# DISCURSIVE STRATEGIES ON RIDWAN KAMIL'S STATUS UPDATE: A CRITICAL DISCOURSE ANALYSIS

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## ABSTRACT

*The research was aimed to know the impact of a written expression through social media toward the people who read it. The analysis was performed in accordance with the theories of strategy, discourse analysis, and critical discourse analysis put by Wodak and Meyer (2001) and Renkema (2009), and the theories of internet and language by Crystal (2004). The data were taken from the page of Ridwan Kamil, Mayor of Bandung in that social media. The research needed to see the strategy in his status update (written expression). From the Critical Discourse Analysis (CDA) point of view, it can be understood the way people transfer their ideas and thoughts showed their power and influenced the people through some certain strategies. The results of the research show (1) all strategies are used in his status update, namely the referential/nomination, the predication, the argumentation, the perspectivation and the intensification strategies, (2) there are always some implicit and explicit intentions that are shared through the status update, and (3) there are some certain aspects that affect the readers of the status update.*

*Keywords: discursive strategies, social media, updated status, discourse analysis*

## INTRODUCTION

Conversation is the most basic way of human being to do their communication. Ten Have (2007) has written, "Conversation can mean that people are talking with each other, just for the purpose of talking, as a form of sociability, or it can be used to indicate any activity of interactive talk, independent of its purpose." A conversation is a kind of socialization that connects human beings in order to carry out their needs and desires. It is understood that a conversation – verbal or non-verbal – is a form of interaction that accommodates people to exchange their social abilities.

A direct (verbal) conversation such as speech has some unique features that distinct it from the non-verbal conversation, such as a conversation in the form of writing. Crystal (2004) has mentioned some special characteristics in the verbal language, that is, "Speech is typically time-bound, spontaneous, face to face, socially interactive, loosely structured, immediately revisable, and prosodically rich." A non-verbal conversation in this manner, the form of writing as Crystal (2004) has defined, "Writing is typically space-bound, contrived, visually decontextualized, factually communicative, elaborately structured, repeatedly revisable, and graphically rich." Those specifications categorized by Crystal (2004) are quite representing the idea of the difference between the speech conversation and those of written conversation. The other characteristics that can be used to differentiate those kinds are the media used.

The media used for both kinds of conversation should then be listed to give a straight line between them. There are several media that can accommodate the process of verbal (spoken) conversation, such as direct conversation, telephone conversation, teleconference, VoIP, etc. The

medias that accommodate the non-verbal conversation (written) are writing media, such as newspaper, magazine, or billboard; and non-lexicographic language, such as pictures, signs, and icon.

The question arises when it comes to the latest media used in the world, the Internet. It is quite hard to determine the manner of conversation that is used there. It is spoken or written, or even more, it is written speaking or spoken writing since the Internet bears characteristics of both spoken and written. Crystal (2004) has suggested that, "We write e-mails, not speak them. But chat groups are for the chat, and people certainly speak to each other there – as do people involved in virtual worlds."

It is interesting to study the way people converse on the Internet. The growth of the social media on the Internet because of the development of web 2.0 that enables people to share, show, even influence each other. Web 2.0 is not to be understood as a numbering system for a program, but it is more to the buzzword (jargon) that is used to differentiate it from the previous version. This web 2.0 enables its users – netizen, as Crystal (2004) like to call them, to collaborate, to participate, up to share the spirit to its users. It is the key to the development of the social media. Smallman (2008) has explained that the social media is a means of communication and marketing, made possible by the use of tools on the web that let people share things like pictures, web pages, and movies. Social media also allows people to interact with these digital items in a variety of ways, such as voting, commenting, or reviewing. In really simple terms, social media & social networking are about communication. Social networks on the internet as Van Dijk (2006) has mentioned that in these networks, the elements are social agents (individuals, groups, organizations, and even societies at large) and the links are created by communicative (inter)actions.

Facebook as one of the social media is the most popular media that is used by people nowadays. The platform is filled with so many applications, and they are not fully made by the company. There are a lot of applications that made by a third-party company to support the Facebook platform. Together with the main applications, they create a new way of socializing. Starting from the personal page, comments, uploading and downloading photos, notes or links to many numbers of sites, up to the fan pages or groups are available to be used there in the Facebook. Many public figures including presidents, movie stars, political parties, and social groups are using Facebook wonders to gain their mass and collect sympathies.

The popularity of a particular party, either group or personal, is determined by the number of followers (fans) from that party. But of course, it is not enough that the activity of the group should also be counted. This thing can be seen from at least four factors, they are; (1) the number of events, both real and virtual that are held by the party through the page/group, (2) the devotion of the administrator of the page/group to update the status and share the information, (3) the number of follower (fans) participate in commenting or 'liking' the status update, and (4) the contribution of the follower (fans) to the page/group through, for examples are pictures/photos, writings/notes, or a report of the activities done.

The research on a particular page/group in Facebook cannot be separated with the research of strategy that is used by the public figure or the icon from that particular page/group. This strategy affects and influences those four factors mentioned above. And if strategy involves, then the Critical Discourse Analysis (CDA) is needed as a basic principle to do the research. From the Critical Discourse Analysis (CDA) point of view, it can be understood the way people transfer their ideas and thoughts that show their power and influence the people through some certain strategies.

There are five reasons on why the status update that is taken as the research subject, they are; (1) the status update is the clearest and natural aspect since it is using sentences (writings) as its media, (2) status update is one of the most common interaction tools used on the Facebook; 3) there are comments and 'like' features integrated in it; 4) status update enables the interactions (vertical,

horizontal, and/or lateral) to be measured, researched, and categorized; and 5) all the member/user of Facebook are quite familiar with the status update and how to use it.

It is widely known that a person is using Facebook in order to get in touch with other people. He/she shares his works, problem-solving, achievements, and fun activities through the media. Since the media mostly uses the written form, the question arose is what kind of discursive strategy use to deliver his messages? And is there any hidden message in those statuses? The writer then picks one of the most active public figure in using Facebook page, in order to see the content of his/her status, the media he/she uses (text only, pictures, videos, or all combined), and the way he/she delivers the messages in those statuses. By knowing those data, the writer expects to understand the strategy that he/she uses behind the status and the relation between the content of the status and the strategy used.

## METHODS

There are several theories that are used in this research. Some of them are based on the Critical Discourse Analysis (CDA) perspectives, while others are more specifically focused on the discursive strategies analysis. The theory of discourse strategy is taken from Wodak & Meyer (2001) and Renkema (2009). The theories of media and discourse, especially the Internet, are taken from Crystal (2004).

This research is aimed at knowing the relation between status updates of public figures and their power on several related web pages which are considered to have a high capability in the world. This is based on three criteria; they are (1) achievement (both national and international), (2) existence (both real and virtual), and (3) contribution (both to the science and society). The writer chooses one page of the public figure in Indonesia to be researched. The page is owned by a politician, mayor of Bandung, Ridwan Kamil (*Kang* Emil). He is well-known as the famous mayor and architect who has done so many things for his city in only four years of his duty. He continuously updates his Facebook page and has a very large number of fans. The fans range from his citizen, other cities (and countries) citizen, public figure, etc. The status data from his page will be taken as the research main subject.

Some steps are done by the writer to collect the data. Those steps are started by (1) to determine the duration of the data collecting time (from status to status) from the page of the public figure chosen in Facebook, (2) to collect all the data; (3) to categorize those statuses based on the content and supporting media used; and (4) to analyze each status using discursive strategy.

In this research, the data are obtained and categorized based on several factors. It will be used as one of the measurement tools to measure the power of the public figure. The data obtained are separated into several categories; they are (1) the status update, (2) the comments, (3) the fans' contribution on such occasion out of the status (e.g. picture/photo, notes, etc.), and (4) the news from other media concerning/related to the status updated. The division of the data can be seen in Figure 1.
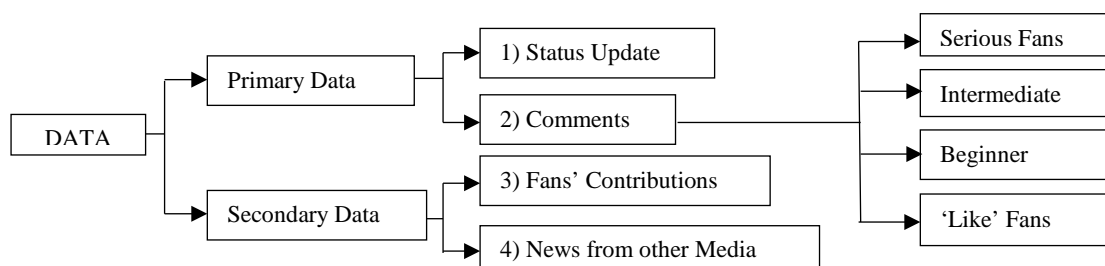


Figure 1 Data Division

Those data are then analyzed using Critical Discourse Analysis (CDA)'s theories, particularly Wodak & Meyer's (2001) discursive strategies. The theories are also supported by some other theories from Crystal's (2004) Language and the Internet theory and some other theories on media. The writer assumes that by analyzing the statuses, it will be more challenging and fair because of the nature of public announcements that concerns the public in this manner, the citizen, and their personal life will form the right context. The context is needed to understand the strategy better and hopefully will reveal the motivation(s) and message(s) behind the status update. It is challenging because the writer has to find out the strategies through the sentences that are used by the public figure in his status update to influence his mass to follow them.

## RESULTS AND DISCUSSIONS

The theory of strategy is taken from the perspective of Wodak and Meyer (2001) and Renkema (2009) as the discursive strategy for the discourse examination. According to Wodak, there are five strategies that can be used in order to reveal the power that is used by some people or groups. Wodak and Meyer (2001) have described strategy as generally refers to a (more or less accurate and more or less intentional) plan of practices, including discursive practices, adopted to achieve a particular social, political, psychological, or linguistic goal. They then conclude these strategies as they are shown in Table 1. The table consists of three different parts, namely; strategy, objectives, and devices.

Table 1 Discursive Strategy by Wodak and Meyer (2001)

| Strategy | Objectives | Devices |
| --- | --- | --- |
| Referential/ nomination | Construction of in-groups and out-groups | • membership categorization<br>• biological, naturalizing and depersonalizing metaphors and metonymies<br>• synecdoches (*pars pro toto, totum pro pars*) |
| Predication | Labelling social actors more or less positively or negatively, deprecatorily or appreciatively | • stereotypical, evaluative attributions of negative or positive traits<br>• implicit and explicit predicates |
| Argumentation | Justification of positive or negative attributions | • topoi used to justify political inclusion or exclusion, discrimination or preferential treatment |
| Perspectivation, framing or discourse representation | Expressing involvement Positioning speaker's point of view | • reporting, description, narration or quotation of (discriminatory) events and utterances |
| Intensification, mitigation | Modifying the epistemic status of a proposition | • intensifying or mitigating the illocutionary force of (discriminatory) utterances |

All of the strategies have strong connections to the power relation of the public figure and the fans. Renkema (2009) has explained each of the strategies briefly, and it can be used as a based strategy analysis for the representation of power in the status update on Facebook. First, there are referential strategies or nomination strategies that social actors are constructed and represented through the creation of in groups and out groups. This is done through some categorization devices, including metaphors and metonymies, and synecdoches in the form of a part standing for the whole (*pars pro toto*) or a whole standing for the part (*totum pro parte*). That means that the public figure

creates some boundary between him and the other figures. He wants to be known as someone different from the other, someone that has more power than the other. He uses metaphors and other devices to exclude him from the common society.

Second, Renkema (2009) has said that social actors as individuals, group members, or groups as a whole are linguistically characterized through predictions. Predicational strategies may, for example, be realized as evaluative attributions of negative and positive traits in the linguistic form of implicit or explicit predicates. These strategies aim at labeling social actors in a more or less positive or negative manner. They cannot be neatly separated from the nomination strategies. The public figure labels himself as a kind of a different person than the others by enhancing his positive image through his sentences in the status update in the media. One of the strategies is by consistently posting on the update his activities, especially those that concern his relationship and action to the social world.

Third, there are argumentation strategies and a fund of topoi through which positive and negative attributions are justified. For example, it can be suggested that the social and political inclusion or exclusion of persons or policies is legitimate.The justified attribution can be used as a means to take the public opinion in both positive and negative way depends on the intention of the user. Fourth, one may focus on the perspectivities, framing, or discourse representation using which speakers express their involvement in discourse. And position their point of view in the reporting, description, narration or quotation of relevant events or utterances. This strategy is the most related to the status update on Facebook. The public figure constantly reports his activities through some genres of writing, namely description, narration, or quotation of relevant events that he involved (Renkema, 2009).

Fifth, there are intensifying strategies on the one hand and mitigation strategies on the other. Both of these help to qualify and modify the epistemic status of a proposition by intensifying or mitigating the illocutionary force of utterances. These strategies can be an important aspect of the presentation since they operate upon it by either sharpening it or toning it down. The intensifying and mitigation strategies require the usage of the illocutionary force of utterance to reach its expected result. The strategies will help to separate and choose the right stand ground for the particular user since the utterance itself can be intensified and mitigated accordingly (Renkema, 2009).

Ridwan Kamil is chosen not only because of his title as the Mayor of Bandung, but also the intensity of his actions in using the social media as one of the channels to communicate with his people. Up until today (March 10, 2017), Ridwan Kamil's official Facebook page has been liked by 2.817.074 people around the world (Facebook, 2017). In that page, he (or his team) makes clear of all of his important information. He gives the opportunity for the people to contact him through the available number and email address, despite they can also post it directly to his Facebook page. From the statuses, we can see that they are not only liked, smiled, loved, or commented, but also shared throughout the media.

Moreover, according to Puspitasari (2016), Ridwan Kamil is the most famous mayor in Indonesia in 2016. She has written, *"Dari hasil riset sepanjang 2016 pada pemberitaan di media masa, Ridwan Kamil adalah tokoh paling banyak diberitakan dari total 10 walikota/bupati yang paling dikenal di media masa sepanjang 2016. Tercatat, terdapat 21.486 berita yang mewartakan Ridwan Kamil, yang membuatnya menjadi Wali Kota paling terpegah atau terkenal di media massa."* (From the results of research throughout 2016 on the news in the mass media, Ridwan Kamil is the most prominent figures from the total of 10 mayors that is best known in the media throughout 2016. There are 21.486 news that proclaim Ridwan Kamil, who is the most noted or famous in the mass media).

Some previous researches about Ridwan Kamil's communication through media are done by Wulansari (2014), Munandar and Suherman (2016), and Jamilah, *et al.* (2016). Those researches are

mostly talked about his communication skills that are integrated and channeled through media, without mentioning about its strategies. Munandar and Suherman (2016) also talk about Kamil's leadership, his socialization abilities, and the role of his social media. Wulansari (2014) and Jamilah *et al.* (2016) talk about the political communication and the public sphere which research was done around the election time in 2013.  Figure 2 shows the main page of Ridwan Kamil's Facebook.
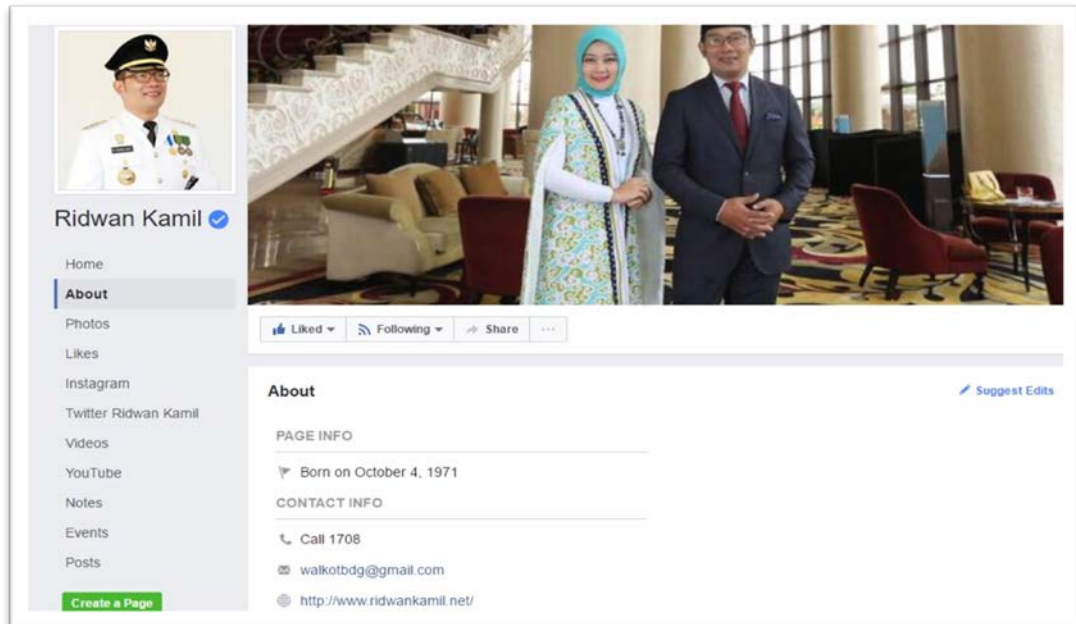


Figure 2 Main Page of Ridwan Kamil's Official Facebook Page

The writer collects the statuses for three months (December 2016 – February 2017). From those data, the writer then divides them into five categories based on the content, namely (1) work activity, (2) personal activity, (3) work announcement, (4) personal announcement, and (5) fun activities. The supporting media for the statuses are also divided into (1) text only, (2) pictures, (3) video(s), and (4) the combination of all three.

There are 110 statuses during the medium of December 2016 – February 2017 with 32 statuses during December 2016, 30 statuses in January 2017, and 48 Statuses in February 2017. From them, there are 18 statuses about his work activities, eight statuses about his personal activities, 64 statuses that related to his work announcements, 15 statuses that related to his personal announcements, and five statuses of jokes/fun activities. And also, there are 86 statuses that are using pictures, 11 statuses that are using videos, one statuses that are using pictures and videos, and 12 statuses that are only using words. It can be seen in Table 2.

Table 2 Status Based on the Content

| Content | Number | % |
|---|---|---|
| Work Activities | 18 | 16% |
| Personal Activities | 8 | 7% |
| Work Announcements | 64 | 58% |
| Personal Announcements | 15 | 14% |
| Jokes/Fun Activities | 5 | 5% |
| **TOTAL** | 110 | 100% |

The development of the Facebook through its improved features makes the users are able to post their status(es) along with pictures, links, and even live video. These features enable kang Emil to communicate on almost every aspect of life, including the government, his meetings, his thoughts, the city's achievements, and even jokes. He also makes the media as a means for his campaign for his programs, such as *Subuh berjamaah* (Subuh prayer in the group at the mosque), *Rabu Nyunda* (Sundanese ethnic theme at every Wednesday), public transportation's solutions, and others. Table 3 shows Ridwan Kamil's statuses based on the supporting media used.

Table 3 Status Based on the Supporting Media Used

| (Supporting) Media Used | Number | % |
|---|---|---|
| Texts Only | 12 | 11% |
| Photos/Pictures | 86 | 78% |
| Video | 11 | 10% |
| Photos And Videos | 1 | 1% |
| **TOTAL** | 110 | 100% |

The analysis will be based on three different aspects of discourse, namely textual analysis, processing analysis, and social analysis. Each data thus will have to be threatened equally before it is concluded. The conclusion for each data is expected to have at least two different results, such as the strategy used and the diction. The writer, then, would also like to determine the linguistic entailment to the social aspect and its context used in each sentence on the status update.

From all of the statuses, there are several statuses that are timely related and entailed with each other. This is interesting from the strategy's point of view and thus will be used as the basic data for the analysis. The related data are concerning (1) religious event, (2) city development, (3) large-scale development projects, and (4) spontaneous events.

There are some status updates that inform the fans about Ridwan Kamil's activities, and they are also taken as data since the strategy and the goal of them are quite important to give information to the citizen (fans) with the description of activity as the strategy. Of all data, the writer will only show the six analyses for each strategy. From the pre-research concerning the data division, it is found that all of the strategies are used. Thus, the analysis should cover all those strategies plus one combination strategy. Here are some of those statuses based on their strategies.

Referential or nomination strategy is a strategy where the data is taken based on the devices that appear in the sentences of the status update. The devices are categorization, metaphor and metonymy, synecdoche, calling without naming, pronoun, and neologism. One of the examples of this strategy is the KKR (*Kebaktian Kebangunan Rohani*/Spirit Revival Service) case. It is held at Sasana Budaya Ganesa (Sabuga) building on 6 December 2016. This event was forced to stop ahead of its schedule by hundreds of people from an organization called PAS (*Pembela Ahlus Sunnah*/The Defender of *Ahlus Sunnah*). The organization thought that the KKR is using a public building to do a religious event; thus it violates the law. Some on the spot mediations between those parties (KKR and PAS) is held which resulted in the dismissal of the event at 21.00 WIB (Andriyanto, 2016). At that moment, Mr. Ridwan Kamil is attending an event in Jakarta, but he has already delegated the matter to the head of Bandung's Kesbangpol Body (*Badan Kesatuan Bangsa dan Politik*). Through his Instagram account, he tries to control the situation and also apologized for his absent.

The following day, he posts 10 points of clarification related to the event on his Facebook page (December 7th, 2016). Two days after his statement, on December 9th, 2016, he posts the result of a meeting between the city government, Bandung's MUI (*Majelis Ulama Indonesia*/Indonesian

Council of Ulama), FKUB (*Forum Komunikasi Antar Umat Beragama*/Inter-Religions Communication Forum), FSOI (*Forum Silaturahmi Ormas Islam*/Islamic Mass Organisations Communication Forum), Bandung's Department of Religion, Bimas Kristen Kemenag Jawa Barat (West Java's Christian Society Development Agency), Bandung's Police Department, and Human Rights' National Commission which result 9 points of agreement.

There are five statuses in total concerning this matter. The statuses are written on December 7th, 9th, 20th, 23rd, and 24th 2016. In all of those statuses, Ridwan Kamil always places himself as a person who stands outside the conflicted parties and acts with all of his power as the mayor of Bandung to calm down the involved parties and settle the problem. Along with the stream of time, he settles the problem in only 16 days and successfully makes all of the parties and other concerned departments in Bandung to sit together and make an agreement. The agreement itself is signed on December 20th, 2016 by all of the religions' representatives. The conflicted parties (KKR and PAS) have also made letters of statement that basically end their conflict and promise to support each other's freedom of doing religious events.

In settling the conflict, he does not stand on one of the party's interest, but always places his interest in the City of Bandung and it people. The indication can be seen from the other parties that are invited to solve the conflict. The series of his statuses show that he uses all of his power as a Mayor to make some necessary regulations to create the harmonization in his city. From the 20th December status, it can be seen that he also uses his power to make a time limit for the parties in making an agreement in the form of letters. He has said, *"Alhamdulillah, setelah 7 hari kerja, di masa persuasif ini, per tanggal 21 Desember kemarin Pemkot Bandung sudah menerima surat pernyataan dari Ormas PAS juga panitia KKR sesuai yang dimintakan Pemkot."* (Alhamdulillah, after 7 workdays, in this persuasive moment, yesterday, 21st December, the city goverment has received the statement letters from PAS and KKR just like required by the city government).

His actions in this conflict are closed by a rather general status on December 24th, 2016 that stated, "*Hormati keyakinan. Dialogkan perbedaan. Taati hukum aturan. Perjuangan toleransi. Junjung perdamaian. #BandungToleran.*" (Respect the faith. Dialogue the difference. Obey the law. Fight for the tolerance. Honor the peace. #BandungTolerant) along with a video about tolerance.

In predication strategy, the data are categorized based on the devices that appear in the sentences of the status update. The devices are labeling social actor(s) both positive and negative, stereotypical, implicit and explicit predicates, redefinitions and reclamation, as well as perspective by incongruity. One of the examples is the overpass case. Bandung is beautifying itself. There are a lot of construction projects during Ridwan Kamil's administration in many areas of the city, such as the pedestrian walkways, skywalk, and overpass projects. These things make some citizen feel uneasy and disturbed, which in turn, complain to the Mayor in the media. Some of the Mayor's reports on the projects' progress and reply are posted on his Facebook page.

The Antapani overpass is made to overcome the traffic jam at the Antapani - Jalan Jakarta junctions in Bandung. The 340-meter long overpass is made using the corrugated steel structure which reduces the time and cost consumed. The traffic jam is always happened in the morning, during rush hour, and at the evening. The construction, of course, makes the traffic becomes more crowded and jammed. The people complain about it, and it is stated in his status dated January 15th, 2017, "*Dulu dibuli, sekarang dipuji. Saat jembatan Pelangi ini dibangun, banyak yang marah-marah, kukulutus tiada akhir, pada bikin Meme seolah Antapani itu macet selamanya.*" ("Yesterday it gets bullied, now it is praised. When this Pelangi overpass is built, a lot of people get angry, make endless gibberish, make (negative) memes as if Antapani will experience traffic jam forever.")

There are four statuses concerning this matter. Actually, he makes the first status about the overpass on June 1st, 2016, announcing the plan of the project that will take about six months to be

done. Thus, the four statuses (during December 2016 to February 2017) are made after the overpass was built and enjoyed by the people. These statuses prove his promises and commitments in developing the city. After experiencing a lot of bullies concerning this project, the result and those statuses become his tools to explain and prove the bullies are the wrong judgments. He finishes the project on time and presents it to the people of Bandung as a new year's gift. It can be seen in his status on December 28th, 2016 that stated, *"Uji coba flyover Antapani selama 2 jam hari ini. Flyover akan dibuka untuk umum hari Sabtu 31 Desember 2016. Sekalian hadiah tahun baruan. Semoga kemacetan wilayah Antapani/Arcamanik/Kiaracondong bisa berkurang. Hatur Nuhun."* (The trial of Antapani flyover is done for 2 hours today. The Flyover will be opened for public on Saturday, December 31st, 2016 as a new year's gift. May the traffic jam for the area of Antapani/Arcamanik/Kiaracondong can be reduced. Thank you.)

His status update, especially the one on 15 January, is using the predication strategy since he puts himself as the one who evaluates a negative matter and turns it into a positive one. After the construction of the overpass is done, all of the media support him along with the high political parties such as the vice president of Indonesia, Mr. Jusuf kalla, the Governor of West Java, Mr. Ahmad Heryawan, and the Vice Governor, Mr. Deddy Mizwar. Through the statuses, he upgrades his positive image and erases the negative ones.

The argumentation strategy is a strategy that categorizes the data based on the devices that appear in the sentences of the status update. The devices are topoi that are used to justify political inclusion or exclusion, discrimination or preferential treatment, and the objectives are the justification of positive or negative attributions. This strategy can be seen in the zoo cases.

It is widely known that the treatment of the animals at Indonesia's zoos are not the best. It was proven from two cases happened three years ago in Surabaya zoo and last year in Bandung Zoo. As it was reported by tempo.co that the Surabaya zoo was entitled as the most heartless zoo in the world (Susanto, 2014). The Bandung zoo even experiences two different depressing cases that involve an elephant and two bears in two different occasions. The elephant was died because of lack of treatment after a week dying in its stall. The zoo management has said that it happened because they have no fund to treat the elephant. Ridwan Kamil has also checked the condition of it in the afternoon before its death. According to VOA Indonesia, Ridwan Kamil is actually offered to give a solution for the zoo's problem, but the management (*Yayasan Margasatwa Tamansari*/Tamansari Fauna Foundation) refuses it and wants to manage the zoo on their own (Wulan, 2016).

Another case happens when a viral video which is first uploaded by the Scorpio Wildlife Trade Monitoring. The video shows some of the honey bears (Helarctos malayanus) are asking for food to the visitors and even it is recorded that they are eating their own feces. The Scorpio Program has already filed a complaint with the Mayor's office asking the government to close the zoo, as the BBC reported in their news (Alazka, 2017). The people, then make complaints to the Mayor and are asking him to be responsible for this case. Ridwan Kamil replies them in two statuses in his Facebook page.

The first status is made on January 19th, 2017 that stated, *"Buat anda yang gampang menghujat Pemkot Bandung tanpa meriset berita, Gini ya:* (1) *Kebun Binatang Bandung itu milik pribadi/yayasan bukan milik negara atau milik Pemkot. (2) Pemberian Izin, teguran hukum atau pencabutan izin operasional SEMUA kebun binatang se-Indonesia itu secara hukum itu adalah kewenangan Kementerian Lingkungan Hidup melalu BKSDA (Balai Besar Konservasi Sumber Daya Alam), bukan Pemerintah Kota. (3) Pemkot Bandung sudah banyak berupaya dalam batas hukum yang dimiliki: sudah berkirim surat komplain sejak tahun lalu ke kementrian lingkungan hidup untuk bertindak tegas terhadap isu ini. Karena tahun lalu ada gajah mati tidak terurus. (4) Pemkot sdh mengirim surat teguran ke yayasan kebun binatang untuk memperbaiki situasi yg mempermalukan nama baik kota Bandung. Termasuk menawarkan mencarikan investor baru jika memang pengelola*

*Kebun Binatang kesulitan keuangan. Namun secara hukum upaya-upaya kami tidak bisa lebih dari itu. Andai secara hukum, kewenangan ijin/pengelolaan ada pemkot mah, udah dari kapan2 kami beresin masalahnya. Hatur Nuhun."* He also provides the English version; "For those of you who are concerned about Bandung Zoo, this is the situation: (1) Bandung Zoo is the privately managed zoo, not owned or managed by Bandung Government. (2) All zoos in Indonesia are by regulation administered by Ministry of Environment, not City Government. (3) Bandung Government within limited legal capacity since last year has sent the letter of complaint to Ministry of Environment to take tougher action about this issue. (4) Bandung Government also sends the letter of disappointment to Bandung zoo management since last year and asks them to fix this problem. To be fair, your petition and concern should be sent to the right institution which is Ministry of Environment. Thank you.). It can be seen from the status; he even makes an English version of it that proves the complaints are not only coming from the local citizen, but also from the foreigners.

That status then is followed by another status two days later (again, along with its English translation). It says, *"Sesuai kewenangan hukumnya, Menteri Lingkungan Hidup dan Kehutanan akan mengambil sikap dan keputusan terkait situasi Kebun Binatang Bandung awal minggu depan. Mari hormati proses dan kesimpulannya. Hatur Nuhun."* The English translation is, "The minister of environment and forestry of Indonesia, within its legal capacity, will review and give the decision concerning Bandung Zoo situation early next week. Let us wait and respect the due process and conclusion. Thank you."

By giving those two statuses, he uses topoi, a negative attribution about the case. He has stated everything based on the fact that the zoo is not owned or managed by the Bandung government. He excludes himself from the case to avoid the negative justification from the people. The second status confirms this action by showing that it is the Minister of Environment of Forestry of Indonesia that will take some actions concerning this matter.

Perspectivation, framing or discourse representation strategy is a strategy where the data is taken based on the devices that appear in the sentences of the status update. The devices are reporting, description, narration or quotation of discriminatory events and utterances, the juxtaposition of language, and musical form. All the devices then form the perspectivation strategy. It can be seen in the *Subuh berjamaah* program.

The program is firstly initiated on December 12th, 2016, which is also the moment where the Mayor has a long march with the Chief of the Indonesian Police Force (Kapolri), *Muspida Provinsi Jawa Barat* (West Java's Regional Leaders), and the *Ulama* (Head of Islamic Religion) to pray for a peaceful Indonesia. It is then followed up by his status on January 16th, 2016 about launch the Subuh praying time in the group at the mosque program which is started on Sunday, January 22nd, 2016. After that, he makes one or two statuses each Saturday and Monday about the program.

*Subuh berjamaah* (Subuh prayer at the mosque) is one of his program which is made to accommodate the Muslim people's wish. The people want him to make a program that can build the spiritual strength and relationship. The program is scheduled once in every Sunday. He focuses the program for the youngsters. There are 13 statuses during the December-February period which generally about reminding the youth to go to the mosque and have a Subuh prayer together. He also uses jokes, memes, and pictures to support his statuses. Along with those statuses, he also makes some other statuses that have relation to his concern of the religious matter, such as the *Maghrib Mengaji* (Maghrib Quran Recital) program, uploaded some videos from the ulama, and reporting his visitation to the ulama's place. He repeatedly and punctually posts the status about the program in order to deliver his message about the Subuh prayer. In some statuses, he also mentions the Christian youths not to forget to go to the church on Monday morning. This way, he wants to protect the youth (especially in Bandung) from the wrongdoings.

This strategy is the most related to the status update on Facebook. The public figure constantly reports his activities through some genres of writing, namely description, narration, or quotation of relevant events that he involves. This program also uses the intensification strategy which intensifies his status and uses its illocutionary force to persuade the people, especially the youth to go to his program. He modifies the available condition (Mosques always hold the Subuh prayer) and makes a new gig by involving the youngsters and makes it an official program. He always posts a status on Saturday concerning this matter that means he is serious about it. In all of these statuses, there is always the illocutionary force ("*... Jangan lupa...besok Minggu subuh, kita latihan subuh berjamaah di masjid terdekat...* /Don't forget...Subuh time tomorrow, we practice our Subuh pray together in the nearest mosque..."). He also addresses the Christians (by also using the illocutionary force) not forget to go to the church.

# CONCLUSIONS

Several strategies are used in each status update since the writer uses two sets of strategies; therefore there are minimum two strategies for each status update. Wodak and Meyer's strategies (2001) are used to mediate the discourse area. All of their strategies are used, namely (1) the referential/nomination; (2) the predication; (3) the argumentation; (4) the perspectivation; and (5) the intensification strategies. Another strategy used is a combination of the referential/nomination and the intensification strategies and thus is called the referential-intensification strategy.

In settling a conflict, he places himself as a person outside the conflicted parties. And if it concerns his duty as a Mayor, he will use all his power (and makes the conflicted parties know about it) to settle it. He will also ask the other related parties under his command to support his actions. Thus, he is using the referential/nomination strategy to make the readers of his statuses know who is in charge and in which position he always stands.

In responding the negative comments from the citizen, he uses the predication strategy which makes the people evaluate his track record by using the data provided. He labels himself (also by the help of the media and the results of his work) to shape the people's opinions. If the negative comments are not in their place (wrongfully accused), he places himself as the one who is giving an explanation about it and uses topoi to exclude himself from the problems accused. Thus, the justification of the people can turn positive, and they will leave the negative attributions.

In introducing a new program, especially one which involves a lot of members of a particular group, he will use the perspectivation and intensification strategies in order to make his program works. He will post a lot of statuses concerning that matter and use their illocutionary force to deliver the messages in those statuses.

There are some certain aspects that affect the readers of the status update. The effect can be seen from the number of the fans that has contributed by giving the thumb, love, laugh, writing the comment, and share the status. The number of the fans giving reactions, comments, and shares is a good indicator to measure how success his discursive strategy. The implementation of the discursive strategy, whether he realizes it or not is somehow become a key part in gaining the fans attentions and later on, contributions.

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