

SOCIAL CRITICISM IN *2019 GANTI PRESIDEN* LYRICS: A CRITICAL DISCOURSE ANALYSIS

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Abstract

This research aimed to clarify the meaning of the social criticism lyrics “2019 Ganti Presiden” and struggle for social values. This research used qualitative approach by using critical discourse analysis method. The researcher choosed the 3D model and framework proposed by Norman Fairclough. There were three aspects in his model for critical analysis of each discourse or text. This model consists of texts, socio-cultural practices and discursive practices in society. The result showed that social criticism of the song “2019 Ganti Presiden” represented awariness and an invitation to unlimited solidarity to learn about humanity, justice, help the lower classes such as laborers and hawkers. The lyrics of “2019 Ganti Presiden” also represented marginalization and personal opinion.

Keywords: *Critical Discourse Analysis, text dimension, social criticism, song lyrics*

Sari

Penelitian ini bertujuan untuk mengklarifikasi makna lirik kritik sosial "2019 Ganti Presiden" dan perjuangan untuk nilai-nilai sosial. Penelitian ini menggunakan pendekatan kualitatif dengan analisis metode analisis wacana kritis Nourman Fairclough. Tiga pendekatan dalam analisis wacana tersebut Penelitian Kritik sosial terhadap lagu "2019 Ganti Presiden " mewakili kesadaran dan undangan untuk solidaritas tanpa batas untuk belajar tentang kemanusiaan, keadilan, membantu kelas bawah seperti buruh dan penjaja. Lirik "2019 Ganti Presiden " juga mewakili marginalisasi dan pendapat pribadi.

Kata kunci: *Analisis Wacana Kritis, dimensi teks, kritik sosial, lirik lagu*

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Introduction

Social criticism becomes a necessity in human life, because the process of criticism becomes a trigger for the inception of renewal in a better life. In making a social change, social criticism can be a communication tool that suppresses fraud and offenders, ie an existing system does not have a beneficial impact on the object of the system. (Eagleton, 2003) It means that social criticism can be as one of alternative in

formulating a new social change which give a good impact for social life. Then, song lyric is also one of social criticism model. Song lyrics are often an interesting spectacle for social criticism. (Dinara, 2017) Music is not only a means of entertainment, but also as a medium in conveying messages that contain social criticism and agreeing to discuss social reality in society. (Yuliansyah, 2015) So a song lyrics in certain music is very influential on socio-cultural conditions. (Imam, 2012) There are many song lyrics that describe social criticism, even marginal people or so-called punk music groups often present with critical lyrics in opposing oppression or present with arousing humanity awareness. (Anggraeni & Dharmawan, 2018) In addition to the 60s, songs were also quite critical in seeing social phenomena at the time. Like the birth of the analysis of song lyrics of '*Tikus-tikus kantor*' (Syaeful Bahri, 2013) which is the work of Iwan Fals in criticizing the government which is dangerous because of corruption. There are also '*Melancholic Bitch*' song lyrics that came to criticize the politics of the new order (Fathya, 2018), even it was used old songs but this analysis was updated with the analysis carried out at this time. Other interesting research was also carried out with the lyrics of the Unity song by Barry Likumahuwa (Silalahi, n.d.), which illustrated the representation of pluralism.

Song lyrics '*2019 Ganti Presiden*' is one of the social criticisms that emerged in the early 2018. One of the law graduates considered the lyrics to be one of the techniques in dealing with elections. In their research, Fitri and Sherly (Fitri, 2018) revealed the existence of agree and disagree in the Tagar #*2019 Ganti Presiden*. They admitted the movement as a means of campaigning in elections. While the fence sign *2019 Ganti Presiden* is also analyzed as a framing of the news. The results of the framing analysis of the news text showed VOA-Islam tends to make opinions so readers believe that the downturn is happening in this country under the leadership of Joko Widodo, while offering movement #*2019 Ganti Presiden* as the solution. (Pratama, 2018)

The term discourse has several definitions. In language studies, discourse often refers to speech patterns and the use of languages, dialects, and statements that are acceptable, in a community. Analysis is the process of evaluating things by breaking them into parts. Discourse analysis only refers to linguistic analysis of connected writing and speech.

(Sipra & Rashid, 2013) The main focus in Discourse Analysis is the use of language in a social context.

Critical discourse analysis specifically balances how language works in institutional and political discourse and specific discourse is able to express an unbalanced order or the dynamics of certain social relations. The use of language in songs and writing is seen as a social practice, which implies a dialectical relationship between certain discursive events and situations, institutions, and social structures that frame them (Fairclough and Wodak, 1995: 258). So, in this two-way relationship, discourse is considered constitutively social.

Critical discourse analysis differs between various types of relations between social and ethnic groups (Fairclough, 1992). He focuses on sequential texts and events and relates them to the broader socio-cultural perspective of unbalanced people's discourses and ideologies that form power relations. He explores how power is carried out in society through elite hegemonic and ideological texts.

Discourse analysis of song lyrics shows how the language contained in song lyrics becomes a discourse that has meaning, ideas and thoughts that can be known by listeners or song lovers. From this, the public views that song lyrics have a purpose that sometimes matches the circumstances of the listener or song connoisseur so that what is contained in the song lyrics can at the same time represent the feelings that are being experienced by the listeners or connoisseurs of the song. (Imam, 2012)

While in research related to critical discourse analysis, its contribution is needed for the development of ideology in language (Stamou, 2018). Critical discourse analysis in movement # 2019 The President's President was also investigated by exploring one news on Kompas.com entitled Movement # 2019 Change President Between Legal Ambiguity and Political Order. (Putra & Triyono, 2018) This news is an interesting discourse to analyze events that occur and context the use of the news language presented by the media. Besides that the media also plays an important role in neutralizing song lyrics that are full of social criticism. The lyrics of '*2019 Ganti*

Presiden' songs are fully a popular discourse throughout 2018. The approach taken in '2019 *Ganti Presiden*' song lyrics by Sang Alang in conveying his message is no longer an informative approach, but an emotional approach or one that arouses emotions or feelings that hear.

Thus, social criticism in the *2019 Ganti Presiden* song becomes an interesting discourse to analyze to see how the composition of the song text gives a view to the current social situation of the community. This research has become important to understand the degree of choice of words by poets as a social criticism for government. So, Fairclough's critical discourse analysis is very appropriate to use as this research method. This article presents the famous Critical Discourse Analysis today, namely the viral *2019 Ganti Presiden* song, which was analyzed using Norman Fairclough's critical discourse analysis by applying 3D Fairclough models.

So, the researcher formulated the research questions as follows.

1. How is social criticism in the lyric of *2019 Ganti Presiden* in terms of text dimensions?
2. How is social criticism in the lyric of *2019 Ganti Presiden* viewed from discourse practice?
3. How is social criticism in the lyric of *2019 Ganti Presiden* viewed from sociocultural practice?

Methods

This study uses a qualitative approach with a critical discourse analysis method. This research certainly does not only interpret the meaning of a text but also tries to explore what lies behind the text in accordance with the research paradigm used. "In understanding qualitative research, the reality is even the reality of nature, constructed socially, that is based on mutual agreement. The results of the construction are influenced by the nature of the relationship between the researcher and the one studied, in situational constraints between the two." (Mulyana and Solatun, 2008).

The researcher chose the 3D model and framework proposed by Norman Fairclough (1992). He has introduced three aspects in his model for critical analysis of each discourse or text. This model consists of texts, socio-cultural practices and discursive practices in society. Text can be analyzed because socio-economic and political factors influence discursive practices in society. Fairclough (1989) describes the purpose of this approach as contributing to the general awareness of exploitative social relations, through focusing on language.

The researcher has taken critical discourse analysis as a method in this study. In the analysis of critical discourse, a discourse is analyzed critically and reveals social practices such as domination, hegemony, exploitation of victimization against the oppressed. This critical discourse analysis is an interdisciplinary field that brings social and linguistic science to the same platform. The discussion topics are related to ethnicity, high hegemonic attitudes towards low, gender discrimination, domination, ideology, discursive practices, and gender. Analysis parameters are only language and express how discourse manifests discursive practices in social settings. The topic of this article clearly represents the problems addressed in the analysis of this critical discourse with the main basis. Topics bring variables such as social, cultural, political inequality and ideology which are the core issues discussed by this critical discourse analysis. So, the verses in the *2019 Ganti Presiden* song are very well analyzed by using this critical discourse analysis method.

Discussion and Analysis

This section presents the results of the research used the three-dimensional critical discourse analysis by Norman Fairclough. The results are presented in the form of descriptions and are described in the form of discussions.

1. Social criticism of the '2019 Ganti Presiden' song lyrics in terms of the Text Dimension

In the discourse analysis the text and context are two important things. Song lyrics can be categorized as a text, so it will be analyzed based on the dimensions of the text. Text is one of the main pillars which is the center of analysis of the Fairclough model. Text

analysis is very much related to the analysis of languages used by people in the real environment. This approach was originally referred to as 'Critical Language Study' as a special focus was to raise awareness of exploitative social relations with a special focus on language. Text analysis involves analysis of lexical choices, cohesion, coherence, and different style features that focus on specific themes and the broader socio-political perspective of the speaker or in this case the creator of the text.

In the first part, there is an analysis in the clause or sentence that highlights Theme, Rheme, and Obtained New Information. In the second part, there is an analysis of the sentence or clause relationship with each other by focusing on four types of thematic developments. Informative structures are developed through a series of Themes, Rheme, Given and New Information. This creates an organization in the lyrics. The opening lyrics begin with the delineation of the past imagined to be fine. Two initial sentence fragments with information structures that contradict the next sentence fragment.

Dulu kami hidup tak susah (we used to live hard)
Mencari kerja sangat mudah (finding job is very easy)
Tetapi kini, pengangguran (but now, unemployment)
Semakin banyak nggak karuan (Increasingly unsuccessful)

The songwriter provide cohesion and coherence to the lyrics. The sentences are written in grammar and thematically correct by following informative and thematic structures. In reality, a lyric is only understood from language, separate from its context and separated from how the process of production and consumption of text. This research was conducted to find out how vocabulary, grammar, macro context, production process, and text consumption connect the purpose of the text writer to the audience, not only expressing a meaning or purpose in the text of social criticism in the form of lyrics but expressing positive spirit in it, enthusiasm to carry out awareness, empowerment and social transformation in the midst of a vortex of discourse, the flow of text production and study of how power is used, carried out, and reproduced through text (Anggraeni & Dharmawan, 2018)

In addition, the expression of lyrics is like (buseet) and you have a function as a rhythm in the peculiarity of enjoying music. While the pause is very important in adjusting the

tone or rhythm that touches the listener's feelings so that it functions as a magnet to unite the entire discourse.

2. Social criticism on the lyrics of the '2019 Ganti Presiden' song is reviewed from Discourse Practice

In the second dimension, namely the practice of discourse, text production. Text is generated related to the typical situation throughout the current government period. The government is considered problematic in terms of economic conditions, politics in Indonesia which results in unemployment and corruption. The text has an institutional influence on the practice of socio-cultural third dimension, namely the audience and the author of the text as human desires, namely the form of mastery in the text.

The text or song lyrics are made as a form of struggle against the people. The foundation that was built was the government's impartiality towards the small people. The government is considered to prioritize foreign workers. As in the following lyrics:

10 juta lapangan kerja (10 million jobs)
Tetapi bukan untuk kita (but not for us)
Kerja, kerja, kerja, buruh asing yang kerja (Work, work, work, foreigners who work)
Anak, anak, bangsa tetap nganggur aja (Children of the nation still unemployed)
Di sana sini orang menjerit (Here and there people shouted)
harga-harga selangit hidupnya yang sulit (exorbitant prices of difficult life)
Sembako naik, listrik naik (basic food rises, electricity rises)
Di malam buta bbm ikut naik (In the night the fuel goes up too)

The pieces of the lyrics above clearly indicate that the lyrics or text are based on a reality that does not pay attention to the interests of people. In text is the process of producing social life, culture or values that develop in the lives of lower-class writers, superiors and subordinates or other components of forms of superiority rather than inferiority to social settings such as culture, political power, and media in which culture emerges in the political system run. Then, the media that spreads the news or text that contains degrading someone or group in the text to attract, provokes people to read or consume the news and will provoke the emotion of the audience or listeners to song lyrics. Work structures and practices in the text differ from the structure and work practices in the media. The ruling system and what values are dominant in society determine and influence text production. Darma (2009) the use of vocabulary and

grammar does not stand alone, word choice and grammar give meaning to the audience there is a context related to the text. The fact is that the choice of meaning is actually arranged in a structure formed through a long history involving various political, economic, and social forces that exist in society.

3. Social criticism in the song lyrics of the ‘2019 Ganti Presiden’ seen from the Sociocultural Practice

Song or text lyrics are social practices in which by using language, using their strength as a text writer, the author of the text includes his views or opinions and his goals implicitly. The purpose of the author of the text is to use text (lyrics) to influence the audience to be aware, consciously there will be further movements, inviting the audience to form bonds or alliances, creating a shared feeling between the writer and audience as if it were an audience, although not all audiences have opinions or attitudes that are in accordance with those indicated by the text writer, and seek attention (Djaroto, 2000).

The following fragments of lyrics clearly state how the conditions of life today are quite troublesome, and people need new leaders in the future.

Pajak mencekik usaha sulit (Tax strangulation is difficult effort)
Tapi korupsi subur pengusahanya makmur (But the corruption of fertile businessmen prospered)
Rumah rakyat kau gusur, nasib rakyat yang kabur (The house of your people is displaced, the fate of people who run away)
Awas awas kursimu nanti tergusur (Watch out your seat will be displaced later)
Beban hidup kami sudah nggak sanggup (Our life expenses are incapable)
Pengennya cepat-cepat tahun depan (Want it sooner next year)
2019 ganti presiden
Kuingin presiden yang cinta pada rakyatnya (I want a president who loves his people)
2019 ganti presiden
Kuingin presiden yang tak pandai berbohong (I want a president who is not good at lying)
2019 ganti presiden
Kuingin presiden yang cerdas gagah perkasa (I want a president who is brave and smart)
2019 ganti presiden
Bukan presiden yang suka memenjarakan ulama (Not a president who likes to imprison clerics)
Dan rakyatnya ye ye (And the people are ye)
Beban hidup kami udah nggak kuat (Our life burden is not strong)
Maunya cepat-cepat tahun depan.(I want to hurry up next year.)

In socio-cultural practice, you want to show and explain about the institutional and social situation during the creation of the ‘2019 Ganti Presiden’ song lyrics. This song was created because there are still many people who have not enjoyed life properly.

While the government that has almost expired its term has not shown achievements that are considered appropriate in controlling the lives of its people. The song really became a call of trepidation for all audiences who enjoyed it. So that along with the viral song, the people joined in voicing their hopes through the '2019 Ganti Presiden' song. The next condition is increasingly crowded with the declared # 2019 hashtag movement President. This is the fact that language influences a discourse and how a song lyrics can trigger enthusiasm in voicing justice and improving the social life of the community.

Conclusion

Critical discourse analysis in the song lyrics '2019 Ganti Presiden' shows that, first, this song was created with definite and firm lyrics without spice it up with excessive connotations. Judging from the dimensions of the text, the song lyrics have met the elements of cohesion and coherence and the selection of lexemes is well organized according to the theme presented. It can be concluded that in this song certain textual and style devices have been used very often to achieve some specific goals. This is a prerequisite for a song lyrics to spread an ideology in an interesting way.

Second, the songwriter used causal sentences. The lyrics of the '2019 Ganti Presiden' song are arranged well plus repetitions carried out several times in '2019 Ganti Presiden' points which show the number of people does not need a government that is currently improving. In the lyric is the process of producing social life, culture or values that develop in the lives of lower-class writers, superiors and subordinates or other components of forms of superiority rather than inferiority to social settings such as culture, political power, and media in which culture emerges in the political system run.

While from the socio-cultural dimension, '2019 Ganti Presiden' song lyrics are a form of brave social criticism carried out by a song. '2019 Ganti Presiden' is a form of strict protest against social life that is not in accordance with the expectations of the people.

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Author's Biography

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Appendix

Lirik Lagu 2019 Ganti Presiden

Dulu kami hidup tak susah
Mencari kerja sangat mudah
Tetapi kini, pengangguran
Semakin banyak nggak karuan
10 juta lapangan kerja
Tetapi bukan untuk kita
Kerja, kerja, kerja, buruh asing yang kerja
Anak, anak, bangsa tetap nganggur aja
Di sana sini orang menjerit
harga-harga selangit hidupnya yang sulit
Sembako naik, listrik naik
Di malam buta BBM ikut naik
(buset)...
Pajak mencekik usaha sulit
Tapi korupsi subur pengusahanya makmur
Rumah rakyat kau gusur, nasib rakyat yang kabur
Awas awas kursimu nanti tergusur
Beban hidup kami sudah nggak sanggup
Pengennya cepat-cepat tahun depan
2019 ganti presiden
Kuingin presiden yang cinta pada rakyatnya
2019 ganti presiden
Kuingin presiden yang tak pandai berbohong
2019 ganti presiden
Kuingin presiden yang cerdas gagah perkasa
2019 ganti presiden
Bukan presiden yang suka memenjarakan ulama
Dan rakyatnya ye ye
Beban hidup kami udah nggak kuat
Maunya cepat-cepat tahun depan.