Representation of the Campaign Support for Presidential Candidate Ganjar Pranowo In White Hair *(Rambut Putih)* Song by NDX AKA

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ABSTRACT: This study aims to describe the structure and social cognition contained in the lyrics of the song White Hair. So that listeners of the Javanese song can know in depth what meaning is actually conveyed by the author through the song. This research uses the critical discourse analysis approach by Teun Van Djik to analyze data from the lyrics of the song Rambut Putih by NDX AKA. The results showed that there are 3 structures in the lyrics of the song Rambut Putih, namely: 1) macro structure that shows the theme of the song is support for Presidential Candidate Ganjar Pranowo, 2) superstructure that shows schematic elements that explain the full support for presidential candidate Ganjar Pranowo, 3) micro structure that shows semantic, syntactic, stylistic elements that show the lexicon "sat-set", and rhetorical elements of Rambut Putih song lyrics that show an invitation to support presidential candidate Ganjar described by the word White Hair. In social cognition, it was found that the knowledge aspect shows the author's experience of feeling betrayed by the previous leader's promises that were not kept. Furthermore, in the aspects of opinion and attitude, it is shown that the author thinks that if he chooses the White Hair, he will get happiness because his work is one-set, fast, and clear.

KEYWORDS: Campaign, Rambut Putih Song, Teun Van Djik Critical Discourse Analysis.

I. INTRODUCTION

In every country in the world, there must be someone who leads the country, either in a royal government system whose leader is called a king or a presidential government system whose leader is called a president like Indonesia. The president as head of state is directly elected by the people every five years by holding elections. General elections (elections) are a series of activities with the aim of electing people to occupy certain political positions (Jurdi, 2018:1). Usually elections do not only elect the president and his vice president, but also elect legislative members and even village heads.

In 2024, Indonesia will hold general elections to elect legislative members and to elect the president and vice president. Quoted in kpu.go.id, on Tuesday, November 14, 2023, in the decision of the General Election Commission (KPU) number 1644 of 2023 concerning the Determination of the Serial Numbers of Candidate Pairs for the 2024 Presidential Election, the presidential and vice presidential candidates for the 2024 election were determined to be in the number one position occupied by presidential and vice presidential candidate H. Anies Rasyid Baswedan, Ph.D. and Dr. (HC) HA Muhaimin Iskandar. In second place is occupied by H. Prabowo Subianto and Gibran Rakabuming Raka, and in the last or third place is occupied by H. Ganjar Pranowo, SH, MIP and Prof. Dr. HM Mahfud MD. Therefore, currently the supporting parties and the Indonesian people are flocking to campaign to support the presidential and vice presidential candidates who are considered worthy to replace the previous president, Mr. Joko Widodo, to lead Indonesia.

According to Rogers and Storey, a campaign is a planned communication activity to create a certain effect on a large audience which is carried out continuously over a certain period of time (in Venus, 2004:7). A campaign is not only done on the streets that are identical with motorcycle and flag parades, large banners containing photos of presidential candidates, vice presidents, DPR, or party members that fill street corners are also a form of campaign. At this time, songs are also a means to represent support for presidential candidates. Songs are a poetic discourse that has meaning in every lyric or sentence that is combined with a tone to produce a beautiful sound (Widhyatama, 2012:3).

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Discourse is a complex and complete linguistic element, supported by phonemes, morphemes, words, phrases, clauses, sentences, paragraphs, so as to produce a complete composition (Mulyana, 2021:1). So, discourse is a means for someone to express thoughts or feelings using language that is manifested in writing orally or directly. To find out what meanings are contained in a discourse, of course, it must be done by analyzing the discourse. According to Slembrouck (in Rohana & Syamsyudin, 2015:10) discourse analysis is an analysis of language units regarding the use of spoken or written language involving speakers or writers with listeners or readers in communication acts.

Teun Adrianus van Dijk, or often called Teun van Dijk, said that critical discourse analysis is not only based on the aspect of text analysis, but also pays attention to the process of creating the discourse, which is called social cognition. (Mulyana, 2021:53). Teun van Dijk in text analysis states that there is a macro structure, namely the general meaning contained in a text which is called the theme or topic of the text. Furthermore, there is a macro structure that looks at the sequence or flow of a text. Then, in the micro structure, van Dijk looks at the meaning of a text seen from the aspects of words, sentences, proportions, clauses, paraphrases, and images (Eriyanto, 2011:226).

Analyzing song discourse is done with the aim of knowing the meaning or ideas conveyed through the language sung, as well as to find out what ideology is contained therein. So that listeners of the song can clearly understand what the author emphasizes in each lyric. Like the song "White Hair" which was popularized by a hip-hop dangdut artist from Yogyakarta, NDX AKA. The song created by Yonanda Frisna Damara was released on May 19, 2023 on the NDKAKTV YouTube channel , which has been watched by 996,385 viewers. NDX AKA is a hip-hop dangdut band consisting of 2 men named Yonanda Frisna Damara and Fajar Ari. It was founded in 2011. Therefore, it is not surprising that there are so many fans of NDX AKA songs, to the point of having fans all over the country. Like the song "Sayang" which has echoed throughout Indonesia. It is only natural that NDX AKA has an attraction, especially for young people because of its delicious and interesting works.

If you glance at the title, the reader or listener does not yet know the clear meaning of "White Hair". If you do a deeper analysis towards the song there is a political ideology in the lyrics of the song. Quoted from tribun-video.com, the creator of the song "Rambut Putih" wrote the song inspired by presidential candidate Ganjar Pranowo. He said that Ganjar Pranowo who has white hair is a figure who is close to the people, humorous, and his performance is one-set. So, he created the song to provide support for Ganjar Pranowo as a candidate for president of Indonesia in 2024. As in the study of Representation of Socio-Political Movements in the Song "The Best System is Only a Sound System" by Rifa Ihsan Solihin in 2023, it was explained that in the lyrics of the song there is an encouragement for listeners to think more critically about the issues discussed in the song and participate in social movements that seek to achieve positive change.

From the explanation above, the song titled "White Hair" by NDX AKA attracts researchers because the song has a deep meaning that can influence listeners to choose one of the 2024 presidential candidates. In other words, the song is used as a campaign tool for one of the presidential candidates, namely Ganjar Pranowo. Therefore, to find out the deep meaning and representation of the campaign in the discourse of the song "White Hair", a critical discourse analysis was carried out reviewed from the perspective of critical discourse analysis by Van Dijk.

II. METHODS

This research is a qualitative descriptive research with Van Dijk's discourse analysis approach. The descriptive research method is a method used to analyze data by explaining the data that has been found as it is or not made up (Sugiyono, 2018:226). The data from this study are the lyrics of the song Rambut Putih by NDX AKA which are sourced from the NDXAKATV youtube channel . The data collection technique is by listening and taking notes. After the data is collected, it is analyzed based on Van Dijk's discourse analysis theory and explained descriptively and conclusions are drawn. To focus more on the research conducted, this study is limited to only three structures and social cognition Van Dijk's discourse model.

III. RESULTS AND DISCUSSION

The results of this study explain two analyses of Van Dijk's discourse analysis, namely: (1) analysis of the lyrics of the song Rambut Putih in macrostructure, superstructure, and microstructure, and (2) social cognition in the lyrics of the song Rambut Putih. Here are the lyrics of the song White Hair by NDX AKA and its translation into English.

<p style="text-align:center">Rambut Putih</p>
<p style="text-align:center">(White hair)</p>

<p style="text-align:center">Aku tak percaya lagi</p>
<p style="text-align:center">(I don't believe it anymore)</p>

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Janji manismu marai nglarani
(your sweet promises make me sick)
Sumpah serapah kakeyan janji
(expletive too many promises)
Ora terbukti hanya sebatas mimpi
(not proven, just a dream)

Sorry aku tak milih pamit
(sorry I choose to say goodbye)
Wes ana pilihan sing komplit
(there is already a complete selection)
Mikir lan rekasa
(think and struggle)
Gaweyan cetha hasile nyata
(clear work produces real results)

Abang klambi abang sing tak sayang
(red, the red dress that I love)
Putih rambut putih sing tak pilih
(white hair white hair that I choose)
Ra peduli mengkerut bathuk'e
(no matter the wrinkles on his forehead)
Tandha sat set le nyambut gawe
(sign of dexterity at work)

Abang klambi abang sing tak sayang
(red, the red dress that I love)
Putih rambut putih sing tak pilih
(white hair white hair that I choose)
Nganti kebayang-bayang
(until imagined)
Atiku ra bakal ngalih
(my heart will not turn away)

Mulai saiki milih sing pasti-pasti
(from now on choose what is certain)
Merga wingi ati keblongan wis dilarani
(because yesterday my heart was deceived and hurt)
Dulu bahagia mungkin hanya halusinasi
(previously happy maybe just a hallucination)
Saiki sing ning ngarep mata tulus gemati
(now what is in front of my eyes sincerely loves me)

Seperti malaikat dia datang beri harapan
(like an angel he comes to give hope)
Bagai pelita dalam gelap dia penerang
(like a lamp in the dark he illuminates)
Welas asihmu sebagai pembuka jalan
(your compassion as a way opener)
Yakin di hari nanti bahagia kan ku jelang
(I am sure that one day happiness will come to me)

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1. *Macro Structure Analysis*

Macrostructure is the general structure of a text that contains themes in a discourse. Themes are the core ideas, summaries, or chapters that are most explained in a text (Ratnaningsih, 2019:25). In this macrostructure, see what themes or topics are in the song Rambut Putih. In the song Rambut Putih, it has a topic about support for presidential candidate Ganjar Pranowo. This can be seen from the following lyrics.

red, the red dress that I love

white hair white hair that I choose

until imagined

my heart will not turn away

From the lyrics, it can be concluded that the songwriter will choose the presidential candidate who is wearing a red shirt and has white hair and will not change his choice. In addition, each lyric also contains words that praising the White Hair. Therefore, the songwriter fully supports the candidacy of presidential candidate Ganjar Pranowo who is indirectly represented by white hair and a red shirt. White hair is gray hair that appears in old people due to decreasing melanin production (Yani, 2020:24). This indicates that the representation of white hair referred to by the songwriter is someone who is old. Meanwhile, among the three presidential candidates who have white hair, only Ganjar Pranowo, is strengthened again by the representation of a red shirt which indicates a political party with a red identity, namely PDIP, because Ganjar Pranowo has been a member of PDIP since 2004, which was the beginning of his career as a member of the legislature (Harun et al., 2004:327).

2. *Superstructure Analysis*

This analysis explains the flow or scheme contained in a discourse text. The flow is related to how someone composes their writing and guides the reader to every detail. The scheme is also not only interpreted as a flow or arrangement, but also a part of the text that supports each component in it (Ratnaningsih, 2019:26).

The schematic elements in the song Rambut Putih show full support for presidential candidate Ganjar Pranowo. Starting from the lyrics of the first verse which tells that the creator of the song no longer believes in the previous leader of the country who made many promises but no evidence, which only hurt the heart. But now he has found a candidate for national leader who is willing to think, work hard, and can work quickly and really. The figure of the candidate for national leader is depicted with white hair wearing a red shirt. He doesn't care if the presidential candidate is wrinkled because it indicates that his work is agile.

The songwriter will also not turn away from his choice, and invites people to choose something definite, not just given promises, which is seen in the sentence "from now on choose what is certain". He also assumes that the White Hair comes to provide a path that has been dark or closed, which in the future will provide happiness.

3. *Microstructure Analysis*

Microstructure explains the local meaning of a discourse being studied as seen from the choice of words, sentences, and style of language used. In the microstructure there are several things that are explained, namely: a) semantics which is the meaning that is most highlighted in the text by providing background, details, presuppositions, and nominalization, b) syntax, namely how the sentence form is used in the discourse text, c) stylistics is the choice of words used in the form of a lexicon, d) retrois which focuses on the text with the use of graphics, metaphors, or illustrations (Dzikrianti, 2022:170).

The semantic elements in the song Rambut Putih can be seen from the background story about someone who feels lied to by promises that are not proven in real terms by someone. It can be seen in the first verse of the song. The details are explained again in the fifth verse which reads "because yesterday my heart was deceived and hurt" which means that yesterday I was lied to until I hurt my heart. The creator of the song feels that his heart is hurt because he was lied to by promises that were not proven. But in the end he has found someone who can heal his heartache. So that the presumption can be seen in the following verse.

like an angel he comes to give hope

like a lamp in the dark he illuminates

your compassion as a way opener

I am sure that one day happiness will come to me

The above verse excerpt means that the White Hair is like a lamp in the dark, namely giving light to the path that has been closed in darkness so that happiness will soon come into life. Therefore, the sentence "sure in the future

happiness will come to me" is an explanation of the previous sentences which mention that there is a figure like an angel who provides light in the darkness, which can open the way.

In the lyrics of the song Rambut Putih there are imperative sentences, active sentences, and adjectives. Each sentence also indicates coherence that can explain the mood of the songwriter. In addition, it also uses the first person pronoun "I" or "ku" and the second person pronoun "mu" or "you".

The stylistics found in the lyrics of the song are in the word "sat-set" which is chosen to describe fast, agile, and nimble performance. The use of language uses a mixture of Indonesian and Javanese because every NDX AKA song is identical to the writing of Javanese ngoko so that it is easier to understand, and the use of Indonesian to make it easier for listeners who cannot use Javanese to interpret the song. The rhetorical element is shown in the lyrics "from now on choose what is certain" which means from now on choose the definite-definite. This explains that the songwriter invites you to choose a presidential candidate whose work is certain like Ganjar Pranowo who is depicted with someone with white hair as in the title of his song "White Hair".

4. *Social Cognition Analysis*

In addition to analyzing the structure in macrostructure, superstructure, and microstructure, Van Dijk also views discourse through social cognitive analysis which includes knowledge as well as opinions and attitudes (Muzaki et al., 2023:116). This is explained as follows.

a. *Knowledge Aspect*

According to Humaedi (in) the knowledge aspect sees how the author delivers discourse based on knowledge gained from his own experience or with his group. The author adds information based on personal experience or other people to strengthen the meaning written in a song lyric. This can be seen in the first verse of the song Rambut Putih as follows.

your sweet promises make me sick

expletive too many promises

not proven, just a dream

In the above lyric excerpt, there is knowledge based on the author's personal experience and also the experience of a certain group who think that they have been lied to by promises made by a certain person or group that have not been proven or fulfilled, which are just wishful thinking. In Indonesia, it is indeed like a culture that if someone is going to run as a legislative member or president, they will definitely offer a planned program or promises.

However, when he had found the chair, the promises that had been made were not fully implemented. Such as the denial of campaign promises by President Susilo Bambang Yudhoyono and Vice President M. Jusuf Kalla in the 2004 presidential election which was sued by Boni Hargens from the Indonesian Voters Institute and 71 other people (Susmayanti, 2019:41). The lyrics of the first verse of the song indicate that there is knowledge that is general.

b. *Opinion and Attitude*

In terms of opinion and attitude, according to Humaidi (in Yusar et al., 2020:70) discusses arguments or beliefs about the author's assessment of something. Usually the author will provide arguments or opinions on a particular problem. Usually the author provides arguments with the aim of influencing the reader. In the lyrics of the song Rambut Putih, several opinions and attitudes are found as follows.

sorry I choose to say goodbye

there is already a complete selection

clear work produces real results

The lyrics of the song indicate the opinion of the creator that there is a complete choice, those who are willing to think and struggle, and work clearly can produce real, proven work. So he will choose to say goodbye from the previous choice. In the third verse of the song Rambut Putih also shows the opinion and attitude of its creator as follows.

no matter the wrinkles on his forehead

sign of dexterity at work

Both lyrics explain that the songwriter thinks that he does not care about a prospective leader who has a wrinkled forehead or is old, because people who are old have a lot of experience so they can work skillfully and quickly. In addition, the verse below also shows opinions and attitudes.

from now on choose what is certain

because yesterday my heart was deceived and hurt

previously happy maybe just a hallucination

now what is in front of my eyes sincerely loves me

    The songwriter believes that now we must choose a leader who is certain so that we will not be hurt again by promises that are not kept because now there is a candidate for leader who sincerely loves his people. So that in the future he will give happiness that has been delayed in the past.

like an angel he comes to give hope

like a lamp in the dark he illuminates

your compassion as a way opener

I am sure that one day happiness will come to me

    In the last verse of the lyrics of the song White Hair, the creator shows his opinion and attitude that the presidential candidate he supports provides light on the dark path and provides compassion which is believed to be able to provide happiness in the future for the Indonesian people.

    Based on the data analysis above using critical discourse analysis by Teun Van Dijk, it can be seen that the meaning of the song Rambut Putih NDX is a representation of the campaign to support presidential candidate Ganjar Pranowo. In the song, the words rambut putih and baju merah are chosen to describe presidential candidate Ganjar Pranowo. The song Rambut Putih also contains a political campaign message expressed by NDX AKA. However, in the song Rambut Putih, it is only limited to support for presidential candidate Ganjar Pranowo by the band NDX AKA and an invitation to vote for him, there is no representation of the program or vision and mission of presidential candidate Ganjar Pranowo.

IV. CONCLUSIONS

    From the study that has been conducted, it can be seen that the song White Hair created by the band NDX AKA from Yogyakarta is a representation of the presidential candidate Ganjar Pranowo's campaign. Reviewed from the critical discourse analysis by Teun Van Dijk, it was found that there is an ideology of Indonesian society that someone who will run as a leader only makes promises to the people, which only limited to words, not proven in real terms when he took office. Furthermore, the ideology is broken by the representation of white hair and red clothes depicting presidential candidate Ganjar Pranowo who is interpreted as a leader candidate who has a lot of experience because he is old, agile in working, who can provide happiness, sincerely works for the people, and can work with certainty. Therefore, the song Rambut Putih is a means of NDX AKA to campaign in support of presidential candidate Ganjar Pranowo.

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