

## Wacana politik spanduk millenial road safety festival: Analisis wacana kritis nourman fairlough

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### Abstrak

Penelitian ini bertujuan untuk menganalisis wacana politik dalam spanduk millenial road safety millennial. Metode penelitian ini menggunakan analisis wacana kritis Norman Fairlough. Sumber data penelitian ini adalah gambar spanduk millenial road safety festival dan tuturan verbal masyarakat millenial. Teknik pengumpulan data melalui studi dokumentasi dan wawancara mendalam. Penelitian ini termasuk penelitian kualitatif dengan analisis deskriptif. Tahap analisis data dalam penelitian ini ada tiga, yakni tahap (1) reduksi, (2) penyajian, dan (3) penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa (1) wacana politik dalam teks spanduk millenial road safety festival ditonjolkan melalui foto Jokowi sebagai ikon dalam spanduk tersebut sehingga dinilai dapat menguatkan citranya, (2) discourse practice (penciptaan teks dan konsumsi teks) dalam wacana politik spanduk millenial road safety festival menegaskan bahwa sasaran utamanya adalah kalangan remaja atau millennial demi menekan tingkat pelanggaran dan kecelakaan lalu lintas, dan (3) sociocultural practice (praktik sosial) dalam wacana politik spanduk millenial road safety festival didasarkan tingginya tingkat kecelakaan lalu lintas di Indonesia yang didominasi oleh kalangan millennial.

.....This study aims to analyze political discourse in millennial road safety banners. This research method uses Norman Fairlough's critical discourse analysis. The data source of this research are the millennial picture of the road safety festival banner and the verbal speech of the millennial community. Data collection techniques are done through documentation study and in-depth interviews. This research is a qualitative research by descriptive analysis. There are three data analysis stages in this study, they are (1) reduction, (2) presentation, and (3) conclusion drawing. The results of this study indicate that (1) political discourse in the millennial road safety festival banner text is highlighted through Jokowi's photo as an icon so it is able to strengthen his image, (2) discourse practice (text creation) in the political discourse of the millennial road safety festival banner confirms that the main target is adolescents or millennial in order to reduce the level of violations and traffic accidents, and (3) sociocultural practice in the political discourse of the millennial road safety festival banner based on the high level of traffic accidents in Indonesia which is dominated by millennial.