



Representation of Fufufafa Issue in Public Discourse: A Study of Teun A. van Dijk's Critical Discourse Analysis

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Abstract

This research examines the representation of the “Fufufafa” issue in public discourse using Teun A. van Dijk's Critical Discourse Analysis (CRITICAL DISCOURSE ANALYSIS) approach. This issue reflects how ideological and power forces play a role in shaping public narratives, particularly through social media such as Facebook, Instagram, and TikTok, as well as online mass media such as Kumparan and BBC News. The analysis highlights how dominant actors in society use discourse to defend their position and reinforce a particular agenda. The results show that social media accelerates the spread of this issue, creates polarization among the public, and contributes to the formation of public opinion that is often influenced by narratives modified according to the interests of dominant actors. Through CRITICAL DISCOURSE ANALYSIS, this research also reveals the power imbalance hidden behind the discourse and the important role of social media in directing public perception.

Keywords: *Fufufafa, Public Discourse; Critical Discourse Analysis; Teun A. Van Dijk; Social Media; Power; Ideology*

Introduction

The issue of Fufufafa has become an increasingly frequent topic in various public discourses, both in mass media and digital platforms. As a complex social phenomenon, this issue reflects various interests, ideologies, and powers that interact with each other in the process of its formation. These interactions are not only seen in the way the issue of Fufufafa is reported or discussed, but also in how meanings and perceptions of this issue are shaped, adjusted, and manipulated according to the interests of certain groups. Fufufafa became a serious public issue, because many associated the account with Vice President-elect Gibran Rakabuming Raka, this began when the Fufufufafa account became a conversation on social media to trending on X which also dragged the name of President Jokowi's son (Asrudi, 2024).

In the process, dominant actors in society often use the power of discourse to maintain or strengthen their position, while marginalized parties tend to be disadvantaged or ignored. According to other experts, such as Norman Fairclough, “discourse is not only a way to communicate, but also a way to construct and reproduce power.” Discourse practice analysis, which is carried out by looking for the relationship between text-interpretation and context-interpretation (Nurlailia Herman, 2023). Therefore, it is important to examine how the discourse on Fufufafa is produced, who benefits, and how this affects the formation of public opinion and existing power structures. Such an examination can be said to be a

critical discourse study. Critical discourse analysis provides theories and methods that can be used to conduct empirical studies on the relationships between discourse and social and cultural developments in different social domains (M. W. Jorgensen, 2007).

The Fufufafa furor on social media such as Facebook, Instagram and TikTok quickly caught the public's attention, spreading virally and triggering various reactions from users. On Facebook, lengthy discussions filled the comment section, with users arguing with each other, sharing news, or articles that were sometimes full of controversy. On Instagram, visualizations of the issue in the form of memes, infographics and short videos provoked the emotions of many, both for and against, making the topic an inevitable trend. Meanwhile, content creators on TikTok packaged the Fufufafa issue in the form of short videos, often with a satirical or humorous tone, which quickly attracted millions of views and interactions. Social media algorithms accelerated the spread of the issue, creating a dynamic and contentious space. Each platform had its own characteristics in facilitating narratives on the issue, from serious discussions to lighter content, all of which contributed to the amount of attention the Fufufafa issue received.

The furor over the Fufufafa issue on social media such as Facebook, Instagram, and TikTok cannot be separated from the role of online mass media such as *Kumparan* and *BBC News* which helped shape the flow of information and narratives on the issue. Mass media, such as newspapers, have a significant role in shaping public opinion and conveying social reality. News about political, economic, social, and cultural issues are always in the news (Arini Vika Sari, 2024). While social media prioritizes user interaction and virality of content, online mass media acts as the main source of news that is often referenced in discussions on social media. Articles published by news platforms such as *Kumparan* and *BBC News* provide more context, facts, and in-depth analysis of the Fufufafa issue, although the framing of the news can often influence how the public understands it. On the one hand, social media accelerates the spread of news and enables spontaneous responses from the public, but on the other hand, online mass media has the authority to construct a more formal and credible narrative. This relationship creates a discourse dynamic where news from online mass media becomes fuel for conversations on social media, which are then twisted, debated, or even modified according to the preferences of users on various platforms. As a result, the Fufufafa issue is not only talked about, but also reproduced.

The importance of critical discourse analysis lies in its ability to reveal the power relations hidden in discourse. Critical discourse analysis also explains (1) about dominant sources and inequalities in society in the form of criticism of linguistics; (2) Critical discourse analysis also explains cultural and sociological developments with the aim of explaining the linguistic dimensions of social and cultural phenomena, as well as the current process of change in modernity (Muhammad Mukhlis, 2020). By understanding how language is used to construct certain narratives, we can increase people's critical awareness of broader social issues. Critical discourse analysis does not merely examine discourse in terms of internal and external aspects, but can be considered as a 'window' to see the ideological motives and interests of power relations that occur in society (Mardikantoro H. B., 2014).

Analyzing the representation of the Fufufafa issue is important to understand how the discourse is constructed, disseminated, and accepted by the public. In this context, the Critical Discourse Analysis approach developed by Teun A. van Dijk provides an effective framework to explore the relationship between language, power, and ideology in public discourse. Critical discourse analysis aims to explore issues related to gender, ideology, and identity, and how these issues are seen in a text (Fendi Setiawan, 2022). Critical discourse analysis provides an analytical framework to explore how discourse operates in a social context. Critical discourse analysis is also a critique of linguistics and sociology (Humaira, 2018). This study aims to uncover how representations of the Fufufafa issue are constructed and how they reflect and reinforce existing social and political structures. As such, discourse analysis can help expose hidden power imbalances and show the ways in which discourse is used to maintain or challenge the established social order.

One of the important elements in Van Dijk's critical discourse analysis is how power is used in discourse to maintain group domination (Kadek Wirahyuni, 2020). In social practice, someone always has a discourse goal, including the goal of exercising power (Mardikantoro H. B., 2017). In the context of the Fufufafa issue, Teun A. van Dijk's Critical Discourse Analysis perspective shows how power plays a role in shaping the narrative and representation of this issue in the public sphere. Dominant actors, such as the media, politicians, or public figures, use discourse to defend their positions and interests, by controlling how the Fufufafa issue is perceived by the public. For example, in news coverage or discussions, certain groups may accentuate certain aspects of the Fufufafa issue that support their agenda, while other unfavorable aspects tend to be ignored or reduced. The purpose of this discourse is not only to inform, but also to shape public opinion and create consensus in favor of the dominant group, reinforcing the power imbalance and ideology behind the issue.

Critical discourse analysis is an effort or process (deciphering) of providing an explanation of a text (social reality) that wants to be or is being studied by a person or dominant group whose tendency has certain goals to obtain something desired (Kadek Wirahyuni, 2020). In relation to the Fufufafa issue, Critical Discourse Analysis plays an important role in deciphering how texts that appear in the media reflect certain interests of the dominant group. This deciphering process aims to reveal how the Fufufafa issue is constructed in public discourse so that it reflects the hidden agenda behind it. Through critical discourse analysis, we can reveal the ulterior motives behind the use of language in the Fufufafa discourse, as well as how the texts are organized to shape people's perceptions according to the interests of the dominant group.

This research uses data related to the Fufufafa issue taken from two online media, namely *Kumparan* and *BBC News*, as the main source of analysis. The selection of these two media is based on the scientific consideration that both are media that have a reputation for presenting in-depth news and analysis and are influential in shaping public opinion. *Kumparan*, as an interactive digital platform, has a wide audience reach and often presents current issues with a fresher and more popular approach, thus reflecting the dynamically developing discourse among the wider community. *BBC News*, on the other hand, is known for its critical investigative journalistic approach, providing more in-depth and analytical reporting on social and political issues, including the Fufufafa issue. The combination of these two media allows this research to access a variety of perspectives and reporting styles, so that the discourse analysis of the Fufufafa issue can include a wider and more varied representation, both in terms of popular discourse as well as more critical and investigative ones.

If Teun A. van Dijk's Critical Discourse Analysis applied to analyze the Fufufafa issue, this approach will help reveal how the media frames the issue, how power is represented, and how this discourse affects people's understanding of the Fufufafa issue. Research on the Fufufafa issue in online mass media can be analyzed from three main dimensions: text structure, social cognition, and social context. Discourse analysis has three components, namely text, social cognition, and context. In the text component, what is scrutinized is the structure and discourse strategies used to explain a theme. The social cognition component analyzed is the text production process that involves the author's knowledge. In addition, the context dimension observed is the discourse that develops in society (Dijk, 2015).

Metode Penelitian

This research uses Teun A. van Dijk's Critical Discourse Analysis perspective with a multidisciplinary approach that not only focuses on linguistic analysis, but also includes social, psychological, and media dimensions in understanding discourse. A phenomenological approach is used, as it allows to see how language is used strategically in reproducing power, ideology, and social inequality. News on the Fufufafa issue taken from *Kumparan* and *BBC News* are presented in the following table.

Table 1. Data Sources

No.	Code	Date	News Title	Media	Link
1.	DS 1	October 13, 2024	Antara Harapan dan Realita: Gibran, Fufufafa, dan Dinamika Politik KonBBC Newsrer	Kumparan	https://kumparan.com/putu-luna-kirana-sridevi/antara-harapan-dan-realita-gibran-fufufafa-dan-dinamika-politik-konBBC-Newsrer-23hx6SkQPrI
2.	DS 2	September 17, 2024	Bagaimana hubungan Prabowo-Gibran-Jokowi setelah polemik akun Fufufafa meluas?	BBC News	https://www.bbc.com/indonesia/articles/c62mmkjeek0o

DS: Data Sources

The data collection technique in this research was conducted through the documentation method, focusing on collecting news texts from online mass media, namely Kumparan and BBC News, that discuss the Fufufafa issue. The data collection process began by searching for relevant articles through the search feature on each media's website using keywords related to the Fufufafa issue. Each article found was then identified, selected, and categorized based on its relevance to the research topic. The data retrieved included the title, article content, publication date, author, and discourse context used in the reporting. In addition, the texts of the selected articles were documented for further analysis within the framework of Critical Discourse Analysis (AWK). Data collection from online mass media was chosen due to its high accessibility, speed of publication that allows monitoring of current issues, and its capacity to reflect the dynamics of public discourse directly.

Discussion

Information media has now penetrated into online media in accordance with the needs of millennial society and is the most effective means of conveying information packaged in the form of discourse to the public, both by individuals, groups, and government agencies (Riri Amanda Fitriana, 2019). In analyzing news in online media, Teun A. van Dijk's Critical Discourse Analysis approach becomes an effective tool to understand how power, ideology, and social control work in media texts. Through three main dimensions - text structure, social cognition, and social context - Critical Discourse Analysis allows us to unravel how discourses presented by the media not only convey information, but also shape public perceptions, maintain the dominance of certain groups, and reflect power relations in society. The framework of a text is a superstructure, which is how the structure and elements of discourse are arranged in dialog, text or narrative in a cohesive and intact manner (Sobur, 2006). This analysis focuses on how the media frames issues, who benefits, and how this affects the way people understand and respond to the news. This article will focus on the three main dimensions described by Teun A. van Dijk, namely text structure, social cognition, and social context.

The text component, what is examined is the structure and discourse strategies used to explain a theme. The social cognition component analyzed is the text production process involving the author's knowledge. In addition, the context dimension observed is the discourse that develops in the community (Dijk, 2015).

1. Text Structure

a. DS 1

1) Macro Level (Theme)

At this level, we see the larger theme of the text. The article discusses the socio-political phenomenon involving Gibran Rakabuming Raka, President Joko Widodo's son, who is being highlighted

for his alleged involvement with the controversial social media account “Fufufafa”. The main themes are political polarization, the influence of social media on political image, and questions about the integrity and responsibility of potential leaders. This article highlights how association with negative content can affect the credibility of a political figure, particularly in the context of Gibran's candidacy for vice president.

2) Superstructure Level (Schema)

The superstructure or organizational framework of the text in this article follows an expository structure that begins by introducing the issue - the phenomenon of the “Fufufafa” account attributed to Gibran. The main parts consist of:

a) Introduction

Introducing the figure of Gibran Rakabuming and the “Fufufafa” account phenomenon.

b) Discussion

Unraveling the negative impact of the account's published content on Gibran and political dynamics.

This discussion also includes public reactions, netizens' perspectives, and implications for Gibran's political image.

c) Response

This section reviews Gibran's response, which is considered apathetic to public criticism regarding his alleged involvement.

d) Conclusion

It concludes that while there is hope for change, there is public discontent that is becoming a tool for aspiring leaders. There is sarcasm about whether the political leaders this time around will actually bring about change.

3) Micro Level (Word Choice and Language Style)

At the micro level, the analysis focuses on linguistic aspects such as word choice, sentences, and language style used in the article:

a) Vocabulary

The author uses vocabulary that shows the contrast between expectations and reality, such as “negative content”, “polarization”, “credibility”, and “weapon of death”. This reinforces the picture of how the “Fufufafa” account impacted Gibran's image.

b) Language Style

The language style used tends to be sarcastic and criticizes political phenomena, such as in the conclusion: “too much rhetoric and too little action”. The use of the terms “political drama” and “an increasingly skeptical audience” also reflects the author's distrust of political dynamics.

c) Sentence

The author uses sharp and direct sentences, especially in the part that criticizes Gibran's lack of response and the impact of the account. Example: “Silence or indifference to negative content will only worsen public perception.”

Thus, this article, from van Dijk's AWK perspective, illustrates how political discourse and social media interact to shape public perceptions of a potential leader. This article shows that the public discourse about Gibran and “Fufufafa” is not only related to political issues but also involves discourses of power, social responsibility, and media influence. Using Teun A. van Dijk's perspective, it can be seen

that this discourse does not only explicitly involve the text, but also shows the hidden agenda behind the narrative presented. The narrative about Gibran and 'Fufufafa' becomes a tool to direct public opinion towards certain political figures, where discourse structures are used to affirm or undermine a person's credibility. This shows that social media and public discourse can be very effective instruments of power in shaping public perceptions, especially when associated with an influential figure like Gibran.

b. DS 2

1) Macro Level (Theme)

At the macro level, this article discusses the political relations between Prabowo Subianto, Gibran Rakabuming Raka, and Joko Widodo in the context of the Fufufafa account polemic. The main theme is the impact of social media on political relations and how this polemic affects public perception, polarization, and the reputation of political figures.

2) Superstructure Level (Schema)

This article follows a news narrative structure that consists of several important parts:

a) Introduction

Introducing the background of the Fufufafa account polemic and its relation to the transition of power between Jokowi and Prabowo-Gibran.

b) Discussion

Outlines the polemic issue and how Fufufafa's account is associated with Gibran. There is also a communication expert's analysis highlighting the potential rift between Prabowo and Jokowi.

c) Response

Conclude the possible impact of the polemic on Gibran and Prabowo's reputation and their political relationship.

3) Micro Level (Word Choice and Language Style)

At the micro level, this article uses:

a) Vocabulary

This article chooses words like "polemic", "polarization", and "rift" to emphasize the political conflict triggered by social media.

b) Language Style

It uses an informational language style with an analytical touch, reflecting the objectivity of the media and presenting views from various parties, such as statements from communication experts and artificial intelligence analysis.

c) Sentence

The sentences in the article are direct and factual, describing the issue in a concise yet in-depth manner. There are some speculative elements included, especially regarding how the public may perceive the conflict.

This analysis shows how social media can play a big role in shaping political discourse and public perception, especially regarding important figures such as Prabowo and Gibran. Social media not only disseminates information, but is also a key arena where public perceptions of political figures are shaped

and at stake. In the context of Prabowo and Gibran, the narratives that develop on social media can create polarization among supporters, both pro and against them. This shows how digital dynamics have the power to significantly influence political relations and reputation, often faster and more intensely than traditional media.

2. Social Cognition

a. DS 1

In Teun A. van Dijk's Critical Discourse Analysis perspective, social cognition refers to the way knowledge and attitudes of social groups are shaped and influenced by social structures and media. In the article "Between Hope and Reality" which discusses the polemics over the "Fufufafa" account and its relation to Gibran Rakabuming Raka, the social cognition involved is the public's perception of Gibran's political integrity and the influence of social media in polarizing public opinion. The social cognition constructed through this article touches on several things:

1) Gibran's Alleged Involvement

Fufufafa's account is perceived negatively by the public, affecting trust in Gibran as a potential leader. It creates a negative image of non-transparent power relations and questionable political ethics.

2) Polarization of Society

Social media shows how Gibran's supporters and those critical of the government have different perspectives. Citizens who are more skeptical of power tend to criticize and question his involvement, while his supporters are more likely to ignore this controversy.

3) Role of Media

The media helped shape this discourse by highlighting aspects that affected Gibran's political image. The media positioned this event as a larger issue related to public confidence in future leadership.

This article shows how discourses presented through the media and disseminated in public spaces can influence the way individuals or groups process information and shape their attitudes towards a political issue. Ultimately, the media and the resulting public opinion can influence political decisions and perceptions of public figures at large, creating a lasting impact on the democratic process.

b. DS 2

In the perspective of Teun A. van Dijk's Critical Discourse Analysis, social cognition refers to the perspective and thinking of individuals or groups in processing and understanding discourses that develop in society. In the context of news related to the Prabowo-Gibran-Jokowi relationship and the polemics over the Fufufafa account, the social cognition analysis can be described as follows.

1) Collective Thought Construction

Social cognition is related to how the public and political actors interpret and respond to the Fufufafa issue. From the news circulating, this issue triggered a very negative public perception of Gibran, with 95% of conversations on social media containing negative sentiments. This reflects how public opinion is collectively formed based on their interpretation of the narrative in the media.

a) Opinion Formed

The majority of netizens attributed Fufufafa's account to Gibran, although Gibran himself denied it. This shows that in social cognition, assumptions and perceptions can be strongly formed even though official evidence or confirmation does not exist.

b) Polarization

According to Drone Emprit's analysis, this polemic caused polarization among Gibran's supporters and his political opponents. This polarization shows how public discourse can reinforce ideological boundaries between societal groups, deepening political divisions.

2) Public Perception of Leadership

The Fufufafa issue significantly affects how the public perceives Gibran's integrity and credibility as the vice president-elect. Based on the analysis, if Gibran is perceived to be involved in this polemic or fails to handle it, public trust in his ability to lead will decline. Social cognition here relates to how the public understands the morality and competence of a leader based on their actions on social media or responses to emerging issues. In this case, Gibran must prove himself through concrete actions or clarifications that can restore public trust.

3) Media and Social Media Influence

Media and social media play an important role in shaping and reproducing social cognition. Mass media such as the BBC and social media platforms such as X (Twitter) became the main spaces where this polemic developed. Drone Emprit's analysis found that discussions about Fufufafa included various accusations, insults, and debates about the integrity of political figures, which triggered emotional reactions from users. In van Dijk's analysis, the media plays a major role in shaping social reality through the presentation of certain information that influences public opinion. This news gave rise to a negative narrative about Gibran and sparked further debate about the integrity of political elites.

4) Opinion Control Strategy

From social cognition, political actors are also involved in managing public opinion. For example, Prabowo and figures from the Gerindra Party are trying to minimize the impact of this polemic by showing that they are not bothered by the issue, while the ProJokowi side sees this polemic as a “drum of adu domba” that aims to divide the nation. Political elites consciously shape certain narratives to manage public perception. They use rhetoric that frames the issue as an attempt by certain parties to undermine political stability and national unity.

5) Implications for Power Relations

The social cognition in this story also reflects how people perceive the power relationship between Prabowo, Jokowi and Gibran. A political communication expert suspects that this issue could accelerate the rift between Prabowo and Jokowi, despite their public displays of intimacy. This shows that social cognition is not only shaped by direct actions, but also by perceptions built on speculation and rhetoric.

In Teun A. van Dijk's Critical Discourse Analysis perspective, the social cognition formed from the Fufufafa polemic shows a strong negative perception of Gibran and polarization among political supporters. The media and social media play a central role in shaping public opinion, while political elites try to control these perceptions in order to maintain their stability and reputation in the eyes of the public.

3. Social Context

a. DS 1

In Teun A. van Dijk's critical discourse analysis, social context is an important aspect to understand how a discourse is formed and influenced by underlying social, political, and cultural forces. Based on the news entitled "Between Hope and Reality: Gibran Fufufafa and the Dynamics of Contemporary Politics", some elements of the relevant social context can be described, especially within van Dijk's framework.

1) Political Power and Influence

The discourse formed around the "Fufufafa" account is closely related to Gibran Rakabuming Raka's position as the president's son, which shows how political power plays an important role in shaping public perception. Teun van Dijk emphasizes that those with access to power, especially politicians and the media, can influence public opinion through control over information. The allegation that the account belongs to Gibran highlights how political figures can use social media platforms to influence the public, either directly or indirectly.

2) Social Polarization

Van Dijk sees that discourse can be used to divide social groups, which is also seen in the "Fufufafa" phenomenon. The negative and controversial content of the account is considered to have exacerbated political polarization in society. According to van Dijk's perspective, this is a form of "ideological control", where certain parties, both supporters and opponents of the government, form alliances or divisions based on their interpretation of the information circulating. This discourse has the potential to deepen ideological differences between social groups, creating an environment where disinformation becomes a political weapon.

3) Public Figure Identity Construction

One important element in political discourse is the construction of the identity of public figures. In Gibran's case, the discourse built through "Fufufafa" has the potential to damage his image as a potential leader. Van Dijk will analyze how this discourse is used to influence public opinion regarding Gibran's integrity and character, where his apathetic response can lead to negative perceptions. In Critical Discourse Analysis perspective, a person's identity is not only formed through actions, but also through the discourse created around them.

4) Media Ideology and Citizens

Van Dijk highlights that the media, including social media, plays an important role in spreading ideologies and shaping public discourse. The different reactions from netizens, between those who support freedom of expression and those who are concerned about the negative impact of the account, show how the media has become an arena for ideological battles. The growing discourse on social media also reflects the dynamics of contemporary politics, where the line between truth and disinformation is increasingly blurred, which is in line with van Dijk's analysis of discourse in the mass media.

Thus, this news shows how discourses related to politics, social media, and the identity of public figures are shaped and influenced by larger social forces within the framework of critical discourse analysis. These social forces include the influence of political elites, the media, and public opinion that continues to develop in the context of modern democracy. In van Dijk's analysis, discourse not only reflects social reality, but is also a tool to maintain or challenge existing power.

b. DS 2

Based on the news entitled “How is the Prabowo-Gibran-Jokowi relationship after the polemics over the Fufufafa account escalated?”, the following is an analysis of the social context in accordance with Teun A. van Dijk's Critical Discourse Analysis perspective:

1) Access

In this news, there is unequal access to public discourse. Political figures such as Prabowo Subianto, Gibran Rakabuming Raka, and Joko Widodo have greater access to voice their opinions through mass media. Meanwhile, netizens who raised the issue of Fufufafa's account have more limited access, mostly through social media.

2) Setting

The social context behind this discourse is the leadership transition from Jokowi-Ma'ruf Amin to Prabowo Subianto-Gibran Rakabuming Raka. This sensitive political situation became the background of the polemics over Fufufafa's account.

3) Participants

The main participants in this discourse include: (a) Prabowo Subianto (president-elect); (b) Gibran Rakabuming Raka (vice president-elect); (c) Joko Widodo (current president); (d) Netizens who raised and debated the Fufufafa account issue; (e) Political parties (such as Gerindra and Projo); (f) Mass media and social media platforms.

4) Communicative Role

Citizens play a role as disclosers of issues and shapers of public opinion. Mass media plays a role as a disseminator of information and shaper of discourse. Political figures (Prabowo, Gibran, Jokowi) act as news subjects and responders. Political parties act as defenders of their respective political interests.

5) Social Representation

Prabowo is represented as a figure who doesn't really care about the issue. Gibran is represented as a figure who is the target of accusations. Jokowi is represented as a figure who still has strong influence. Social media is represented as an arena for political discourse battles.

This social context analysis shows that the discourse surrounding the Fufufafa account is a reflection of the complex political dynamics in Indonesia. This issue is not only about the truth of account ownership, but also concerns power relations, public perceptions of political elites, and the role of the media in shaping public opinion. This discourse also illustrates how social media can become a battleground for political discourse that affects stability and unity in the context of power transfer.

The following is a comparison table between Teun A. van Dijk's Critical Discourse Analysis of DS 1 and DS 2 based on the descriptions that have been given.

Table 2. Comparison of DS 1 and DS 2 Analysis

Aspects	DS 1	DS 2
Macro Level (Theme)	Discusses the phenomenon of the Fufufafa account which has an impact on Gibran's political image. Focuses on political polarization and the influence of social media on Gibran's integrity.	Discusses the political relationship between Prabowo, Gibran and Jokowi. Focuses on the impact of social media on the political relations and public reputation of these figures.
Superstructure Level (Schema)	Expository structure: introduces the problem, explores the impact, presents responses from Gibran and the community.	The narrative structure of the news: introduce the background, discuss the political impact, present the reactions of political actors.
Micro Level (Word Choice and Language Style)	Using vocabulary such as “negative content” and “polarization” to reinforce the impression of a bad impact on Gibran's image.	Using vocabulary such as “polemic” and “polarization” to emphasize the political conflict triggered by the Fufufafa issue.
Social Cognition (Public Perception)	Public perception of Gibran is dominated by negative views regarding his alleged involvement in the Fufufafa account. There is polarization among netizens.	The negative public perception is related to the relationship between Prabowo, Gibran, and Jokowi, with 95% of social media conversations having a negative sentiment.
Social Cognition (Opinion Formed)	Public opinion was formed on the assumption of Gibran's involvement even though there was no direct evidence. This affects his integrity and credibility as a potential leader.	Public opinion was formed from speculation regarding Gibran's involvement in the polemic, strengthening the polarization between supporters and political opponents.
Social Context (Access)	Political figures have more power to influence public opinion through the media, while citizens form opinions through social media.	There is an inequality of discourse access between political figures (Prabowo, Gibran, Jokowi) and netizens, who have limited access to social media.
Social Context (Setting)	The political context relates to Gibran's position as the president's son and the impact of Fufufafa's content on his reputation as a future leader.	The social context is the leadership transition from Jokowi to Prabowo-Gibran, which creates more political sensitivity.
Social Context (Figure Representation)	Gibran is represented as a figure harmed by Fufufafa's polemics, while social polarization worsens perceptions of him.	Prabowo is represented as a figure who does not care about this issue, Gibran as the target of accusations, and Jokowi as an influential figure.
Social Context (Role of Media)	Social media becomes an arena for political polarization, with discourse controlled by dominant actors to shape public perception.	Social media and mass media play a role in shaping public opinion, where political discourse influences power relations between key political actors.

This table shows how both data sources use van Dijk's Critical Discourse Analysis approach to analyze the Fufufafa phenomenon with different focuses, i.e. DS1 on Gibran's reputation individually and DS2 on the political dynamics between Prabowo, Gibran, and Jokowi. DS1 highlights how polarization on social media affects Gibran's image as a potential leader, with an emphasis on the negative impact of content associated with the Fufufafa account. Meanwhile, DS 2 illustrates how the same issue has the potential to worsen political relations at the elite level, particularly in the context of power transitions. Both demonstrate the important role of the media in shaping public opinion and creating polarization in society.

Conclusion

This article discusses the issue of “Fufufafa” in public discourse, which has become a concern in social media and mass media. This issue illustrates how the power of ideology and power play a role in shaping public narratives. Through Teun A. van Dijk's Critical Discourse Analysis approach, this article explores how the Fufufafa issue is produced, disseminated, and received by the public, as well as how dominant actors use discourse to maintain power and strengthen their agenda. This issue reflects political tensions, particularly involving Gibran Rakabuming Raka, President Joko Widodo's son, and his involvement with controversial social media accounts. Research shows that social media accelerated the spread of this issue, creating polarization among the public. The article also highlights the role of mass media such as *Kumparan* and *BBC News* that framed this narrative, influencing public perception of Gibran and the political dynamics surrounding him. As such, this analysis shows how political discourse, social media and power interact to shape public opinion, confirming that social media becomes an important tool in reinforcing or challenging the existing social and political order. Through algorithms and the virality of content, social media allows discourse to spread faster and involve more participants with diverse backgrounds. As a result, discourse on social media is often able to influence dominant narratives and expand political debates in the public sphere.

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