
POLITICAL COMPETITION IN RIAU: A REVIEW OF CRITICAL DISCOURSE ANALYSIS

**Rizki Erdayani^{1*}, Syed Agung Afandi², Muslim Afandi³, Hijratul Aswad⁴,
Nail Hidayat Afandi⁵**

^{1,2,3,4} Universitas Islam Negeri Sultan Syarif Kasim Riau

⁵ Universitas Negeri Malang

* Email: rizkierdayani@uin-suska.ac.id

Abstract

This study intends to discover the bias of Riau Pos in order to influence the actor's reputation in the nomination for Governor of Riau for 2024–2029. Through the lens of Fairclough's text, discourse practice, and sociocultural practice, partisanship in the construction of reputation in news in the mass media is analyzed. The research data was gathered using a literature review and the listening technique. Fairclough's paradigm of critical discourse analysis was used to analyze the research data utilizing a comparable methodology. This study demonstrates that local political actors, such as Syamsuar, Edy Natar Nasution, Syamsurizal, Alfedri, Muhammad Adil, Abdul Wahid, and Achmad, have been influenced by the news in the Riau Pos concerning the 2024 Riau Governor election. Syamsuar, who is the Governor of Riau as well as the Chairman of the Regional Leadership Council Golkar Riau, appears to be a prominent figure in the published news. In addition to this, the media narrative has also contributed to Syamsuar's political image.

Keywords: *Critical Discourse Analysis, Political, Elections, Riau*

Abstrak

Penelitian ini bertujuan menganalisis keberpihakan Riau Pos sehingga membentuk reputasi aktor dalam pencalonan Gubernur Riau priode 2024 – 2029. Keberpihakan dalam pembentukan reputasi pada berita di media massa dilihat melalui dimensi Fairclough, yakni teks, discourse practice, dan sociocultural practice. Data penelitian ini dijaring melalui studi pustaka dan metode simak. Data penelitian ini dianalisis menggunakan metode padan melalui analisis wacana kritis model Fairclough. Penelitian ini menunjukkan bahwa pemberitaan di Riau Pos terkait pemilihan umum Gubernur Riau 2024 telah memunculkan aktor-aktor politik lokal yang meliputi Syamsuar, Edy Natar Nasution, Syamsurizal, Alfedri, Muhammad Adil, Abdul Wahid, dan Achmad. Dari pemberitaan yang telah diterbitkan, Syamsuar yang merupakan Gubernur Riau sekaligus Ketua Dewan Pimpinan Daerah (DPD) Golkar Riau muncul sebagai nama yang mendominasi pemberitaan. Selain itu narasi yang dibangun media ini turut menggiring citra politik Syamsuar.

Kata kunci: *Analisis Wacana Kritis, Politik, Pemilu, Riau*

INTRODUCTION

A democratic country is a country that carries out periodic elections, both at the national and local levels (Solihah 2018; Zuhro 2019). The democratization process in Indonesia has entered a new phase. Regional head elections that are conducted directly, both at the provincial and district/city levels gain constitutional legitimacy through the second amendment to the 1945 Constitution (Afandi, Afandi, and Erdayani 2022). Previously, the election of Regional Heads was carried out by representative institutions which were then judged to be less representative of the people's aspirations, weak accountability, and weak transparency so it was difficult to realize good governance (Rafi et al. 2020).

The election process is a picture of the implementation of a country's democracy. From a constitutional perspective, the election of the president, legislature, to regional heads is one way to measure the quality of democracy (Afandi & Afandi, 2018; Dedi, 2019). The direct election of regional heads is part of the ideals of reform (Suryana 2020). As an arena for political contestation at the local level, direct regional head elections are expected to be held in an accessible, accountable, effective, efficient, and transparent manner, to truly give birth to the legitimacy of power in favor of the interests of the wider community (Afandi, Afandi, Erdayani, et al. 2022).

Mass media is one of the important instruments that can massively disseminate information to the wider community so that it influences public views to determine attitudes as feedback from the information received (Habibie 2018). The mass media greatly determines the public's perception of the reputation of the participants in political contestation (Prilani and Hutomo 2020). The mass media can highlight frames that can increase or decrease the electability of participants in political contestation.

The mass media has power over public knowledge through the framing of the news that is raised (Khatimah 2018). News in the mass media becomes the main reference for society in forming opinions so that communication that is in nature strengthens relations with the mass media and is one of the keys to success in political contestation (Fermana 2021). The mass media must be seen as partners in disseminating all programs and achievements to the wider community so that they can build a good political image.

A media, regardless of just for a moment's political interest or running a business, has a certain ideology that is reflected in the focus of the news, the layout, and the use of language. This characteristic shows the direction and purpose of establishing a media (Intyaswati 2021).

In general, mass media reporting always makes the audience interested in reading the information presented (Manik and Suharno 2019). Some of the basic media in publishing information, for example, concern the emotional relationship of the audience with the content of the published news, proximity factors, and so on (Indrawan, Efriza, and Ilmar 2020).

Riau Pos is the first and largest local mass media in Riau Province (Hadi and Rahayu 2021). The media, which is part of the Jawa Pos Group, has become a reference for the people of Riau to get information about politics, economics, and other social issues (Riauan et al. 2020). Despite declaring it as an independent and objective media, the public always gets various information from the same event because of the media's ability to select certain issues and highlight selected aspects of an event. The election of the Governor of Riau, which will take place in the next two years, will certainly not escape the coverage of the local mass media in Riau, including Riau Pos. Several names have adorned this mass media with various reporting styles. This will certainly affect the opinions and political choices of the Riau people in the upcoming Riau Governor election.

LITERATURE REVIEW

The paradigm of Critical Discourse Analysis (CDA) in linguistics regards discourse as a complicated matter. This demonstrates that what CDA sees in a dialogue is not simply words organized structurally. Nonetheless, the complexity of discourse results from the existence of social relationships in society that are interrelated (Erdayani 2019). According to Critical Discourse Analysis, language games organised in a discourse are not simple entities that can be characterized on their own; rather, a discourse can only be fully comprehended if the instruments associated to discourse are likewise investigated and analyzed.

Critical Discourse Analysis (CDA) employs critical language analysis to study socio-political dominance in discourse in which it is assumed that there are numerous issues with social transformation, misuse of power, ideological suppression, and social injustice (Eriyanto 2001). Groups with strategic access to particular media are able to inject their ideology into the prevalent discourse of society.

CDA Fairclough's core premise is to uncover the ideology and power that operate beneath the discourse. Power and discourse are distinct instances in dialectical language. Nonetheless, these two factors can impact one another. Certain types of power can emerge as a result of the existence of discourse, and conversely, discourse can affect the formation of certain forms of power.

Fairclough proposes three data analysis frameworks in his research model that can be utilized to analyze the relationship between discourse and social situations. Fairclough (2013) identifies three analytical frameworks: 1) text description via linguistic analysis; 2) interpretation of the relationship between the text and the process of producing and consuming the text; and 3) explanation of the relationship between discourse and broader social context or social practice.

RESEARCH METHODS

The approach used in this study is critical discourse analysis (Darma 2013), to explain a text that will be or is being studied by a person or dominant group whose tendencies have a specific purpose. The object of this research study is news discourse. The data used is news discourse related to the nomination of the Governor of Riau 2024 in the Riau Pos mass media. The basic technique of this research is the tapping technique (Sudaryanto 1993), for collecting data from mass media sources in the form of news texts that are selected as data. Furthermore, the researcher listened to the discourse of the news text without engaging in dialogue. The social change model analysis method is used to focus on language.

Language is used as a form of representation in seeing reality so that language is observed in macro linguistics which cannot be separated from its context which implies a reciprocal relationship between discourse and social structure. Fairclough (2013) divides discourse analysis into three dimensions, namely text, discourse practice, and sociocultural practice. The text is used as a form of representation that contains a certain ideology so that the text is disassembled linguistically to see how reality is displayed or shaped in a text that carries a certain ideology. Discourse practice is a dimension related to the production and consumption of texts. Socio-cultural practice is a dimension that relates to contexts outside the text, such as the context of the situation. Context related to society, or culture, and certain politics that affect the presence of the text.

RESULTS AND DISCUSSION

Representation of the Discourse for the Nomination of Governor of Riau 2024

Riau Pos news headlines related to the election of the Governor of Riau in 2024, among others, "Pengurus PAN Riau Resmi Dilantik Zulhas". This news, published on October 25, 2021, informs about the inauguration of the Regional Leadership Council board of the Riau PAN Party for the 2020-2025 term. The inauguration process was attended by the General

Chairperson of the Central Executive Board of the PAN Party, Zulkifli Hasan along with Secretary-General Eddy Soeparno, Riau Governor Syamsuar, and Deputy Governor Edy Natar Nasution. Zulkifli Hasan mentioned the support that the PAN Party had given Syamsuar and Edy Natar Nasution in the 2018 Riau Governor Election and the PAN Party may again provide the same support in the upcoming Riau Governor Election. Still, on the same day, this mass media also carried the headline “Lantik DPW PAN Riau, Zulhas Singgung Dukungan ke Syamsuar”, this news contains the same information related to Zulkifli Hasan which alludes to the support that the PAN Party had given to Syamsuar and Edy Natar Nasution in the 2018 Riau gubernatorial election as well as allowing him to provide the same support in the 2024 Riau gubernatorial election.

In addition to bringing up the names of Syamsuar and Edy Natar Nasution in connection with the 2024 Riau Governor Election, Riau Pos also featured other political actors through the headline “Syamsurizal Lirik Kursi Gubernur Riau 2024 Mendatang”. This news, published on October 28, 2021, contains the interest of the Chairman of the Regional Leadership Council of the PPP Party of Riau Province, Syamsurizal, to run for the 2024 Riau Governor election. This was revealed when answering questions from Riau Pos after opening the PPP Party Branch Conference in the Kepulauan Meranti Regency. Syamsurizal stated that he was ready to run in the 2024 Riau gubernatorial election if it was supported by all internal political parties and the wider community.

Political actors who participated in the Riau Pos news related to the nomination for Governor of Riau 2024, namely Alfedri and Muhammad Adil. In the Riau Pos headline on October 3, 2021, “Alfedri dan H Adil "Dijodohkan" Maju Pilgubri 2024”, the chairman of the Riau Province PAN Party who is also the Regent of Siak Regency, Alfedri is juxtaposed with the Regent of Kepulauan Meranti Regency, Muhammad Adil to run as a candidate for Governor and Deputy Governor of Riau in the Governor Election in 2024. The two regional heads did not refuse and tried to stir and hold political discussions ahead of the election stage. Riau Pos also published news related to Muhammad Adil on February 1, 2022, with the headline “Pasca Mundur Sebagai Ketua DPC PKB Meranti M Adil Tidak Keluar dari Kader PKB”. Muhammad Adil has submitted his resignation letter as Chairman of the PKB Party DPC in Kepulauan Meranti and denied this was related to his declaration as a candidate for Governor of Riau 2024.

Previously, information circulated that Abdul Wahid was predicted to be a strong candidate for the Governor of Riau who would be promoted by the PKB party. Responding to Muhammad Adil's political stance, the Riau PKB Party considered the Kepulauan Meranti

Regent's move too hasty and ambitious. The Riau PKB Party will firmly nominate the Chairman of the Riau PKB Party Regional Leadership Council, Abdul Wahid, in the upcoming Riau gubernatorial election. This is as expressed by the Secretary of the Regional Leadership Council of the Riau PKB Party. The Riau PKB Party was disappointed with the decision made by Muhammad Adil and questioned the political ethics of the former member of the Riau Province Regional People's Representative Council. The decision of the Regent of the Kepulauan Meranti Regency to run for Governor of Riau contradicts the policy of the Riau PKB Party which will carry Abdul Wahid to run in the 2024 Riau Governor Election.

Syamsuar and Abdul Wahid are back in the Riau Pos news regarding the 2024 Riau Governor Election, which this time is displayed through the headline "Rumor Syamsuar-Abdul Wahid untuk Pilgub 2024, PKB: Kami Apresiasi". This news, published on April 7, 2021, pairs Riau Governor Syamsuar with Abdul Wahid as Chair of the Riau PKB Party Regional Leadership Council in the 2024 Riau Governor Election. Responding to rumors of Abdul Wahid as Syamsuar's deputy candidate in the upcoming Riau Governor election, the Regional Leadership Council of the Riau PKB Party said it was building political communication with Syamsuar regarding the 2024 Riau Governor Election, but the PKB Party appreciates this option and will conduct a study and see the results of the survey. In another report on January 10, 2021, through a headline "Musyawarah Wilayah (Muswil) PKB Ketua PKB Riau Didorong Maju di Pilgub 2023", Riau Pos contained information on the Chairman of the Regional Leadership Council of the Riau PKB Party, Abdul Wahid who was encouraged by PKB Party cadres to run for the regional head election for the Governor of Riau in 2024. This support was conveyed at the opening of the sixth PKB Party Regional Conference in Pekanbaru City.

Riau Governor Syamsuar is back in the news related to support for running in the upcoming 2024 Riau Governor Election. In a Riau Pos headline on March 22, 2021, "AMPG Riau soal Pemilu 2024, Airlangga Capres dan Syamsuar Cagubri", the Chairperson of the Regional Leadership of the Youth Forces of the Riau Province Golkar Party affirmed his commitment to support Syamsuar in the Riau Governor Election, to the second period in the 2024 Riau gubernatorial election. This support certainly strengthens the position of Riau Governor Syamsuar as a candidate for Governor of Riau in 2024 after previously confirming himself as Chairman of the Golkar Riau Regional Leadership Council and having received open support from various parties, including those from other political parties.

In addition to Syamsuar, the name that also enlivened the news related to the 2024 Riau Governor Election was the Regent of Rokan Hulu Regency for two terms, Achmad. In a

headline, Riau Pos presented “Soal Cagubri 2024, Demokrat Riau Sebut Nama Achmad”. In the report, the Regional Leadership Council of the Riau Demokrat Party has proposed the former Regent of Rokan Hulu Regency for two terms, Achmad, who currently serves as a member of the House of Representatives of the Republic of Indonesia from the Demokrat Party, as a candidate for Governor of Riau which will be carried by the Demokrat Party in the election of Governor of Riau in 2024.

Discourse Practice in the Discourse of Nomination for Governor of Riau 2024

Riau Pos was first published in March 1959 with four pages. The newspaper, which was initially still printing in Jakarta, was published with the permission of the First Level Autonomous Region War Authority of Greater Jakarta. Riau Pos has a trilogy of mottos "Defending the proclamation of August 17, 1945, defending the nation and religion and not partying", but in 1961 this newspaper stopped operating due to various obstacles and then after making a Memorandum of Understanding with the Jawa Pos Group, this newspaper was able to republish on January 17, 1991, with the company's shares held by the Jawa Pos Media Group.

Jawa Pos Group is one of the largest media networks in Indonesia with more than 200 media spread from Sabang to Merauke. Starting from a small newspaper in Surabaya, Jawa Pos has now expanded its business to television, events, and digital media. The following are the mass media business units of the Jawa Pos Group.

Table 1 The Mass Media Business Unit of Jawa Pos Group

Type	Name
Newspaper	Ambon Ekspres, Babel Pos, Bali Express, Balikpapan Pos , Bandung Ekspres, Banten Pos, Banten Raya Post, Batam Pos, Belitong Ekspres, Bengkulu Ekspres, Berau Post, Berita Kota Makassar, Bollywood, Bontang Post, Bulungan Post, Bungo Pos, Buton Pos, Cendrawasih Pos, Cianjur Ekspres, Curup Ekspres, Dumai Pos, Fajar, Gorontalo Post, Harian Equator, Harian Radar Selatan, Harian The Jak, Indopos, Jambi Ekspres, Jambi Independent, Jambi Pos, Jawa Pos, Kaltara Pos, Kalteng Pos, Kaltim Post, Kapuas Pos, Karawang Bekasi Ekspres, Kebumen Ekspres, Kendari Ekspres, Kendari Pos, Lampu Hijau, Linggau Pos, Lombok Post, Luwuk Post, Malang Post, Maluku Pos, Malut Post, Manado Post, Memorandum, Meteor, Metro Aceh, Metro Pontianak, Metro Samarinda, Metro Siantar, Padang

Ekspres, Palembang Ekspres, Palembang Independent, Palembang Pos, Palopo Pos, Palu Ekspres, Pare Pos, Pasundan Ekspres, Pekanbaru Pos, Pontianak Pos, Pos Metro, Pos Metro Batam, Pos Metro Jambi, Pos Metro Medan, Pos Metro Padang, Pos Metro Palembang, Posko, Radar Ambon, Radar Bali, Radar Bandung, Radar Banjarmasin, Radar Banten, Radar Banyumas, Radar Banyuwangi, Radar Bekasi, Radar Bogor, Radar Bojonegoro, Radar Bolmong, Radar Bone, Radar Bromo, Radar Bulukumba, Radar Bute, Radar Cirebon, Radar Depok, Radar Gorontalo, Radar Jambi, Radar Jember, Radar Jogja, Radar Karawang, Radar Kediri, Radar Kepahiang, Radar Kudus, Radar Lambar, Radar Lampung, Radar Lamsel, Radar Lamteng, Radar Lebong, Radar Lombok, Radar Madiun, Radar Madura, Radar Makassar, Radar Malang, Radar Manado, Radar Mojokerto, Radar Nunukan, Radar Palembang, Radar Papua, Radar Patpetulai, Radar Pekalongan, Radar Sampit, Radar Sarko, Radar Selatan, Radar Seluma, Radar Semarang, Radar Semeru, Radar Solo, Radar Sorong, Radar Sukabumi, Radar Sulbar, Radar Sulteng, Radar Surabaya, Radar Tanjab, Radar Tarakan, Radar Tasikmalaya, Radar Tegal, Radar Timika, Radar Tulungagung, Radar Utara, Rakyat Aceh, Rakyat Bengkulu, Rakyat Benteng, Rakyat Jambi, Rakyat Lampung, Rakyat Merdeka, Rakyat Palembang, Rakyat Sulsel, Rakyat Sumbar, Rek Ayo Rek, Riau Pos, Samarinda Pos, Sangatta Post, Sarolangun Ekspres, Satelit News, Semarang Post, Sinar Glodok, Sumatera Ekspres, Sumedang Ekspres, Sumut Pos, Tangerang Ekspres, Tangsel Pos, Tanjungpinang Pos, Timor Ekspres, and Ujungpandang Ekspres.

Television	Balikpapan TV, Banjar TV, Banten TV, Batam TV, BE TV, Bengkalis TV, Bungo TV, CB Channel, Citra TV, Dayak TV, Dumai TV, Fajar TV, GPTV, Inhil TV, Jambi TV, Jatiwangi TV, Jatiwangi TV, Jawa Pos TV, Jek TV, JPM TV, JTV, Karimun TV, Karimun TV, Kawanua TV, LPTV, Magelang TV, Medan TV, Nirwana TV, Padang TV, PAL TV, Pare TV, PJTV, PONTV, Purworejo TV, Radar Lampung TV, Radar Tasikmalaya TV, Radar TV Palu, RBTv, RCTV, Riau TV, Rohil TV,
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	Rohul TV, Silampari TV, Simpang5 TV, SMTV, STV, Subi TV, Sultra TV, Timor TV, Triarga TV, TVK, and TVTPI.
Radio	Fajar FM, Kalteng Pos FM, KPFM, Lombok Post FM, and Sumeks Radio.

Source: Jawa Pos Group

Riau Pos under the auspices of the Jawa Pos Group, which is one of the largest national media outlets, has been able to raise the image of Riau Pos in Riau Province. In addition to this attraction, Riau Pos is also very familiar because it is the first mass media in Riau. The media, which is headquartered in Pekanbaru City, has become the main axis and icon of mass media in Riau Province. The existence of Riau Pos has earned a place in the hearts of the people of Riau. This can be seen from the circulation which continues to increase. Riau Pos was first published, starting with a circulation of 2,500 copies, then crawling to 7,500 copies. In the second year it moved to 12,500 copies, then 18,500 copies in the fourth year. In the fifth year the circulation of Riau Pos has even passed 20,000 copies.

In the sixth year the circulation of Riau Pos had penetrated 25,000 copies and in the seventh year, 1998, the circulation of Riau Pos had penetrated 50,000 copies. In addition to the circulation that continues to increase, the spread of Riau Pos is also expanding. Riau Pos, which initially only circulated in Pekanbaru City, has expanded to the entire Riau Region. Riau Pos Group has also been able to expand its business to areas in the Riau region by establishing mass media namely Pekanbaru Pos, Rohil Metro Pos, Dumai Pos, Pekanbaru MX, Xpresi Magazine, Riau Potenza, Indragiri Metro Pos, Mandau Metro Post, Bengkalis Express, and Meranti Express. In addition to Riau, the development carried out also covers the areas of West Sumatra, North Sumatra, and Kepulauan Riau Provinces, through the establishment of Padang Express, Padang Metro Post, Sumut Pos, Medan Express, Batam Pos, Batam Metro Post, Bintan Metro Post, Metro Post Karimun, Batam Express, and Sempadan.

In addition to print mass media, in accordance with the development of the times and the needs of society, this group has also transformed into a media with a digital concept by presenting electronic mass media which includes Riau Television, Batam Televisi, RiauPos.Co, MajalahRiauPos.co, Radio Fresh FM, Padang Television, RiauGlobal.com, Sijori Pos Online, Dumai Pos Online, Padang Express Online, Radar Medan Online, and RiauToday.com.

The presence of digital technology is an important determinant in bringing up multimedia devices by the Riau Pos Group. The impact of changes in media consumption

patterns by the public causes a reduction in the number of newspapers in circulation. This is evident from the number of Riau Pos circulation which continues to decline from year to year. In 2017 the circulation of Riau Pos was 75000 copies, while in 2018 it decreased to 65000 copies. For this reason, Riau Pos Group presents an electronic mass so that it is still able to dominate newspapers in Riau Province.

Currently the mass media with the vision of "Being the foremost and leading multimedia company in Sumatra" and the mission of "participating in the intellectual life of the nation" as well as the motto "building the country, making the nation wise", through Riau Pos Group has controlled the ownership of dozens of mass media so that it has been able to lead readers' opinions. This mass media is published with a total of 24 pages consisting of several rubrics, including national rubrics, international rubrics, pro-autonomy rubrics, metropolis rubrics, consulting rubrics, arena rubrics, and sports rubrics. In addition to the influence of popularity, which is determined by the size of the media group and is a pioneer of mass media in Riau Province so that it affects the choice of mass media by the people of Riau, the Riau Pos network which is affiliated with the national media Jawa Pos Group also of course also contributes to the news content displayed by this media.

Socio-Cultural Practice in the Discourse of Nomination for Governor of Riau 2024

The socio-cultural practice dimension relates to society or culture or politics that affect the presence of texts in a media. Political actors published in the Riau Pos news related to the 2024 Riau Governor Election include Muhammad Adil and Abdul Wahid. Muhammad Adil is a Riau politician who currently serves as the Regent of the Kepulauan Meranti for the period 2021-2024. Previously he was a member of the Bengkalis Regency Regional People's Representative Council in 2009, a member of the Kepulauan Meranti Regency Regional People's Representative Council from 2009 to 2014, member of the Riau Province Regional People's Representative Council from the Hanura Party in 2014-2018, and a member of Commission five of the Riau Province Regional People's Representative Council from the PKB Party in 2019-2020. In this second term, he only served as a Member of the Regional People's Representative Council in Riau Province for a year because he was running for the Regent of the Kepulauan Meranti for the period 2021-2024.

Muhammad Adil was the first person to declare himself and his winning team to run as a Candidate for Governor of Riau 2024-2029. About this political move, Muhammad Adil has submitted his resignation letter as Chair of the PKB Party Branch Leadership Council in the

Kepulauan Meranti. This is because the Riau PKB Party firmly supports the Chair of the Riau PKB Party Regional Leadership Council, Abdul Wahid in the 2024-2029 Riau Governor Election. There have even been rumors of a match between Abdul Wahid as a candidate for Syamsuar's deputy in the upcoming Riau Governor Election. However, the PKB Party stated that it had not carried out political communication with Syamsuar regarding the 2024 gubernatorial election. On another occasion, the PKB Party questioned Muhammad Adil's political ethics and suggested that Muhammad Adil focuses on being the Regent of Meranti rather than political ambitions.

Furthermore, news emerged that the Chair of the Riau Province PAN Party who is also the Regent of Siak, Alfredri, was juxtaposed with Muhammad Adil to run as a Candidate for Governor and Deputy Governor of Riau in the 2024 Governor Election. Regarding this news, the two Regional Heads did not refuse and will try to stir up and conduct political discussions ahead of the election stage. Although they stated that they were still focused on developing their respective regions, they did not rule out the possibility to run as candidates for Governor and Deputy Governor of Riau in the upcoming elections. In addition to the political actors above, another name that also appeared in the news regarding the 2024 Riau Governor Election was a member of Commission Eight of the House of Representatives of the Republic of Indonesia from the Demokrat Party faction, Achmad. The Regent of Rokan Hulu for these two periods, directly conveyed that the Chairman of the Regional Representatives Council of the Riau Demokrat Party would be promoted in the contestation for the upcoming Riau Governor Election. In this regard, Achmad has welcomed the proposal from his party.

The most prominent political actor in the news in Riau Pos is Syamsuar. The Governor of Riau for the 2019-2024 period started his political career as Deputy Regent of Siak for the period 2001-2006, then served as Acting Regent of the Kepulauan Meranti in 2009-2010. Syamsuar was also the Regent of Siak for 2 terms in 2011-2016 and 2016-2019. Before entering politics, Syamsuar was a Civil Servant in Bengkalis Regency. Syamsuar served as Chairman of the Regional Leadership Council of the Siak Golkar Parties for the 2013-2018 period, a PAN cadre in 2018-2020 during his candidacy for Governor of Riau in 2019, and is currently the Chairman of the Regional Leadership Council of the Riau Golkar Party.

In the 2018 Riau Governor election, Syamsuar was effectively able to use political marketing through billboards, banners, mass media, and social media in conveying his vision, mission, and political program. These media were used as a tool to display the results of Syamsuar's performance when he was the Regent of Siak Regency and were able to strengthen

the image of the Regent of Siak Regency so as to create a political issue. In addition to these strengths, Syamsuar was also able to mobilize the choices of the Coastal Malay community so that he was able to obtain full support from the Coastal Malay community.

Syamsuar's victory in the 2018 Riau Governor Election was quite surprising for many parties because he faced Arsyadjuliandi Rachman as the incumbent. In addition, the Governor of Riau for the 2016-2018 period is also the Chairman of the Regional Leadership Council of the Riau Golkar Party, of which the Golkar Party was the winner in the Riau Governor election from 1980 to 2018. The following is the track record of the winning party in the Riau Governor election.

Table 2 The Winning Party for the Governor of Riau Election

No	Governor's Name	Length of service	Party
1	S.M. Amin	1958-1960	Non – Partai
2	Kaharudin Nasution	1960-1966	Non- Partai
3	Arifin Ahmad	1966-1978	Non- Partai
4	H.R. Subrantas	1978-1980	Non- Partai
5	Imam Munandar	1980-1988	Golongan Karya
6	Soeripto	1988-1998	Golongan Karya
7	Saleh Djasit	1998-2003	Golongan Karya
8	M. Rusli Zainal	2003-2013	Golongan Karya
9	Annas Maamun	2014-2016	Golongan Karya
10	Arsyad Juliandi Rachman	2016-2018	Golongan Karya
11	Syamsuar	2018-Sekarang	Partai Amanat Nasional

Source: Potretnews.com

From the table above, it can be seen that the Golkar Party has given birth to the Governor of Riau from 1980 to 2018. Eight periods of the Governor of Riau were occupied by cadres of the Golkar Party. Golkar has always won votes in the Riau Governor Election which began in 2003 and then in 2018 after 40 years of success, the Golkar Party candidate lost in the Riau Governor election and was won by PAN Party cadres with a total of 799,289 valid votes compared to 507,187, thus making the Golkar Party the party with the second-largest number of votes, ahead of Firdaus (Pekanbaru Mayor) who is a cadre of the Demokrat party with 416,248 votes, and Muhammad Lukman Edy who is a cadre of the PKB Party with 369,802 votes.

Syamsuar in the 2019-2024 Riau Governor election contestation received support from the PAN Party, Nasdem Party, and PKS Party, who worked very hard in implementing political marketing strategies, considering that they had to deal with the incumbent through various media. Political marketing in general has always been the main focus for every candidate, both in regional and legislative elections, to form the political image of parties and candidates. Many of these strategies have their characteristics to be well received by the community.

Political branding also played an important role in Syamsuar's victory in the 2018 Riau Governor election. The tagline "Building a Better Riau!" has been attached to Syamsuar by displaying various performance results during his tenure as Regent of Siak Regency 2 Period. The image obtained by Syamsuar does not just appear out of nowhere but is the result of the hard work that has made him attached to the people of Riau, especially with the support in the form of development performance in all aspects carried out in Siak Regency.

The form of direct promotion carried out by Syamsuar is a direct campaign by going around visiting communities around the place of residence and holding campaigns in areas that have potential voters, including Siak Regency, Selat Panjang City, Kampar Regency, Rokan Hulu Regency, and Pekanbaru City. This is done to build emotional closeness to the community. The amount of effort and influence shown by Syamsuar in the 2018 Riau gubernatorial election made him win the political contestation that had been achieved by the Golkar Party. Syamsuar, who at the time of nomination for Governor of Riau was a cadre of the PAN Party, even now has won the position of Chairman of the Regional Leadership Council of the Riau Golkar Party. In addition, the decision to move Syamsuar from the PAN Party to the Golkar Party was also responded well by the Chairman of the Central Executive Board of the PAN Party, Zulkifli Hasan, although it had caused internal turmoil within the Riau PAN Party because of its membership status there.

In terms of government performance, Syamsuar also showed quite good performance including the success of lobbying the central government regarding the Policy and Implementation of 10% Participating Interest (PI) for Upstream Oil and Gas Management for BUMD, The Palm Oil Revenue Sharing Fund (DBH), and the success of Riau Province to become the fifth most attractive province for investors. Awards and achievements that have also been achieved by the Riau Provincial Government include the BKN award, KASN meritocracy award, LHKPN reporting, K3 supervisor of the Ministry of Manpower, paramakarya productivity, high compliance predicate of public service standards from the

Indonesian Ombudsman, and the winner of Appropriate Technology Innovation at the XXII National TTG 2021.

This is a testament to the performance of the Riau Province government which leads to a better and more competitive direction following the vision and mission. The various awards and achievements obtained are good performances from various parties, both OPD in the Riau Provincial Government and support from Forkompinda. Syamsuar's strong influence in politics and government in Riau Province made him dominate the news in Riau Pos so that he outperformed other political actors related to the news on the nomination for the Governor of Riau 2024.

CONCLUSION

Riau Pos as the first and largest mass media in Riau Province has its influence and attraction for the people of Riau. The media, which had stopped publishing until finally becoming part of the Jawa Pos Group, has been able to expand its business to districts/cities in Riau Province, even though its media group, Riau Pos can reach the areas of West Sumatra Province, North Sumatra Province, and Kepulauan Riau Province, whether in the form of print, electronic, radio, and television media, following the dynamics and developments of the times. The election for the Governor of Riau which will take place in 2024 has become a hot issue in various media over the last few years. Riau Pos as a well-known mass media in Riau Province has a fairly central role. Through the news that is displayed, Riau Pos has included certain political actors with editorials that lead readers. These political actors include Syamsuar, Edy Natar Nasution, Syamsurizal, Alfedri, Muhammad Adil, Abdul Wahid, and Achmad. From these names, Syamsuar, who is the current Governor of Riau, dominates the news compared to other political actors, both in terms of the number of reports and the narrative that the media is trying to build.

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