



Anatomy discourse analysis on images 2024 presidential candidate: Dimensions semiotic of Theo van Leeuwen

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Abstract

The term 'discourse' is often used to denote an extended stretch of connected speech or writing, a 'text'. 'Discourse analysis' then means 'the analysis of an extended text, or type of text'. This article used Using Anatomy Discourse analysis makes it easier for us to analyze a discourse so that the explanation given is structured and in accordance with its stages. From each stage it directs us to interpret all related matters that are in the object of study both from the evaluation stage: it explains what the actual meaning of the image is that is the object of study, purposes: At this stage the public has assumptions/opinions about Anies Baswedan's achievements while serving as the Governor of Jakarta so that he has a big chance to become a candidate for president of Indonesia, and legitimations: At this stage, there will be positive and negative legitimacy from Anies Baswedan's sympathizers who could become the opposition by looking at some of the previous cases when he served as Governor of Jakarta. The cases will be revealed again so that sympathizers will consider them in the 2024 presidential election, whether to remain loyal sympathizers or not to sympathize anymore.

Keywords: Anatomy discourse analysis, images, dimensions semiotic

INTRODUCTION

Technical resources extend the potential of our physiological resources. We can communicate not only with our voice but also with musical instruments; not only with facial expressions and gestures but also through the clothes we wear and the way we groom our bodies. This even includes communication through sensory modalities over which we have no conscious articulatory control, such as when we use fragrances to communicate something about ourselves or about particular spaces. Finally, we have developed technologies to preserve our communicative acts – for instance, writing and recording – and to relay or distribute them across distances – for instance, telephony and broadcasting. The use of these resources is also socially regulated, for instance through the question of who is given access to them and in what roles – as producer, consumer, or, with today’s more interactive media, something in between – and through the ‘languages’ people have developed to regulate their use, or which, in the case of new media such as email, we can see developing in front of our eyes. The subject of social semiotics, therefore, is the coming together of these two aspects of semiotic resources, their physical or technical nature – and the semiotic potentialities this affords – and the social

regulation of their use – together with its history. This means that social semiotics is by and large about the how of communication. How do we use material resources to produce meaning? But there can be no ‘how’ without a ‘what’. We need to look at ‘meaning’ itself as well. This I will do through an account of ‘discourse’.

The term ‘discourse’ is often used to denote an extended stretch of connected speech or writing, a ‘text’. ‘Discourse analysis’ then means ‘the analysis of an extended text, or type of text’. Here I use it in a different sense, building on the work of Michel Foucault (for example, 1977) and defining discourses – note the plural – as socially constructed knowledges of some aspect of reality. By ‘socially constructed’ I mean that these knowledges have been developed in specific social contexts, and in ways which are appropriate to the interests of social actors in these contexts, whether they are large contexts – multinational corporations – or small ones – a particular family – strongly institutionalised contexts – the press – or relatively informal ones – dinner table conversations, etc. For instance, a ‘special operations’ discourse of war may be drawn on by Western journalists when reporting US and ‘coalition’ military interventions, but it may also be used in certain kinds of conversation, or in airport thrillers,

Hollywood movies and computer games. Such a discourse serves the interest of the country or countries in which the relevant texts are produced, and hence usually leaves out or backgrounds such things as aerial bombardments and civilian casualties, concentrating instead on:

1. the elite ground forces involved in special operations – high combat skills, superior technology and teamwork, stress on the speed of the operation and the quick and efficient ‘insertion’ and ‘extraction’ of the force.
2. the enemy – represented as a despotic warlord, tyrant, or super-terrorist, leading ill-disciplined and ill-equipped men; and
3. the weak and inefficient victims of this enemy – local populations, or the UN peacekeepers and food relief agencies who, according to this discourse, cannot operate without the protection of the elite forces.

Historically this discourse goes back to Reagan’s doctrine of the quick, effective operation and his creation of ‘Delta Force’. The point is, it is not the only discourse of war. There are others, for instance the ‘ethnic conflict’ discourse, or discourses in which ‘economics or ‘ideology’ feature as explanatory categories, or ‘themes’ to use Foucault’s

term – see, for example, Joas’ (2003) account of the way philosophers and sociologists have constructed war over the last few centuries. A key issue here is the plurality of discourse: there can be and are several different ways of knowing – and hence also of representing – the same ‘object’ of knowledge. That object exists of course. There are wars and they do cause enormous suffering. But our knowledge of them is necessarily constructed in and through discourse and is socially specific. This also means that the same individual can have different knowledges of the same object and may well be able to talk about the same war in several different ways, depending on the situation as well as on his or her own individual interests and purposes. To summarize the main points:

- 1. Discourses are resources for representation**, knowledge about some aspect of reality, which can be drawn upon when that aspect of reality must be represented. They do not determine what we can say about a given aspect of reality, yet we cannot represent anything without them. We need them as frameworks for making sense of things.
- 2. Discourses are plural**. There can be different discourses, different ways of making sense of the same aspect of reality, which include and exclude

different things, and serve different interests.

- 3. Evidence for the existence of a given discourse comes from texts, from what has been said or written – and/or expressed by means of other semiotic modes.** More specifically it comes from the similarity between the things that are said and written in different texts about the same aspect of reality. It is on the basis of such similar statements, repeated or paraphrased in different texts and dispersed among these texts in different ways, that we can reconstruct the knowledge which they represent.

METHOD

This research uses a qualitative approach with the method of discourse analysis on images of presidential candidates. The images will be analyzed using the anatomy discourse which is part of "Dimension of Semiotic Analysis"

The anatomy of discourse A discourse such as the 'health diet' discourse of eating is a knowledge of a particular social practice. The indefinite article is important. It is a knowledge. There are alternatives, other versions. Eating can be represented as primarily about health, or primarily about pleasure, for instance, and there can also be religious discourses of eating, to mention just some possibilities. This suggests that discourses are never only

about what we do, but always also about why we do it. The discourses we use in representing social practices such as eating are versions of those practices plus the ideas and attitudes that attach to them in the contexts in which we use them. These ideas and attitudes are of three kinds

The anatomy of discourse

- 1. Evaluations**, for instance evaluations of the food involved – is it tasty, filling, nicely presented, etc. – or the manner of eating it – is it too slow or too fast, are utensils used properly – or some other aspect of the practice.
- 2. Purposes**, for instance, curing or preventing heart disease, or celebrating a particular occasion – different discourses can attach different purposes to the same practice; and
- 3. Legitimizations**, reasons why particular things should be done in particular ways, by particular people, etc., as when it is said that a particular kind of food should be eaten because an expert cardiologist recommends it.

FINDINGS AND DISCUSSION

In this section of the discussion, the data that has been obtained in the form of images will be analyzed using the anatomy discourse which is part of "Dimension of Semiotic Analysis" in the book *Introducing Social Semiotics* by Theo Van Leeuwen. Here are the analysis steps:



Figure 1.1



Figure 1.2

1. Evaluation

At this "evaluation" stage it explains what the actual meaning of the image is that is the object of study. In Figure 1.1, the general chairman of the Democratic National Party supports Anies Baswedan as the elected governor to carry out development in Jakarta properly. From the picture, the support given by Surya Paloh to Anies Baswedan was purely from a party leader to the elected governor because at that time he was a governor and not a presidential candidate, so the support given in the form of a handshake had an ordinary meaning and there was no political element in it. Whereas in Figure 1.2 the General Chairperson of the Nasdem Party, Surya

Paloh decided to nominate DKI Jakarta Governor Anies Baswedan as a presidential candidate (capres) for the 2024 presidential election (Pilpres). Anies as the presidential candidate of his party. This support opened a wide way for Anies to run for president in 2024 from the Democratic National Party.

2. Purposes

At this stage the public has assumptions/opinions about Anies Baswedan's achievements while serving as the Governor of Jakarta so that he has a big chance to become a candidate for president of Indonesia. His achievements could have opened up wide opportunities for him to run for president in 2024, even though other cases have also emerged. The following is a list of the achievements he got, among others:

a. Jakarta International Stadium (JIS)

JIS is a football stadium located in the Papanggo area, Tanjung Priok, North Jakarta, which was just inaugurated on Sunday, July 24 2021. The inauguration of JIS was packed with people from all over. Anies said JIS was a masterpiece built entirely by Indonesians. "This masterpiece was 100 percent built by the nation's children from the sweat of Indonesians who were born from the wombs of Indonesian mothers. He said the development of JIS was proof of the fulfillment of the promise

he made to The Jakmania five years ago. Anies also said JIS would not materialized without the support of all parties.

b. Formula E

The electric car race or Formula E was successfully held in DKI Jakarta on Saturday 4 June 2021. This Formula E racing circuit is located in Ancol, North Jakarta. Anies showcased the success of the Formula E event at the Jakarta Birthday Plenary Session (HUT). Anies said the success of the electric car racing event which was included in the 'Jakarta Hajatan' series of events succeeded in bringing the good name of the nation's capital to all corners of the world. "We are also holding the Jakarta E-Prix 2022 in Ancol which, thank God, took place successfully and brought Jakarta's good name to the whole world," said Anies in the DKI Jakarta DPRD Plenary Meeting Room. On the eve of DKI Jakarta's 495th anniversary at JIS, he also said the Formula E electric car race had made the world's eyes fixated on Jakarta and Indonesia.

c. Jakarta Now Application (JAKI)

Anies was proud of the Jakarta Kini digital application (JAKI) which is used by the DKI Provincial Government as an information center for handling Covid-19 in the Capital City. "JAKI is a very large non-physical achievement. The super app includes a lot of public services, from

complaints that residents can track the process to the need to vaccinate residents with DKI KTPs even for residents who don't have DKI KTPs. And JAKI This is recognized on an international level.

d. Transport Integration

Anies showcased Jakarta's development as a Climate Resilient City to the United Nations (UN). This was conveyed in an international discussion forum for C40 member cities with the UN Secretary General, Antonio Guterres on Friday, April 16 2021. "Currently, Jakarta has transformed from from car-based development to transit-based development," Anies said at the forum, as written in the DKI Jakarta Provincial Government's press release. Anies also said that DKI Jakarta has a target of reducing carbon emissions to zero (zero emission) by 2050. Related to that, he also explained the steps taken to reduce emissions in the city of Jakarta.

e. Land and Building Tax (PBB) for houses under IDR 2 billion is free

Anies eliminates the land and building tax (PBB) rate for residents of the capital city who have a tax object sale value (NJOP) below IDR 2 billion. He outlined this policy in Governor Regulation Number 23 of 2022 Policy on Stipulation and Payment of Rural and Urban Land and Building Taxes as an Effort for Economic

Recovery in 2022. Anies said the policy was issued to encourage economic recovery in the capital city from the pressure of the pandemic. "During the pandemic era, the government needs a large budget as an effort to tackle the spread of the Covid-19 outbreak and to recover the economy, including in DKI Jakarta," Anies said as reported by the official website of the Information and Documentation Management Officer (PPID). As for houses with an NJOP of more than IDR 2 billion, he gave a 10 percent PBB discount for residential homes and 15 percent other than residential homes. In addition, he gave a tax deduction factor of 60 square meters for land and 36 square meters for buildings.

f. WTP 5 times in a row

Anies said he was proud to have recorded the history of DKI Jakarta obtaining an unqualified opinion (WTP) from the Supreme Audit Agency (BPK) for the fifth time in a row from 2017 to 2021. "This is historic and we hope that in the future getting WTP is a habit and WTP is a culture in DKI Jakarta," Anies hopes that in the coming years DKI will maintain a WTP opinion from the BPK even though he no longer serves as the number one person in DKI. According to Anies, defending the WTP opinion from BPK is not just an achievement. More than that, according to him, this shows that DKI Pemprov has

complied with the principles of good governance.

3. Legitimation

At this stage, there will be positive and negative legitimacy from Anies Baswedan's sympathizers who could become the opposition by looking at some of the previous cases when he served as Governor of Jakarta. The cases will be revealed again so that sympathizers will consider them in the 2024 presidential election, whether to remain loyal sympathizers or not to sympathize anymore. Some of the previous cases will be revealed, including:

Formula E corruption case

DKI Jakarta Governor Anies Baswedan believes the Corruption Eradication Commission (KPK) under the leadership of Komjen Pol (Purn) Firli Bahuri can carry out their duties properly, including in investigating the alleged corruption case in the electric car racing event Formula E. Anies believes that in investigating the alleged Formula E corruption case, the KPK is only carrying out the mandate according to the law, namely when there is a report on alleged corruption, it must be followed up. "When an institution receives a report, the institution must follow up," he said. According to Anies, the investigation into the alleged Formula E corruption case

is not much different from the actions of the DKI Jakarta Provincial Government (Pemprov) when receiving a report. This is because Anies will definitely order the ranks to check the report directly. In fact, it is not uncommon for Anies to intervene immediately. "Just like me at the DKI Jakarta Provincial Government, if I at the Provincial Government receive a report, then I will conduct an investigation, check whether the report is true or not," he said. KPK work professionally. "If it's true, it will continue, if it's not true, it's over. We respect it, I believe the KPK is carrying out its duties professionally," Anies explained.

CONCLUSION

Discourse analysis investigates the overarching meaning that can be derived from language when placed in appropriate settings. When referring to the social, cultural, political and historical background of the discourse, the term "context" must be used. It is important to understand the fundamental meanings that are communicated through language.

Discourse analysis can be used to study a variety of topics, including discourse in political debates, advertising, television programs/media, interviews, and storytelling. We can understand the nuanced layers of meaning added by social or institutional aspects of the workplace,

such as gender, power imbalances, conflicts, cultural backgrounds, and racism, by looking at the context of language use rather than just the words.

Using Anatomy Discourse analysis makes it easier for us to analyze a discourse so that the explanation given is structured and in accordance with its stages. From each stage it directs us to interpret all related matters that are in the object of study both from the evaluation stage, purposes and legitimations.

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