

Norman Fairclough's Critical Discourse Analysis in Deddy Corbuzier's Podcast Title

“PEMERINTAHNYA MANA NIH!? 🤨 SI KAKEK PENYELAMAT FYP INDONESIA!! MBAH GURU MATEMATIKA” on YouTube

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DOI: <https://doi.org/10.62872/4nsc1315>

Abstract

This research aims to analyze one of Deddy Corbuzier's podcast titles on YouTube using Norman Fairclough's Critical Discourse Analysis (CDA) approach. Analysis was carried out on three dimensions of CDA, namely text, discourse practice, and social practice. This research uses a qualitative descriptive method with the CDA Fairclough approach. The CDA approach allows for in-depth analysis of how podcast titles reflect and shape ideology, power, and identity. The research results show that the podcast title contains complex discourse content and is related to relations of power and domination in society. The findings reveal that the title reflects societal discontent with governmental performance and advocates for new leadership capable of fostering positive change. Fairclough's CDA illuminates how the title constructs and reinforces power relations within Indonesian society, employing provocative language to incite debate and engage viewers emotionally. This analysis underscores the role of media in shaping public discourse and influencing perceptions. By critically evaluating media content, this study contributes to understanding how language and discourse strategies can shape ideological perspectives and societal expectations. Ultimately, the podcast title serves not only as a critique of current governance but also as a catalyst for broader discussions on leadership and societal transformation in contemporary Indonesia.

Keywords: Critical Discourse Analysis, Deddy Corbuzier, podcast

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Received September 12, 2024, Accepted October 22, 2024, Published October 27, 2024

Introduction

Language is a means of communicating with other people verbally and in writing. Kridalaksana (1983) emphasized that language plays an important role in forming individual identities and facilitating the process of cooperation and communication between members of social groups. In the context of communication, Prihatsanti et al. (2018) and Wibowo & Saidiyah (2018) highlight that language is not only a tool for conveying thoughts and ideas, but also as a medium for influencing other people's behavior. In other hand Lehmann, Virginio, (2022) said that humans use language to display social attitudes, express desires, and convey information. Individuals or groups can interact, share information,



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and form social relationships. This means that a person must be communicative in language. Through language, one individual can interact with another individual (Noermanzah, 2019). With language, everyone can communicate with each other in order to convey a goal that they want to convey to other individuals.

The use of language is very dependent on the speaker, situation and conditions, so variations in language varieties emerge which are influenced by the breadth of the area where the language is used. In line with Sariasih et al., (2022) it can be indirectly claimed that humans are the originators of language, but ultimately humans cannot do without language. This shows that language has an important part in human life. Should we know that various languages have grammar rules, vocabulary, and unique pronunciation. Martin Joos categorized language varieties into five types based on formality: frozen, formal, consultative, casual, and intimate (Purwito et al., 2016). However, language varieties based on usage refer to the different ways language is employed in various situations or contexts. The use of vocabulary and morphological structures indicates language variation in specific fields.

The large number of uses of language variations that have emerged recently is the use of slang or slang (Sujinah, Fatin, and Rachmawati, 2018). This slang is used to express someone's emotional feelings and speed up communication (Arsanti and Setiana, 2020). There is also slang that uses numbers to replace letters, emoticons and punctuation. Variations of language like this are included in informal language varieties. The rapid development of technology in the current era means that various languages are used on various mass media platforms such as Facebook, YouTube, Instagram, Twitter, Tik Tok (Isnah, Suyatno, and Subandiyah, 2022). This can be observed in TV entertainment programs, for example talk shows, live shows or those which are currently growing rapidly, such as podcasts.

Language activity, especially in the form of podcast titles, is a very appropriate topic to study through Critical Discourse Analysis (CDA) theory. The CDA approach allows for in- depth analysis of how these titles reflect and shape ideology, power and identity. By analyzing the word choice, structure and implications contained in the podcast title, we can understand the implicit message conveyed and how the title tries to influence the audience and shape their perception of the content offered. Through CDA, we can see how language in podcast titles is used to attract attention, create certain expectations, and position oneself in broader social discourse.

The term "podcast" was first introduced in 2004. It combines "Pod," from Apple iPod, which was the initial platform for podcast distribution, and "Broadcasting," referring to the transmission of audio content (Fadillah, 2015). Essentially, podcasts are a technology that enables both professional and amateur radio stations to distribute, receive, and listen to content on demand (Bonini, 2017). Podcasts can be done by anyone, whether individuals or legal institutions, with no age limit and legal requirements that apply to the general public (Silaban, et al., 2019).

Thumbnails are pages or images that can be used to recognize a file based on its content type. A file will open when clicking on a thumbnail. Often, thumbnails are used to give users a larger view of the content so viewers can decide whether they want to see more or not. On the search page of a website, thumbnails are usually small and placed next to the title or description of the content. Thumbnails can also be an interesting promotional tool for content.

According to (Wahjuwibowo, n.d.) the title of a news story functions as a news window. As a window, the title must be made as attractive as possible. Not only that, the title must not have a double meaning, be clear, describe the content of the news and be evocative. A title also needs to have criteria to make it a good title, as stated by Sumadiria Dewi, 2014) below: (1) evocative, (2) concise and concise, (3) interconnected, (4) functional, (5) formal, (6) representative, (7) referring to standard language, and (8) specific). However, when writing titles in YouTube podcasts there are errors such as sentences that cannot be understood and have implied meanings.

There are many YouTube channels that display podcast channels. Reporting from the page (Huang, 2020) has summarized four YouTube channels that are often visited by netizens, including the Deddy Corbuzier channel, PORD (Podcast Raditya Dika), MOP Channel, Najwa Shihab channel, one of the podcasts that is popular with the public widely on the YouTube platform, namely Deddy Corbuzier's YouTube channel. Deddy Corbuzier is nicknamed the Father of Indonesian YouTubers, his YouTube channel is already big and capable of bringing in big names. The content of Deddy Corbuzier's podcast has discussions that contain a lot of knowledge but are discussed in a relaxed manner. Therefore,

a large number of people watch this channel because it succeeds in wrapping serious things into relaxed conversations that are more acceptable to society. This can be seen from every video uploaded on his YouTube channel reaching one million views and having 22.2 million subscribers.

According to (Tasruddin & Astrid, 2021) podcasts are currently still undergoing a second transformation, apart from being produced in audio format, they are now also packaged in video format so that they become audio-visual podcasts which are distributed through the social media accounts of content creators. YouTube podcasts are a means of finding various information, but often when watching a podcast the main thing you look at and look for is the title.

Research discussing Deddy Corbuzier's podcast was conducted by Agus Mulyano and Isnaeni Ina Nur Aina (2023) examining the variety of Indonesian in Deddy Corbuzier's YouTube podcast titles. The variety of language used in podcast titles uses more relaxed language and informal to attract the attention of the audience and create a more relaxed atmosphere

Research conducted by Ni Wayan Ditha Sasmitha (2023) analyzes Mamat Alkatiri's stand-up comedy text in the Somasi program on Deddy Corbuzier's Close the Door YouTube channel. This paper uses critical discourse analysis from Norman Fairclough. With a comedic discourse structure, Mamat conveys his disappointment with the government. e. Mamat's criticism conveys messages to the public to reflect on whether the current era of government has provided a democratic public space. The findings show that the research above examined the titles on Deddy Corbuzier's podcaht. There are similarities and differences in the two studies above related to the objects and subjects studied. However, it can be underlined that both studies focused on several titles or content on YouTube channels. So the researcher saw that there was empty space to study more deeply about another Deddy Corbuzier's podcast YouTube Title.

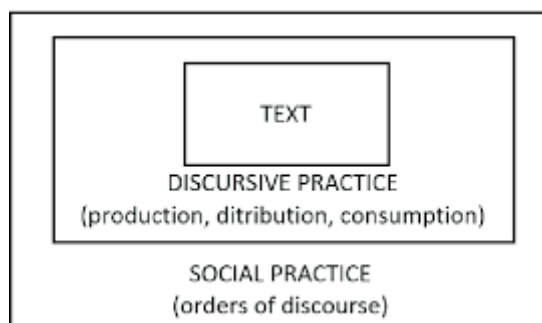
Based on the above background, "Norman Fairclough's Critical Discourse Analysis in the Title of Deddy Corbuzier's Podcast ""PEMERINTAHNYA MANA NIH!? SI KAKEK PENYELAMAT FYP INDONESIA!! MBAH GURU MATEMATIKA"" on Youtube" is an

interesting study. This is because the YouTube social media platform is currently a priority for Indonesian people to watch and Deddy Corbuzier is one of the most watched podcast content creators for Indonesian people, also to find out how complex one or interesting of the titles in the podcast is

Methodology

This study uses qualitative methods with a critical discourse analysis approach. Critical Discourse Analysis. The approach used in this research is a critical paradigm that pays attention to uncovering the hidden aspects behind the title of Deddy Corbuzier's podcast.

According to Fairclough (2001), CDA is an approach to analyzing texts and discourse practices in relation to relations of power and domination. Fairclough (Eriyanto 2001:286-288) divides discourse analysis into three dimensions, namely text, discourse practice, and sociocultural practice.



Gambar 1. Fairclough's three-dimensional view of discourse (Fairclough, 1989: 25, adapted)

First, the text is used as a form of representation of something that contains a certain ideology, so the text is dismantled linguistically because we want to see how a reality is displayed or formed in the text, which may lead to a certain ideology, how the author constructs his relationship with the reader (either formally or informally, closed or open), and how an identity is to be displayed (the

identity of the writer and reader), meaning that in text analysis this includes representation, relationships and identity.

Second, Discourse practice is a dimension related to the process of producing and consuming texts. The text production process focuses more on the text creator. This process is attached to experiences, knowledge, habits, social environment, conditions, circumstances, context, and so on that are close to the person or within the text creator. Meanwhile, text consumption depends on experience, knowledge, social context which is different from the text creator or depends on the reader/connoisseur. How can someone receive the text that has been presented by the text creator. Meanwhile, it is related to text distribution, namely as capital and effort for text makers so that their work can be accepted by the public.

The third socio-cultural practice is a dimension related to contexts outside the text. Like the context of the situation. Context related to society, or culture, and certain politics that influence the presence of the text.

After the analysis is carried out, next presentation of the results of data analysis based on the data discovery that has been carried out at the previous stage. The data has been collected will be presented in form qualitative description and described accordingly with the theory used.

Result and Discussion

The results of the research adjusted based on research objective, namely to in-depth analysis and revealing the meaning in one of Deddy Corbuzier's podcast titles on YouTube with the research title and theory "Norman Fairclough's Critical Discourse Analysis in Deddy Corbuzier's Podcast Title "PEMERINTAHNYA MANA NIH!?" 🤔 "SI KAKEK PENYELAMAT FYP INDONESIA!! MBAH GURU MATEMATIKA" on YouTube.

A. Text Dimensions:

The podcast title employs provocative and sensational language, such as "PEMERINTAHNYA MANA NIH!?" 🤔 " and "MBAH GURU MATEMATIKA." This choice of words serves a dual purpose: it criticizes the government while simultaneously elevating the figure of the 'Mbah Guru Matematika' as someone capable of addressing national issues. The inclusion of emojis like "🤔" and "!!" adds layers of emotional intensity and emphasis, which not only grabs the audience's attention but also conveys underlying sentiments of urgency and

captivate the audience, portraying the 'Mbah Guru Matematika' as a heroic and influential figure in contemporary Indonesian discourse. This textual analysis highlights how language and visual elements are strategically used to evoke specific reactions and shape audience perceptions (Fairclough, 1995).

B. Dimensions of Discourse Practice:

This podcast title was produced and distributed via the YouTube platform, a widely accessible and popular social media outlet. Deddy Corbuzier, a prominent media figure, likely crafted this title to maximize audience engagement and increase viewership. The provocative and sensational language choices are designed to spark debate and elicit strong reactions from the audience, potentially leading to higher interaction rates in the form of comments, likes, and shares. The title's construction suggests an intentional strategy to draw attention, incite public discourse, and possibly critique the government indirectly. This aligns with Fairclough's view of discourse as a social practice, where the production and dissemination of text are influenced by and contribute to broader social processes and power relations (Fairclough, 1995).

C. Socio-cultural Practice Dimensions:

The podcast title reflects widespread public dissatisfaction with the government's performance, particularly in areas related to education and politics. By questioning "PEMERINTAHNYA MANA NIH!?" 🤔 (Where is the government?), the title voices a collective sense of disappointment and unrest.

Furthermore, the glorification of 'Mbah Guru Matematika' as a savior figure underscores a societal yearning for new leadership capable of effecting positive change. This resonates with Fairclough's notion that texts are embedded within socio-cultural contexts, which they both shape and are shaped by (Fairclough, 1995). The title's discourse not only critiques current governance but also signals a desire for transformative leadership that can address the pressing issues facing the nation. This socio-cultural analysis reveals the complex interplay between media, public sentiment, and political discourse in Indonesia.

D. Thumbnail Analysis:

The thumbnail accompanying the podcast title further reinforces these themes. Typically, thumbnails on YouTube serve as visual hooks that complement the title. In this case, it likely features expressive imagery of Deddy Corbuzier and possibly the 'Mbah Guru Matematika,' with bold, attention-grabbing graphics and colors. Such visual elements are designed to captivate viewers instantly, making them curious about the content. The combination of facial expressions, symbols, and graphic design in the thumbnail works synergistically with the title to amplify its provocative and emotive impact, driving home the message and enticing viewers to click and engage with the podcast..

Conclusion

Using Norman Fairclough's Critical Discourse Analysis (CDA) theory to analyze the podcast title "PEMERINTAHNYA MANA NIH!? 🗣️ SI KAKEK PENYELAMAT FYP INDONESIA!! MBAH GURU MATEMATIKA" on Deddy Corbuzier's YouTube channel reveals how language, power, and social context interact. The provocative language and emotive symbols criticize the government and highlight 'Mbah Guru Matematika' as an alternative leader, engaging the audience and prompting reflection on current issues. The strategic use of sensational language aims to increase viewer engagement and provoke public discourse, aligning with Fairclough's view of media texts as influential on societal dialogue. Distributing the title via YouTube maximizes its reach and impact on public opinion. The socio-cultural context of Indonesia, marked by dissatisfaction with the government, is reflected in the title. It shows a public desire for new leadership and illustrates how discourse shapes and is shaped by society. This analysis demonstrates the power of media language in framing social realities and influencing public perception. In summary, this research highlights the importance of critically engaging with media content. Understanding the strategic use of language in media helps foster a more informed and critically aware audience.

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