

## **Critical Discourse Analysis of Positive Narratives About Prabowo Subianto in YouTube Video of Helmy Yahya Berbicara**

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**Abstract.** *This study analyzes Helmy Yahya's video entitled "Learning from Prabowo's Victory" using Van Dijk's discourse analysis approach, which involves macrostructures, superstructures, and microstructures. The purpose of this research is to understand how Helmy Yahya builds a positive narrative about Prabowo Subianto and how the discourse affects public perception. The results of the study show that Helmy Yahya effectively utilizes the macro structure to set a big theme in the form of a positive image of Prabowo as an ideal leader. The superstructure is used to compose a narrative logically and systematically, starting with an introduction to the political context, a detailed discussion of Prabowo's advantages, to a conclusion that strengthens the image. Microstructure, through the use of persuasive language and positive terms, serves to strengthen the narrative and influence the opinion of the audience. The discourse built in this video has the potential to affect public perception, especially among voters who are still hesitant or uninformed. By highlighting Prabowo's strengths and using an effective rhetorical strategy, Helmy Yahya succeeded in forming public opinion that is more supportive of Prabowo as a candidate for Indonesia's leader.*

**Keywords:** *Elections, Discourse Analysis, YouTube*

### **I. INTRODUCTION**

The 2024 Presidential Election on February 14 became an important event in Indonesia's politics, attracting media attention and becoming the main focus of the country's political conversation. As an important milestone in the journey of democracy, elections provide an opportunity for the public to determine their leaders through established mechanisms. However, before all the people's votes were counted and the official results were announced, the political stage was filled with fierce debate and high tension.

The media, both conventional and digital-based, plays an important role in shaping the post-election narrative from various perspectives. Various media explored thoughts, analysis, and responses from various parties related to the election results. In this digital era, social media platforms such as YouTube have become one of the main channels to disseminate information and views about the election process. In Indonesia, with the high number of YouTube users, this platform has become the main source of information and opinions related to elections. Through channels such as "Helmy Yahya Berbicara" and others, users can access various opinions and analysis on the latest elections, as well as hear the views of various circles.

However, in the midst of the freedom of expression made possible by digital platforms, there are also challenges related to the dissemination of invalid or tendentious information. Therefore, it is important for YouTube users and other media to verify the source of information before fully

believing it. In addition, the role of YouTubers and content creators in shaping public opinion also needs to be considered. They have a significant influence on their viewers, and as such, are responsible for the information they convey. As a democratic platform, YouTube allows for a wide range of voices and perspectives to be heard, but it also places the onus on each individual to choose wisely which information they consume and believe.

YouTube is an online video-sharing platform that allows users to upload, watch, and interact with a variety of video content. Launched in 2005, YouTube has become one of the most popular websites in the world with billions of active users every month. (Helianthusonfri, 2016) Its influence is immense in various aspects of modern life. YouTube has a significant impact in the fields of entertainment, education, and information. Content such as music, movies, tutorials, and vlogs has changed the way people consume content in this digital age. In addition, YouTube is also a platform for individuals and brands to express themselves, build personal brands, and influence public opinion.

YouTube, as one of the largest social media platforms in the world, has permeated various political, social, and economic aspects. YouTube's role in political communication has become increasingly significant with the emergence of political communicators who effectively use it to spread political messages and influence public opinion. (Arofah, 2015)

In Indonesia, YouTube also has a big impact on politics and society. Based on data from [katadata.co.id](http://katadata.co.id) in 2019, YouTube became the most accessed social media by 150 million Indonesia population. This shows the importance of the platform in disseminating information, shaping opinions, and influencing people's views on various political and social issues. YouTube's influence in politics is not just limited to presidential elections or general elections. Many politicians, political parties, and activists use these platforms to convey their political messages, organize campaigns, and mobilize the masses. In fact, YouTube has also become a forum for citizens to criticize and monitor government performance, providing space for a more open and inclusive public discussion.

However, while YouTube provides a democratic platform for disseminating information and participating in the political process, it is also important to be aware of the challenges and risks. The dissemination of invalid information, the formation of tendentious opinions, and misuse by irresponsible parties are some of the problems that need to be addressed. Of the many *content creators* who contribute their work on the YouTube platform, Helmy Yahya is one of the *public figures* who plays an active role in voicing their opinions and views related to politics and elections. Helmy Yahya is a media and business figure in Indonesia.

In a video on Helmy Yahya's YouTube channel Talking published on March 20, 2024, titled "Belajar Dari Kemenangan Prabowo," Helmy Yahya along with Nusron Wahid in the video discussed current events in connection with the 2024 election in Indonesia. In the content, they provide a positive narrative about presidential candidate Prabowo Subianto, highlighting various aspects that can lead the public to consider him worthy of winning. The framing carried out by Helmy Yahya has an important role in helping the audience understand and interpret the information conveyed in the

content.

Helmy Yahya's persistence in building a positive narrative about Prabowo Subianto in the video "Belajar Dari Kemenangan Prabowo," can be seen as a political communication strategy rooted in agenda setting and framing. Through his discourse, Helmy Yahya not only conveyed information, but also formed the public's view of Prabowo as a figure who deserves to lead. This persistence can be seen in various aspects of the narrative conveyed, such as the selection of topics that focus on Prabowo's achievements and advantages, as well as the delivery of opinions that tend to build a positive image. This phenomenon can also be interpreted as an effort to control public perception through the media, where Helmy Yahya uses his platform to compile a narrative that is in line with certain political views.

The purpose of this study is to analyze how Helmy Yahya uses the discourse in his video to build a positive image of Prabowo Subianto as a presidential candidate in the 2024 election. Based on these objectives, there are two problems that can be formulated, namely 1.) How does Helmy Yahya use macrostructures, superstructures, and microstructures in his videos to build a positive narrative about Prabowo Subianto? 2.) How does the discourse built by Helmy Yahya in his video affect the public perception of Prabowo Subianto?

The benefit of this research is that this research is expected to enrich the literature on critical discourse analysis, especially those using the van Dijk model, in the political context in Indonesia. This research will also provide insights into how the media and public figures can influence public opinion through discourse. This research will also provide an understanding to the public about how discourse in the media can shape political perceptions and opinions, so that they can become more critical and aware of discourse manipulation media consumers.

There is research relevant to the topic of discourse analysis and the use of discourse in politics, which can support the discussion of how Helmy Yahya builds a positive narrative about Prabowo. First, research by (Mustika, 2020) with the title *Critical Discourse Analysis on Political News in Indonesia's Mass Media*. The study shows that mass media often use macro and micro structures to frame certain politicians in a way that benefits them. The use of certain words, sentence structure, and theme selection in news can significantly affect the public's perception of political figures. Second, research by (Anggraini, 2019) with the title *Framing Media in Building a Political Image: A Case Study of the 2019 Election in Indonesia*. This research discusses how the media frames political images through language and narrative choices. This study found that media framing is very effective in building or tearing down the political image of certain figures, especially during election campaigns. By analyzing news about candidates, this study shows that persistent discourse analysis can guide public opinion.

Third, research by (Lestari, 2021) with the title *Critical Discourse Analysis to Understand Political Narratives on Social Media During the 2020 Elections*. The results of the study show that social media platforms are often used to spread narratives that favor certain political figures, using a

well-organized discourse structure to influence the audience. The study found that discourse on social media, as in YouTube videos, can be used to mobilize political support effectively. These articles show that critical discourse analysis can reveal how the media and influential individuals, such as Helmy Yahya, frame politicians to influence public opinion. They highlight the importance of macro, superstructure, and micro structures in shaping political narratives that can influence election outcomes.

In the context of discourse analysis, this persistence can be attributed to the concept of symbolic power, where Helmy Yahya as a public figure and content creator uses his influence to frame political discourse in a way that benefits one of the candidates. This persistent and consistent narrative shows how the media can play an important role in shaping public opinion, especially in the context of highly competitive elections like Indonesia.

Language always forms a discourse, both oral and written, that aims to convey the message that wants to be expressed (Mujianto, 2018). Discourse is a complex element of language and has an intact meaning (Windiatmoko, 2016). As a complete form of language, discourse can be understood in its entirety through in-depth exploration (Musaffak, 2015). Discourse is higher in level than clauses and sentences, and has good continuity (Oktiaputri, Wacana dan Bahasa, 2023).

Critical discourse analysis is a field of study used to study social phenomena that occur in society. The study looks not only at the use of sentences, but also at speech functions and more complex message structures (Triana, 2022). This analysis is very useful for uncovering the motives and motives behind a discourse (Silaswati, 2016). In other words, critical discourse analysis is a form of social analysis of the relationship between discourse and social life (Fairclough, 2018).

Discourse analysis is an approach in the study of communication and language that examines the ways in which language is used in social, political, and cultural contexts. Teun A. Van Dijk's model of discourse analysis specifically emphasizes the relationship between discourse, power, and ideology. In this context, discourse is not only understood as a collection of words and sentences, but also as a tool of power that can shape society's perspective on social and political reality (Van Dijk, 2008).

Discourse analysis, according to Van Dijk, is a systematic approach to understanding how texts, conversations, or discourses are formed and utilized in communication, especially in social and political contexts. Van Dijk focuses on three main interrelated components: macrostructures, superstructures, and microstructures. These three components help us to elaborate and understand how a discourse not only conveys a message, but also shapes and influences the perception of the audience. In the context of Helmy Yahya teng Prabowo Subianto's video, these three components can be identified and analyzed to understand the narrative conveyed.

## **6. Macro Structure**

Macro structure in discourse analysis refers to the main theme or topic discussed in a text

or conversation. This is the core or big idea that underlies the entire discourse. In Helmy Yahya's video, the macro structure can be identified as a positive narrative about Prabowo Subianto. This big theme centers on the portrayal of Prabowo as a competent, experienced, and worthy leader to lead Indonesia. The macro structure serves as the foundation of the entire message you want to convey in the video.

In this context, the big theme or main topic of the video focuses on Prabowo's strengths and achievements. This narrative not only conveys information about Prabowo, but also actively shapes the audience's perception that Prabowo is the right choice to lead the country. This macro structure includes various elements, such as Prabowo's military experience, his dedication to the country, and the vision and mission offered for Indonesia's future. All of these elements combine to create a strong and overarching narrative about Prabowo.

## **7. Superstructure**

Superstructure refers to how discourse is structured or organized. This includes the organization of the text, such as introduction, main content development, and conclusion. Superstructure also includes how arguments or messages are structured to achieve a certain effect on the audience. In Helmy Yahya's video, the superstructure can be seen from the way the narrative is built gradually and logically. The video begins with an introduction that provides the current political context, introduces Prabowo as a key subject, and prepares the audience to receive a more in-depth message.

After the introduction, the video continued with a detailed discussion of Prabowo's various achievements and positive characteristics. In this section, Helmy Yahya discusses various aspects of Prabowo that are considered important to highlight, such as Prabowo's dedication to the country, his vast military experience, and his vision and mission for Indonesia. This discussion is structured systematically, with each point presented in sequence and mutually reinforcing each other.

The video's superstructure then ends with a strong conclusion, where Helmy Yahya re-emphasizes the main points that have been discussed earlier. This conclusion is designed to reinforce Prabowo's positive image in the minds of the audience, leaving a deep impression that Prabowo is the right choice for Indonesia's future. As such, the video superstructure is designed to guide the audience through logical and persuasive arguments, ensuring that the message conveyed is well received and leaves the desired impact.

## **8. Microstructure**

Microstructure in discourse analysis includes linguistic aspects or small details in the text, such as word choice, sentence usage, language style, and rhetorical strategy. Microstructures



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are elements that form the meaning of a discourse and affect how the audience understands and responds to the message conveyed.

In Helmy Yahya's video, the microstructure can be seen in the use of words and phrases that were deliberately chosen to build Prabowo's positive image. For example, Helmy Yahya uses terms such as "dedication", "courage", "experience", and "vision" to emphasize the characteristics expected of a leader. These words were carefully chosen to convey to the general that Prabowo is a strong, competent, and visionary leader.

In addition, the language style used in this video tends to be persuasive and emotional. Helmy Yahya may use metaphors or strong naalology to portray Prabowo on a positive side. For example, Prabowo may be portrayed as a "fighter", or "hero", who has a positive connotation and evokes respect among the audience. The use of this kind of rhetoric is very effective in shaping public opinion and influencing the audience's perception of Prabowo.



**Figure 1.** Serious gestures from Nusron Wahid and Helmy Yahya during the discussion  
(Source: YouTube video of Helmy Yahya Berbicara)

Microstructure also includes the use of firm and confident voice intonation that can add weight to the arguments presented, while serious or confident facial expressions can add to the impression that Prabowo is a trustworthy figure.

The three components described above, namely macrostructures, superstructures, and microstructures, are interconnected and work together to build a strong positive narrative about Prabowo Subianto. The macro structure establishes the big theme or main topic of the discourse, which in this case is a positive narrative about Prabowo. The superstructure governs how these themes are conveyed logically and systematically to the audience, ensuring that the message is structured in an effective and persuasive manner. Meanwhile, microstructure involves the use of carefully selected small details to reinforce the message and shape the audience's perception.

By combining these three components, Van Dijk's discourse analysis allows us to see how the persistent positive narrative against Prabowo in Helmy Yahya's video is not only an individual expression, but also part of a larger power play in influencing people's political perceptions. This

discourse is designed to shape public opinion, lead audiences to see Prabowo as the right choice, and ultimately influence the outcome of elections and the democratic process in Indonesia.

This analysis also shows that political discourse is never neutral, there is always a certain purpose behind the discourse that is drafted and conveyed. In the case of Helmy Yahya's video, the goal is clearly to promote Prabowo Subianto as a viable leader candidate and to influence the audience's view of him in a positive way.

## **II. METHODS**

This study uses a qualitative approach with the *Critical Discourse Analysis (CDA) method*. This approach was chosen because it is appropriate to explore and understand how discourse is formed, conveyed, and affects public opinion, especially in the context of politics. This research is descriptive analytical, which aims to describe discourse phenomena and analyze them in depth. By analyzing the video "Belajar Dari Kemenangan Prabowo" published by Helmy Yahya on his YouTube channel, this study will explore how discourse elements are used to build a positive image of Prabowo Subianto.

The main source of data in this study is a video entitled "Belajar Dari Kemenangan Prabowo" which was published on March 20, 2024 on Helmy Yahya Berbicara's YouTube channel. Additional data may include articles, comments, or other content related to the video to provide broader context. The data collection technique is carried out by observing and recording the content in detail, including the choice of words, narrative, and video structure. Documenting and transcribing videos for text analysis purposes is also carried out, as well as collecting articles, journals, or other writings relevant to the research topic to support the analysis.

The data analysis was carried out using the critical discourse analysis model of Teun A. van Dijk, which includes three main components:

17. Macro Structure Analysis, identifying the main theme or topic in the discourse delivered by Helmy Yahya about Prabowo Subianto
18. Superstructure Analysis, analyzes the organization and structure of the text, including how narratives are constructed, sorted, and delivered in video.
19. Microstructure analysis, analyzing word choices, language styles, and rhetorical strategies used to form Prabowo's positive image. This includes linguistic analysis of the text transcribed from the video.

## **III. FINDINGS AND DISCUSSION**

Based on an in-depth analysis of the video titled "Belajar Dari Kemenangan Prabowo", which was published on Helmy Yahya Berbicara's YouTube channel, there are a number of relevant findings to discuss in the context of how political narratives are constructed and how they affect public opinion and its implications for the democratic process in Indonesia. This research highlights several key

points that include the complexity and diversity in support for Prabowo Subianto, the positive framing carried out by Helmy Yahya, the influence of video on public opinion, and its implications for democracy.

### **1. Complexity and Diversity (minute 7:41)**

At minute 7:41, Helmy Yahya discussed specifically the complexity and diversity that emerged in the context of political support for Prabowo Subianto. Helmy underlined that support for Prabowo comes from different walks of life, which includes groups that may not have previously been considered his traditional supporters.

1. Macro Structure Analysis, at this macro level, Helmy tries to build a narrative that Prabowo is a figure who is able to unite various different groups of society, regardless of the social, economic, or ideological background that exists between them. The big theme that is to be conveyed through this narrative is that Prabowo is an inclusive figure and has the capacity to bridge the differences that exist in Indonesia's very diverse society. By emphasizing this diversity of support, Helmy seeks to portray Prabowo as a leader who is not only accepted by one particular group but by all levels of society, which indirectly affirms Prabowo's capabilities in dealing with social complexity in Indonesia.
2. Superstructure Analysis, in terms of superstructure, Helmy Yahya intelligently placed the discussion of this complexity and diversity at the beginning of the video. This strategy aims to reinforce the idea that Prabowo is a leader who has a wide appeal and is able to embrace various levels of society. By highlighting the diversity of support at the beginning of the video, Helmy Yahya tries to frame the audience's perception that this diversity is tangible evidence of Prabowo's strong and inclusive leadership. It also gives the impression that support for Prabowo is a widespread phenomenon and rooted in various community groups.
3. At the microstructure level, the use of words such as "different walks of life" and "diversity" in this narrative is designed to emphasize the breadth of Prabowo's appeal among voters. These words were strategically chosen to build a positive image that strengthens the argument that Prabowo is the right choice to lead Indonesia, a complex and pluralistic country. The language style used here also tends to be persuasive, with the aim of influencing the audience to see Prabowo as a leader who is able to present unity in the midst of diversity.

### **4. Positive Framing Against Prabowo (minute 15:21)**

At the minute 15:21, Helmy Yahya began to focus his narrative on Prabowo Subianto's various achievements and personal strengths. In this section, Helmy frames Prabowo's various achievements and personal characteristics in a very positive perspective, creating the impression that Prabowo is an ideal leader figure and worthy of being chosen.

1. Macro Structure Analysis, the main theme built in this section is Prabowo's personal



superiority as an experienced and competent leader. Helmy consistently highlighted various positive aspects of Prabowo, such as the dedication shown during his career, his courage in facing challenges, and his extensive experience in the military and political fields. All of these elements are used to reinforce the narrative that Prabowo is the right leader to lead Indonesia forward. At the macro level, framing aims to create an ideal image of a leader with a strong character and high competence.

2. Superstructure analysis, structurally, Helmy structured his arguments in a systematic way, starting from mentioning the achievements that have been achieved by Prabowo, then continuing by explaining the positive impact caused by Prabowo's leadership. This arrangement ensures that the audience gets the impression that Prabowo is not just an ordinary candidate, but a worthy and accomplished leader. By placing this discussion in the middle of the video, Helmy seeks to reinforce Prabowo's positive image after the audience is first introduced to the complexity and diversity of support he receives.
3. In this segment, Helmy uses terms such as "dedication", "courage", and "experience" which are loaded with positive connotations and emphasize the characteristics expected of a national leader. The language style used tends to be persuasive, with the aim of creating trust and admiration for Prabowo in the minds of the audience. The use of rhetoric like this is very effective in shaping a more positive public opinion towards Prabowo, especially among those who are still in doubt or have not decided on their choice.

#### 4. **The Influence of YouTube Videos on Public Opinion**

These videos have significant potential to influence public opinion, especially among audiences who don't have a strong view yet or who are looking for more information about their potential leaders. The narrative conveyed through this video has the potential to shape a positive public perception of Prabowo Subianto.



**Figure 2.** Comments from the audience below Helmy Yahya's YouTube video  
(Source: Helmy Yahya Talking Youtube Video)

1. Influence on Macro Structure, overall, the main theme of this video is to promote Prabowo as the ideal leader for Indonesia. Audiences exposed to this discourse will probably be inclined to adopt the view that Prabowo is a good choice for the country's future, especially if they are influenced by the arguments and rhetoric presented. Themes such as inclusivity, personal excellence, and political stability raised in this video can influence how audiences view Prabowo in the context of the election.
2. The influence on microstructure, the choice of positive and persuasive words and language style in this video can directly affect how the audience views Prabowo. If these messages are received without further criticism or consideration, it could trigger an increase in support for Prabowo, especially among voters who are still hesitant or lack in-depth information about other candidates. The communication style used in this video also aims to create an emotional connection with the audience. Which can affect voter preferences indirectly
3. **Implications for the Democratic Process (minute 21:52)**  
At 21:52, Helmy Yahya discusses the potential impact of Prabowo's victory on the future of democracy in Indonesia. In this discussion, Helmy described Prabowo's victory as an opportunity to strengthen democratic institutions and political stability in Indonesia.
  1. Macro Structure Analysis, the theme raised in this segment is the stability and progress of democracy that can be achieved through Prabowo's leadership. Helmy framed Prabowo as a figure who could bring stability and progress to Indonesia's democracy, a narrative that implicitly suggests that choosing Prabowo is the right move for the country's democratic future. This theme also contains the message that Prabowo has the ability to maintain and strengthen existing democratic institutions.
  2. Superstructure analysis, this section is placed towards the end of the video, serves as a strong closing point to leave a deep positive impression on the audience. By associating Prabowo's victory with a bright future for democracy, Helmy strengthens the narrative that Prabowo is the best choice for the country. The placement of this segment as a closing also aims to ensure that positive messages about Prabowo are firmly embedded in the audience's memory after watching this video
  3. Microstructure Analysis, at the micro level, the use of terms such as "stability", "progress", and "democracy" is carefully chosen to emphasize the benefits that will be obtained if Prabowo is elected president. The use of these terms aims to create a sense of security and optimism among the audience, which can ultimately influence voters' preferences in elections. The style of language used here reflects an attempt to convince the audience that Prabowo is a reliable choice for a better future for Indonesia.

#### **IV. CONCLUSIONS**

Based on Van Dijk's discourse analysis of Helmy Yahya's video entitled "Learning From Prabowo's Victory," it can be concluded that Helmy Yahya effectively uses macro structures, superstructures, and microstructures to build a positive narrative about Prabowo Subianto. Through these three components, Helmy Yahya managed to compile a discourse that not only promoted Prabowo as a worthy and competent leader, but also significantly influenced public perception.

Helmy Yahya uses the macro structure to form the big theme of his discourse, namely the portrayal of Prabowo as an ideal leader. This theme is the foundation of all the arguments and discussions in the video. The focus on Prabowo's strengths and achievements serves to convince the audience that Prabowo is the right choice to lead Indonesia. The superstructure used by Helmy Yahya to compose a narrative logically and systematically. By compiling a video ranging from an introduction to the political context, a detailed discussion of Prabowo's advantages, to a strong conclusion, Helmy ensured that the message conveyed could be well received by the audience. This structure helps reinforce the main message and guide the audience to understand and accept the arguments being conveyed.

The microstructure itself includes small details in the choice of words, language style, and rhetorical strategy used by Helmy Yahya. The use of positive terms, persuasive language style, and effective rhetoric all work to build Prabowo's image as a strong and competent leader. These elements play an important role in shaping the audience's perception of Prabowo. Combining these three components systematically and effectively, Helmy Yahya managed to form a strong positive narrative about Prabowo. Macrostructures set the main themes that promote Prabowo, superstructures ensure narratives are logically structured and easy to follow, while microstructures reinforce messages through supportive word choices and language styles.

The discourse built by Helmy Yahya in the video has the potential to greatly influence public perception of Prabowo, and using a persuasive rhetorical strategy, Helmy Yahya is able to form public opinion that is more supportive of Prabowo. Audiences exposed to this discourse may be more likely to see Prabowo as a worthy leader and capable of leading Indonesia. Overall, this analysis shows that Helmy Yahya is not only conveying information, but also actively shaping and influencing public opinion through the use of structured and strategic discourse. These results show how political discourse can be used for certain purposes, namely building a positive image and influencing political outcomes in society.

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