on the Gerindra Party under the heading "Pekanbaru Mayoral Candidate Exchange at Gerindra Internal, Hardianto Reveals Four Names, beginning with Rahul and Ending with Eddy Tanjung" on July 24, 2021. Muhammad Rahul was believed to be a candidate for Mayor of Pekanbaru on the Gerindra Party's ticket after being named Chair of the Pekanbaru Gerindra Party. According to the Secretary of the Gerindra Riau Party, this authority belongs to the Gerindra Central Party. In addition to Muhammad Rahul, notable members of the Gerindra Party include Ginda Burnama, the Deputy Chair of the Pekanbaru Legislature, Muhammad Aulia, a member of the Riau Legislature, and Eddy Tanjung, the Chairman of the Gerindra Riau Party and a two-term member of the People's Representative Council.

On October 24, 2021, Irvan Herman was featured in the news section of GoRiau.com with the heading "Praise Irvan Herman, Syamsuar: Billboards Everywhere, These Are Signs." During the inauguration event for the Riau PAN Party management, the Governor of Riau complimented the Deputy Secretary General of the PAN Party. Irvan Herman is a successful young political and commercial figure in Riau. For these two terms, the son of the Mayor of Pekanbaru ran for Mayor of Pekanbaru in 2017 and Legislative member in 2019. Despite his

failure, Irvan Herman was one of the candidates rumored to be running for Mayor of Pekanbaru in 2024, many of his billboards have been spotted throughout the city.

On May 6, 2022, GoRiau.com republished news on Agung Nugroho under the heading "Visit Syamsuar for Eid Al-Fitr; Agung Nugroho Advances in Pekanbaru Mayoral Election." Agung Nugroho utilized the momentum of Eid al-Fitr to maintain contact with the Governor of Riau and to imply that he would run for Pekanbaru Mayor in 2024. Agung Nugroho has great potential in the 2024 Pekanbaru mayoral race, given his positions as Vice Chairman of the Riau Legislature and Chairman of the Riau Democratic Party. There have also been rumors that Ade Hartati, Ida Yulita, and M. Jamil are his companions.

Diagram 1. Frequency of Reporting of Political Actors



From January 2021 to July 2022, GoRiau.com published eleven articles addressing the nomination of the Mayor of Pekanbaru in 2024. The most frequent occurrence of political actors in these stories is two. Robin P. Hutagalung, Taufik Arrakhman, Hendry Munief, Muhammad Ikhsan, Ayat Cahyadi, and Agung Nugroho are the political actors. The remaining performers are Zulfan Hafiz, Muhammad Rahul, Ginda Burnama, Muhammad Aulia, Eddy Tanjung, and Irvan Herman, who all appeared in a single news story.

The majority of media coverage is dominated by political elites from a variety of political parties. Taufik Arrakhman is the Chair of the Pekanbaru PKB Party, while Robin P. Hutagalung is the Chair of the Pekanbaru PDIP Party. In contrast to other political parties, the PKS Party bears three names: Hendry Munief, who is the Chairman of the PKS Party for Development, Ayat Cahyadi, who is the Chairman of the Riau PKS Party Regional Advisory Council, and Muhammad Ikhsan, who is the Chairman of the Riau PKS Party Expert Council.

In addition to the elites of these political parties, news coverage is dominated by the chairman of the Riau Democratic Party, Agung Nugroho. Furthermore, the names of two political elites, namely Muhammad Rahul, the chairman of the Riau Gerindra Party, and Irvan Herman, the deputy secretary general of the PAN Party, appear in this media reportage, although it was just once.

Table 1. Political Image Built by Media

No	Headline	Political Narrative
1	This is Robin P. Hutagalung's reaction when he was named a candidate for mayor of Pekanbaru; the cadres yelled "Freedom".	Pekanbaru PDIP Party cadres compactly support Robin P. Hutagalung as a candidate for Mayor of Pekanbaru.
2	Pekanbaru Elections Begin Warmly, Zulfan Hafiz: As a Party Cadre, " I Must Be Prepared."	Zulfan Hafiz's ambition to run as a candidate for Mayor of Pekanbaru 2024.
3	Taufik Arrakhman and Catur Sugeng Take Over the PKB DPC; What Are Their Chances in the Pilkada?	Pekanbaru PKB Party internal support for Taufik Arrakhman to run as a candidate for Mayor of Pekanbaru in 2024.
4	PKS Declares Ayat Cahyadi, Hendry Munief, and Muhammad Ikhsan as Pekanbaru 2024 Candidates.	The Pekanbaru PKS Party declaration brought Hendry Munief, Muhammad Ikhsan, and Ayat Cahyadi to the 2024 Pekanbaru Mayoral Election.
5	Riau PKS Party Appreciates that three names have been declared ready to run for mayor of Pekanbaru.	The Riau PKS Party expresses gratitude to the Pekanbaru PKS Party for announcing the candidacy of Hendry Munief, Muhammad Ikhsan, and Ayat Cahyadi in the 2024 Pekanbaru Mayoral Election.
6	The PDIP Marpoyan Damai Party is Prepared to Socialize Puan Maharani for the Presidential Election and Robin P. Hutagalung for the Pekanbaru Mayoral Election.	The support of the PDIP Party of Marpoyan Damai District to Robin P. Hutagalung to run as a candidate for Mayor of Pekanbaru 2024.
7	It was speculated that he was running for mayor with Ade Hartati, but now he is linked with Ginda Burnama.	The Democratic Party's internal support for Agung Nugroho and the issue of Ginda Burnama who will accompany him in the 2024 Pekanbaru Mayoral Election.
8	The Pekanbaru PKB Party Is Prepared to Hold a Branch Conference, and All Sub-Branch Management Solidly Supports Taufik Arrakhman.	Internal support from the Pekanbaru PKB Party for Taufik Arrakhman to run in the 2024 Pekanbaru Mayoral Election.
9	Pekanbaru Mayoral Candidate Exchange at Gerindra Internal, Hardianto Reveals Four Names, Beginning with Rahul and Ending with Eddy Tanjung.	Muhammad Rahul, Ginda Burnama, Muhammad Aulia, and Eddy Tanjung were included in the Pekanbaru mayoral candidate exchange within the Gerindra Party.
10	Praise Irvan Herman, Syamsuar: Billboards Everywhere, These Are Signs.	The Governor of Riau praises Irvan Herman, his billboards have been widely scattered in Pekanbaru City.

11	Visit Syamsuar for Eid Al-Fitr; Agung Nugroho Advances in Pekanbaru Mayoral Election.	Agung Nugroho hinted that he would run for the Pekanbaru mayoral election in 2024. Some of the names that were rumored to accompany him were Ade Hartati, Ida Yulita, and M. Jamil.
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GoRiau.com's political narrative around Agung Nugroho's nomination for mayor of Pekanbaru in 2024 appears to be an attempt to shape the public's perception of him in a positive light. The report concerning Agung Nugroho's candidacy for mayor of Pekanbaru in 2024 includes a number of names in addition to his internal party's backing. In contrast to coverage of other political actors, this media focuses solely on the internal support of their individual political parties. This media narrative highlights Agung Nugroho's strength in the upcoming Pekanbaru mayoral election in 2024.

Discourse Practice

GoRiau.com is among the province's first digitally-based local news outlets (Yundri, 2018). The Press Council has fact-checked sixteen of Riau's more than 300 local media outlets, including GoRiau.com. Furthermore, based on an evaluation by the Language Development and Development Agency, Ministry of Education, Culture, Research, and Technology, this media is among the top 100 national Indonesian-language media in 2021 (Dyah Hapsari et al., 2021).

This media is part of the GoNews Group, a nationwide media network comprised of digital media from different regions. This online-based mass media is preferable to print media in Riau due to its ability to convey information rapidly and broadly.

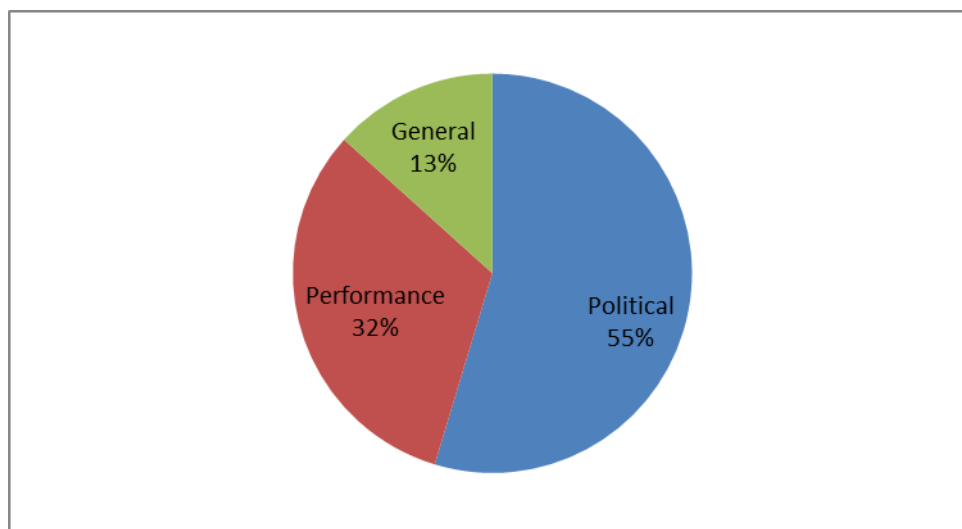
This media is featured in the rankings between 180 and 500 on the Alexa.com ranking engine. GoRiau.com is currently one of the media outlets with the most readers outside of Java. This mass media has attracted foreign readers, including those from Malaysia and Singapore. According to the analytical website, around 7% of GoRiau.com's viewers are from Malaysia (Ardhana, 2022).

GoRiau.com is prominent in Riau because, according to data from <http://www.statshow.com/> (Ardhana, 2022), it is one of the top three mass media with the most readers in Riau. This mass media plays a role in molding the opinions of Riau's citizens. This bias of the mass media towards specific political players will have a significant impact on their electability.

Local media in Riau stated that Agung Nugroho would run for mayor of Pekanbaru in 2024. According to these media outlets, Agung Nugroho was superior to other political actors

who were also included in the news. Agung Nugroho also attracted unique attention based on the history of news coverage by the mainstream media. This is evident from the narrative constructed by the mainstream media, which has led to a favorable perception of Riau among its citizens.

Diagram 2. Focus on Issues



The media’s coverage of Agung Nugroho from January 2021 to July 2022 can be categorized into three categories: political issues, performance issues, and general topics. Political issues dominated the coverage of Agung Nugroho with 55% of the reports or 41 reports, followed by performance issues with 32% of the reports or 24 reports, and general issues with 13% of the reports or 10 reports. This media outlet published a total of 75 articles against Agung Nugroho.

Table 2. News Issues

No	Issue	Headline
1	Political	Agung Nugroho's political opponents spy on him due to his rapid rise in office.
		Agung Nugroho is pushed forward to become the Governor of Riau in the Inhil region.
		Following the Deputy Regent of Inhil, the former Regent of Kampar endorses Agung Nugroho for Governor of Riau.
		Agung Nugroho Will File a Cassation Petition.
		Agung Nugroho was the sole candidate at the Regional Deliberation of the Riau Democratic Party, Directly Getting Together with Riau Leaders.
		Agung Nugroho, Elected Chairman of the Riau Democratic Party, receives tasks from the Central Democratic Party.
		Getting Praise from AHY, Agung Nugroho is officially appointed as Chairman of the Riau Democratic Party.
		Entering Two Decades, Agung Nugroho Ensures the Pekanbaru Democratic Party Consistently Supports the Community.

	Leader of the Riau Democratic Party, Agung Nugroho Asked not to look back.
	Deputy Regent Indragiri Hilir supports Agung Nugroho to run in the Riau Governor Election 2024.
	Agung Nugroho Ensures that the Central Gerindra Party does not force regional deliberations to be held, all are purely the aspirations of the voice owners.
	Elected by acclamation at the regional deliberations of the Democratic Party, Agung Nugroho: I have great respect for Mr. Asri
	Creating a commotion ahead of the Riau Democratic Party Regional Conference, Two Perpetrators of the Nugroho Great House Attack Apologize to AHY.
	Agung Nugroho: Mr. AHY is very attentive to Mr. Asri Auzar.
	Halal Bihalal Event for Cohesiveness, Agung Nugroho Appreciates the Chairman of the Riau Democratic Faction
	Ahead of the inauguration, the Riau Democratic Party of Arrival Mr. Ibas, Agung: We Are More Optimistic About the 2024 Election.
	Regional Conference of the Riau Democratic Party according to the Constitution, Agung Nugroho Asks All Cadres not to be Provoked.
	Known since he was a racer, Agung Nugroho Ensures that Democratic Party Cadres in Riau are Ready to Help Police Chief Iqbal.
	Agung Nugroho Surprised, Suddenly the Pekanbaru Democratic Party Office was flooded with wreaths.
	Through Virtual Zoom, AHY Inaugurated by Agung-Arwana as Leader of the Riau Democratic Party, Cadres Shout 'AHY President'.
	Who will replace Agung Nugroho as chairman of the Riau Democratic Faction?
	Riau Democrat Decree Received, Agung Ensures Management Is Ready to Carry Out Tasks.
	Agung Targets Dumai Democratic Party to Get 10 Seats, Asks Cadres to Continue Socializing AHY.
	Again, Riau Democratic Party Arrival of Young Cadres, Agung: Youth Is Strength.
	Survey Results of AHY and Parties In Positive Trends, Riau Democratic Party Ready to Face Elections.
	Hinca: Arrest Everyone Who Spreads Hoax News to the Democratic Party.
	Inaugurated by AHY, Agung Says Ready to Become a 'War Horse', Wins Democratic Party and AHY in Riau.
	Ahead of the 2024 Election, the Pekanbaru Democratic Party Runs a '360 Degree Gathering' Program, Visits 83 Branches in a Marathon.
	Thousands of people flock to the Kuansing Democratic Party People's Party.
	SK has been received, Riau Democratic Party Holds Thanksgiving and Gathers All Management.
	Commemorating 20 Years, Pekanbaru Democratic Party Distributes Hundreds of Food Packages, Wholesales 20 at High Prices.
	Prove its presence for the community, Pekanbaru Democratic Party Slaughter Five Cows.
	Accused of Riding the April 11 Demo, Gilang: It's Slander, People Are Smart.
	AHY's Figure Becomes a Magnet, Celebrities and Activists in Riau Crowds Join the Democratic Party.

		Realizing the theme of the Fast Movement to Sacrifice for the People, Democratic Parties in Riau Slaughter 27 Cows.
		Riau Democratic Party Holds Thanksgiving, Takes the Theme 'Happy to Welcome Ramadan'.
		Pekanbaru Residents Ask for Vaccines, Pekanbaru Democratic Party Holds Vaccinations, Total Reaches 1,500.
		Roadshow for 3 Days, Riau Democratic Party Visits PWI Bengkalis
		Wins in Court, Asri Auzar Will Write to the General Election Commission, Regional Deliberation Schedule is Still Waiting.
		Month of Service, Pekanbaru Democratic Party Distributes 500 Food Packages and Cash.
		Tengku Azwendi Invites All Cadres of the Riau Democratic Party to Solidarity.
2	Performance	Attending the Pekanbaru City Development Plan Deliberation, Agung Nugroho Asks the Government for this.
		The school accepts students outside the provisions, Agung: This is what makes the public hurt.
		VIDEO: Community Complains of Rare Solar, Agung Nugroho Immediately Visits Gas Stations, Prepares Letter to the Indonesian House of Representatives.
		It was revealed, the Riau Education Office turned out to be writing to a school in Pekanbaru, asking to include 40 students.
		Starting from Parisman Ihwan, Agung Nugroho was 'rained' by interruptions, Marwan: Get used to what is right, not justify the ordinary.
		Not Meeting Formal Requirements, Honorary Institution Rejects AMPR Report on Agung Nugroho.
		The Polemic of Sacrificial Cows, Students Demand Agung Nugroho Apologizes, Agung Hopes Students 'Tabayyun'.
		There are athletes from Riau, Agung Nugroho Invites the Community to Support the Volleyball Club Formed by SBY in Proliga 2022.
		Agung Nugroho: There is no Emptiness of Council Equipment in the Riau Legislature.
		Witnessing the Accident on Yos Sudarso Street, Agung Nugroho Asks the Office to Repair Hollow and Corrugated Roads.
		Appreciating Student Demo, Agung: Don't Be Influenced by Provocations by Irresponsible Parties.
		Led by Agung Nugroho, the Budget Board of the Riau Legislative Institution Visits Arifin Ahmad Hospital.
		Agung Nugroho Participates in PPKM Meeting, Suggests the Government to Hold a Cheap Market and Open Donations.
		VIDEO: Known as a good person, Agung Nugroho is 'intercepted' by Rumbai residents while visiting the Riau DPRD Mosque.
		Concert Permits Have Been Allowed, Agung Asks That Permissions Must Be Really Selective.
		Abolition of Honorary, Riau Legislative Institution Asks Government to Facilitate Selection of PPPK.
		Illegal Racing Makes Pekanbaru Residents Uneasy, Agung Asks the Government to Immediately Build a Circuit.
		Head of Riau Legislature Meets Thousands of Mass Action, Conveys Proudness to Students.

		Many Pertamina Consumers Switch to Peralite, Agung: Don't Like Premium Before.
		The Education Office Turns Out to Have Almost 2,000 Students, Agung: The Principal Has Complained.
		Disbursement of JHT Funds at the Age of 56 Creates a Polemic, Riau Legislative Leaders Rejects Strongly.
		Security Not Given BPJS Employment Facilities, Agung Nugroho Will Call Manpower, BPJS and Companies.
		Children Become Conflict Victims PT. Padasa, the Riau Legislature Makes Sure Not to Stay Silent.
		Omicron Variant Increases Covid-19 Numbers in Jakarta, Riau Legislature: Health Protocols Must Be Improved But Don't Worry Too Much.
3	General	Visited by the Perpetrator's Family and Contacted by Riau Figures, Agung Nugroho Forgives People Who Attacked His House.
		Before Registration Closes, Three Candidates for Chair of IMI Riau Discussed, Agung Nugroho Confirmed to Lead Again.
		Withdraw Report and Release the Perpetrator of the Home Attack, Agung Nugroho: I've Forgiven Everything.
		Often a Place for Journalists' Discussion, Agung Nugroho Gets a Surprise 37th Birthday Cake
		Agung Nugroho Officially Becomes Chairman of IMI Riau for Three Periods, Discourses on Building a Grand Racing Circuit in Pekanbaru.
		IMI Riau Registration Officially Opened Today, Agung Nugroho Pushed Forward Again.
		7 Perpetrators of Assault on the Official House of the Deputy Chair of the Riau Legislature Become Suspects, 2 Detained 5 Mandatory Reports.
		Police Arrest 7 Men Suspected of Attacking the Official House of the Deputy Chair of the Riau Legislature.
		To Pekanbaru, Hinca Pandjaitan Visits the House of Civilization, Plays Dominoes with Pordi Riau.
		Breaking News: Tonight, the Home of the Deputy Chair of the Riau Legislature Visited 10 Men Suspected of Thugs Then Made Trouble.

The reportage of Agung Nugroho centered on political issues. The news regarding Agung Nugroho in his function as Chairman of the Riau Democratic Party is characterized as a political issue. News concerning Agung Nugroho in his capacity as Deputy Chairman of the Riau Legislature is classified as a performance issue. News about Agung Nugroho that is not classified as a political issue or a performance issue is classified as a general issue. All of the reports in the performance issues and general issues categories contain favorable information that can boost Agung Nugroho's electoral viability. In this area of concerns, no media coverage of Agung Nugroho contained any negative connotations.

In its coverage of political concerns, the news content supplied to Agung Nugroho by this media outlet is not totally positive. However, each unfavorable piece of news is always accompanied with more positive information about the subject. The content of the news

contains Agung Nugroho's clarifications, the Democratic Party's backing, and Agung Nugroho's sympathizers' support. This coverage by the media in all categories of concerns has resulted to a favorable perception of Agung Nugroho among the people of Riau. As one of the leading digital media outlets in Riau, the content of this media coverage is extremely beneficial to Agung Nugroho's candidacy for Pekanbaru Mayor in 2024.

Socio-Cultural Practice

This media has featured twelve local political figures in their coverage of the nomination for mayor of Pekanbaru in 2024. Robin P. Hutagalung, Taufik Arrakhman, Hendry Munief, Muhammad Ikhsan, Ayat Cahyadi, and Agung Nugroho are the six political figures with the highest frequency of news coverage.

Table 3. Political Actors with the Most News

No	Political Party	Political Actor	Political Position
1	PDIP	Robin P. Hutagalung	Chairman of Commission V of the Riau Legislative Institution for the period 2019 – 2024.
			Head of the Pekanbaru PDIP Party
2	PKB	Taufik Arrakhman	Member of the Riau Legislature for the period 2014 – 2019.
			Head of the Pekanbaru PKB Party.
3	PKS	Hendry Munief	Chairman of the PKS Party for Development.
		Muhammad Ikhsan	Chairman of the Riau PKS Party Expert Council.
		Ayat Cahyadi	Deputy Mayor of Pekanbaru for the period 2012 - 2017 and 2017 – 2022.
			Member of the Riau Legislature for the period 2009 – 2011.
Chairman of the Riau PKS Party Advisory Council.			
4	Demokrat	Agung Nugroho	Deputy Chairperson of the Riau Legislature for the 2019-2024 period.
			Chairman of the Riau Democratic Party.

The most-reported politicians are all party elites; Robin P. Hutagalung and Agung Nugroho, for example, are both now serving as members of the Riau Legislature in the roles of Chairman of the Riau Legislative Commission V and Deputy Chair of the Riau Legislature, respectively. Ayat Cahyadi also served as the Deputy Mayor of Pekanbaru for the years 2012–2017 and 2017–2022, and as a representative for the state of Riau in the Indonesian legislature from 2009–2011. Taufik Arrakhman is the next on our list; he served in the Riau Legislative Council from 2014 to 2019 as a member.

Table 4. Chairs of the Pekanbaru Legislative Council

Political Party	2014-2019	2019-2024
PKS	3	8
Demokrat	6	7
PDIP	5	6
PKB	4	0
Other	27	24
Number of Members	45	45
Party Number	10	9

Based on the results of the 2019 Legislative Elections, nine political parties contributed 45 members to the Pekanbaru Legislature for the period 2019-2024. The dominant news in this mass media was the nomination of the mayor of Pekanbaru 2024 to the cadres of political parties that won major seats in the 2019 Pekanbaru Legislative Election. Hendry Munief, Muhammad Ikhsan, and Ayat Cahyadi, whose names have recently been in the headlines, are PKS Party insiders. In the 2019 parliamentary elections in Pekanbaru, this party gained the most seats with eight. This number has drastically grown compared to the results of the Pekanbaru Legislative Election in 2014, which only yielded three seats.

The PDIP Party, of which Robin P. Hutagalung is a member, won six seats in the 2019 Pekanbaru Legislative Election, an increase from the five seats the party gained in the 2014 Pekanbaru Legislative Election. The following figure is Agung Nugroho, a Democratic Party cadre. Seven seats were gained by the party in the 2019 Pekanbaru Legislative Election. In comparison to the results of the 2014 Pekanbaru Legislative Election, this number has increased by six seats.

Political parties with numerous seats in the 2019 Pekanbaru Legislative Election include the PKS Party, PDIP Party, and Democratic Party. These political parties also increased their seat gains in comparison to the 2014 Pekanbaru Legislative Election. Meanwhile, Taufik Arrakhman, a PKB party cadre, failed to secure a seat for his party in the 2019 Pekanbaru Legislative Election. This political party previously won four seats in the 2014 Pekanbaru Legislative Election.

In the coverage provided by the media, Agung Nugroho is not only the leading category in terms of reporting frequency but also the subject of consistently positive narratives. Agung Nugroho's media coverage was affected by the Democratic Party-affiliated mayor of Pekanbaru during the 2012-2017 and 2017-2022 terms. The Democratic Party makes every effort to retain control of Pekanbaru City until the 2024 election.

The Democratic Party is also the political party with the second most votes after the PKS Party in the 2019 Pekanbaru Legislative Election. In addition to that, compared to Robin P. Hutagalung and Taufik Arrakhman, Agung Nugroho is the winner of the most votes in Pekanbaru City in the 2019 Riau Legislative Election, which is 27,527 compared to 9,815 and nearly 13,000 votes.

Despite the fact that the PKS Party leads the Democratic Party by one seat in the 2019 Pekanbaru Legislative election, the internal dynamics of each political party are highly influenced. In the 2024 Pekanbaru Mayoral election, the PKS Party has three candidates for Mayor of Pekanbaru, while the Democratic Party strongly supports Agung Nugroho.

Table 5. Results of the Pekanbaru Mayor's Direct Election

No	Mayor	Political Party	Term of Office
1	Herman Abdullah	Golkar	2001 - 2006
		Golkar	2006 - 2011
2	Firdaus	Demokrat	2012 - 2016
		Demokrat	2017 - 2022

Septina Primawati, who was backed by the Golkar Party, was deemed unsuccessful in the 2011 Pekanbaru mayoral election. Even though the re-election was conducted in accordance with the Constitutional Court's directive, Firdaus still won with 153,856 votes to his opponent's 95,271. The Constitutional Court has also annulled the minutes of the Pekanbaru City General Election Commission, which revoked Firdaus' 2011 candidacy for Pekanbaru mayor.

The success of the Democratic Party in controlling Pekanbaru City for two periods, Agung Nugroho's highest vote total in Pekanbaru City during the 2019 Riau Legislative election, Agung Nugroho's strategic position as Deputy Chair of the Riau Legislature 2019-2024, the number of Democratic Party seats in the Pekanbaru Legislature, as well as the Democratic Party's Deputy Chair of the Pekanbaru Legislature, have made Agung Nugroho and the Democratic Party. This has affected the media's impartiality when reporting on the Pekanbaru mayoral election of 2024.

CONCLUSION AND SUGGESTIONS

Important components of democracy include direct elections and the freedom of the media. The 2024 Pekanbaru mayoral election has been a prominent topic of discussion for various Riau-based media outlets, notably GoRiau.com. As one of the main mass media

outlets in Riau, GoRiau.com plays a significant role in molding the opinions of Riau's citizens. The media, which are also nationally affiliated, will have the potential to affect the electability of particular political personalities.

During the period January 2021 to July 2022, this media has published numerous articles about the following local politicians: Robin P. Hutagalung, Taufik Arrakhman, Hendry Munief, Muhammad Ikhsan, Ayat Cahyadi, Agung Nugroho, Zulfan Hafiz, Muhammad Rahul, Ginda Burnama, Muhammad Aulia, Eddy Tanjung, and Irvan Herman. Agung Nugroho is one of the six names that dominate in terms of the number of reports. In addition, the political narrative constructed by the media seems to support him. The history of media coverage of Agung Nugroho's figure is dominated by political concerns, and of the 75 stories analyzed, the narratives constructed led to a favorable public perception of Agung Nugroho.

The victory of the Democratic Party in controlling Pekanbaru City for two terms, the large number of seats that this political party won in the 2019 Pekanbaru Legislative Election, Agung Nugroho's success in obtaining the most votes in Pekanbaru City in the 2019 Riau Legislative Election, his strategic position as Deputy Chair of the Riau Legislature 2019-2024, and his status as Chairman of the Riau Democratic Party, all of these factors compromise the neutrality of the mass media.

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