CRITICAL DISCOURSE ANALYSIS OF HAILOTIM FACEBOOK PAGE AS AN INFORMATIONAL MEDIUM IN SOCIO-POLITICAL ISSUES AND LOCAL BUSINESS PROMOTION

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Abstract

This research aims at examining the HaiLotim Facebook page as a well-known source of informational media in the East Lombok area, especially in relation to social politics and support for local businesses. Data from 317 Hailotim Facebook page posts from May 2024 to June 2024 were collected and analyzed through the critical discourse analysis perspective of Norman Fairclough, which consists of three dimensions: text analysis, processing analysis, and social analysis.. Research findings reveal the dual the role of HaiLotim Facebook page: first, as a discussion forum for local political movements, which is exemplified by posts that facilitate community dialogue regarding regional elections; and second, as a platform for local economic growth through the promotion of local business and tourist attractions. Since the page's market target is based in East Lombok, the language employed in HaiLotim's posts is characterized by its casual, localized style, enhancing engagement and accessibility among its predominantly East Lombok audience. Nevertheless, the study acknowledges limitations regarding the generalization of the findings to other platforms and timeframe, as well as the need for wider investigation of social networking impacts and regional variations.

Keywords: Critical Discourse Analysis, Hailotim Facebook, Local Business Promotion, Socio-Political Issues

INTRODUCTION

In modern society, the use of the Internet and social media has been indispensable for daily communication because it makes it easier for users to interact without physically meeting in person (Al Ghifari et al., 2021). Previously, people hosted social gatherings or events through in-person meetings (Widodo et al., 2022). According to Simangunsong & Handoko (2020), using social media, people are able to communicate, share, and cooperate on news shared by each user. Individuals can also utilize social media to follow the latest technological developments, along with up-to-date news, gossip, and current events occurring locally and globally (Schwaiger et al., 2022). Furthermore, Tarigan et al. (2023) claimed that social media may aid users in keeping up various types of activities; gaming, sports, movies, and music by connecting with those who have similar interests. Hence, social media has greatly simplified and changed the lives of modern society in the 21st century (Khaeriyah et al., 2023; Susanti & Hantoro, 2022).

Furthermore, Social media as a practical communication tool is also used in political and economic fields. In politics, social media platforms are used for campaigning by tweeting potential supporters or making posts with candidates. Meanwhile, candidates implement it to increase communication, construct intercommunication, and disseminate political news to the public (Arfan & Rafni, 2023; Maharani & Nurafifah, 2020). Additionally, social media can also assist business owners raise visibility, expand target market, and engage consumers so that this can improve the success of their business. (Lena Ellitan, 2022; Zuhdi et al., 2019; Herlina et al., 2022; Pasaribu, 2023). In terms of increasing marketing activities in the social media, the business proprietors can achieve this by generating intriguing or entertaining content, creating content that tailors trends, and offering adjusted

service options as well as making it simple for consumers to repost or share it with others (Faisal & Ekawanto, 2022).

With the enormous benefits provided by this social media, it is not surprising that there is a large number of users all over the world. Petrosyan (2024) stated that 62.6 percent or 5.07 billion people of the world population use social media. According to Ortiz-Ospina (2019), the most dominating social media in the world is Facebook which had 2.4 billion users in 2019, followed by other social media platforms such as YouTube, WhatsApp, WeChat and Instagram which also had more than one billion users. Particularly in Indonesia, as of February 2022, this country has 60.4% of its population or around 167 million citizens who are active users of social media, making it the largest user in Southeast Asia and third in Asia Pacific after China and India (Nurhayati-Wolff, 2024). He further explained that Facebook is the most outstanding social media in Indonesia with its market share reaching approximately 53% in 2023.

As explained by Triana et al. (2020), Facebook has different features from other social media platforms. It has various features such as profile, homepage, inbox (message), friends, comments, etc. The profile feature encompasses information about the user in real life and usually contains what other people intend to recognize about the user of the Facebook account. Meanwhile, the homepage is the first feature appearing when Facebook users open their accounts. This feature functions to view information on recent changes related to other friends' profiles. Through this feature, users can also notice status updates from other friends including photos, videos and other fascinating features. Apart from these both features, there are also inbox and friends features. The inbox feature is utilized to view private messages sent by other users which can only be read by the sender and recipient of Facebook accounts. Meanwhile, the friends feature is also a crucial feature since it is designed to find relatives and friends using a network system.

Moreover, one of the most well-known Facebook accounts in East Lombok is the HaiLotim Facebook page which has more than one hundred thousand followers. This is because this social media dedicates itself to its local community to disseminate various kinds of information such as events, local news, trends, community initiatives and topics that are relevant to the local community. This platform, additionally, can be useful as a place to discuss, interact and convey suggestions for East Lombok government policy. Therefore, for the society of East Lombok, HaiLotim Facebook page is a vital platform since they can be informed about local developments and activities as well as connected with fellow community members.

Previous research, conducted by Azmi et al. (2018) was about the analysis of social media posts which examined discourse analysis of national politicians' social media posts. The posts studied were captions from three Indonesian national political figures such as Prabowo Subianto, Susilo Bambang Yudhoyono, and Ridwan Kamil. The results of this research, they conveyed political messages in different ways. Prabowo presented a message of economic development, SBY showed a message of nationalism, while Ridwan Kamil generated a message of economic, religious and artistic themes. Another research conducted by Anwar et al. (2020) discussed critical discourse analysis of media applications in Indonesia. The result is that this media plays a role in the economic, political and social context. Previous research has focused more on analyzing national social media, but it is still scarce on what the roles of local media such as HaiLotim in disseminating information to the local community. Therefore, this research aims to answer the following research questions:
1. What is the role of HaiLotim Facebook page as an informational medium for local political issues in East Lombok?
2. What is the role of HaiLotim Facebook page as an informational medium for local business promotion in East Lombok?

METHOD

To explore the role and strategies of the HaiLotim Facebook page, this research utilized a critical discourse analysis approach from Norman Fairclough which encompasses three dimensions; textual content, discursive procedures, and social practices (Rogers, 2013). This approach was chosen as the focus is on language as a social practice which can provide an in-depth examination of the content on the HaiLotim Facebook page. The data in this research was derived from the Facebook page of

HaiLotim. This Facebook page was appropriately opted because it has more than one hundred thousand followers and provides a large source of information for research. The data collected is mainly HaiLotim Facebook posts posted from the first of May 2024 to twentieth of June 2024. The total number of posts is 317 which consist of not only written text but also content such as images and videos. Furthermore, this research utilized purposive sampling to select posts from the HaiLotim Facebook page which described the local political issues and business promotion. The step of the research adapted a methodological framework from Anwar et al. (2020) which is demonstrated on **Figure. 1.** Afterwards, to investigate the role of HaiLotim facebook page as a social media in disseminating the information of politic and economy, the researchers employed Norman Fairclough's perspective which consists of three model dimensions; text analysis, processing analysis, and social analysis (Haryatmoko, 2016).
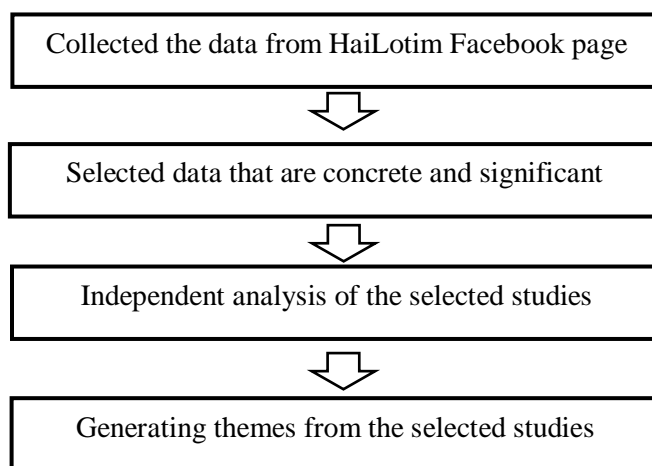

Figure. 1. Adapted from Anwar et al. (2020)

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FINDINGS AND DISCUSSION
1. Socio-political Issues
a. First post

HaiLotm as an information media in East Lombok has a role to disseminate local politic news. It is shown on the following picture.

Figure 2. HaiLotim's Mei 27 post on Local Politic news

The caption written by HaiLotim above has a simple structure encompasses two short sentences and straight to the point. The first sentence reveals that "politik itu dinamis" which means politics is dynamic and is followed by the imperative sentence "Jangan batur Lotim ribut-ribut gara-gara Pilkada" which means "there should be no clash due to Pilkada" (Regional Head Election). The sentence above states that there is no need for disputes caused by politics or ongoing regional head elections because it is dynamic.

From the processing of the words, the text tries to communicate that peace in the local political context, especially in regional head elections, is highly important to maintain. Furthermore, the use of the word "batur" which is friend in Sasak language gives a local touch to the caption. This term refers to local residents of East Lombok. This demonstrates that HaiLotim is trying to strengthen its closeness to the local audience. Additionally, the words "ribut-ribut" and "gara-gara" are informal words that emphasize that there should be no clash caused by politics or regional head elections. Moreover, the informal language use like "yaaa" gives a friendly sense in delivering the information.

In a social context, the text above is a response to the regional head elections which will soon be held that has the potential to become heated or tense. Therefore, this message aims to keep society calm in the midst of regional head elections so that they can avoid unnecessary conflicts since politics is dynamic and always changing. Politics might be dynamic due to the individual and group interests that have different goals (Ginanjar & Maksum, 2022: Unmuha et al., 2022; Harnawansyah et al., 2019). Therefore, the caption written by HaiLotim aims to promote understanding so that peace is maintained among local communities.

b. *Second post*

Figure 3. HaiLotim's June 8 post on Local Politic news

The caption has a basic language structure consisting of two sentences. The first sentence "bakalan jagoin siapa nih" refers to who society is going to support. The second sentence "Eh tapi, bertahan sampai ke KPU ndak ya?" means whether they remain until the General Election Commissions' enrolment process is completed. Moreover, the language style used in the writing is

relaxed and casual. According to Meiliana et al. (2023), the use of casual language is practical in everyday communication. Therefore, it is suitable for use in local community contexts because ideas or information are conveyed in a straightforward manner.

In terms of word processing, the phrase "bakal jagoin siapa nih?" shows the caption writer's curiosity about who the local community will support in upcoming regional elections. Furthermore, the use of the word "jagoan" is slang which shows support or attention for the regent candidate. Moreover, the expression "eh tapi, bertahan sampai daftar ke KPU ndak ya?" demonstrates the uncertainty of whether a candidate can remain the registration process with the General Election Commission (KPU). Moreover, a series of "xixixixii" is humor or means laughing at the topic being discussed. This relaxed language reflects Hailotim's familiarity and closeness to its audience. Hence, this increases community participation in the discussions.

From the social dimension, HaiLotim's Facebook text posts, which are known as one of the information platforms in East Lombok, show that this media is used not only as a source of public information but also as an informal political discussion space. This can be seen from the text that mentions the candidates for regent and deputy regent who have declared themselves and HaiLotim, in this post, tries to ask the public who they will support. This can help build a community to actively discuss regional head elections

2. Local Business Promotion

a. First post

Apart from being a provider of local political information, HaiLotim also acts as a media that actively promotes local community businesses in East Lombok. It is demonstrated on the following picture.

Figure 3. HaiLotim's June 11 post on local business promotion

The post shows a beautiful view of the Sembalun area. This post also demonstrates flower gardens and green hills in a sunny atmosphere, making the view even more charming. Moreover, the caption in this post is informal and expressive. The use of an emoticon on the caption represents an amazing feeling for the beauty of the tourist destination. In addition, information about the entrance ticket price, which is only 30,000 IDR, a price that is considered sufficiently cheap, provides practical information for the audience. In marketing, low prices or discounts can increase people's interest in buying a product (Anggarwati et al., 2023). This can also let buyers make quick decisions to purchase

a product (Jing et al., 2022). Hence, the inexpensive cost in the caption can entice readers to visit this tourist attraction.

In word processing, this post uses personal and impressive language. The phrase "kayak di luar negeri" refers to a local natural beauty that is recognized internationally. Furthermore, the words "Masya Allah", as an emphasis on the beauty of the view, are an expression of praise usually said positively by Muslims regarding beauty or goodness (Al-Nahdi et al., 2023). Additionally, the use of inexpensive ticket prices in the caption aims to attract tourists to travel to this tourist spot.

In a social context, the text describes how HaiLotim Facebook, as social media, functions to promote the local tourism business in East Lombok. Additionally, these posts not only highlight the beauty of nature, but also create positive experiences that visitors can enjoy. The poetic style in this post may also help persuade readers to visit. According to Molderez et al. (2021), poetic language has the power to influence people's perceptions and impress them.

b. Second Post

Figure 5. HaiLotim's June 20 post on local business promotion

This caption contains robust promotional words and casual linguistic style. The word "sohib_gadget" indicates the shop's name and the emoticon functions as an expression to intrigue the thought of the readers.

From the word processing dimension, this message aims to capture readers' interest by conveying a commercial message. The word "promo" is an offer available to introduce a product to the wider public. Previous research, conducted by Syahrini & Arif (2019), has proven that sales promotion can increase buyers' intentions to buy products because this can attract consumer to come. Siregar (2023) also agreed that sale promotions can motivate customers to buy products because they are triggered by offers for a limited time. Apart from that, the words "semurah ini" are an emphasis on cheap prices. Furthermore, the sentence "buruan ke sohib gadget sekarang" shows seduction or encouragement to immediately purchase the product. Meanwhile the words "Gratis Tanya-tanya di sini" add an interactive dimension that facilitates direct interaction between sellers and buyers.

In terms of social analysis, HaiLotim as an information medium not only disseminates promotional offers from Sohib Gadget but also helps increase the visibility of the business. In addition, providing specific information regarding the shop address shows that Hailotim is directly connecting potential consumers with the local business. Therefore, HaiLotim plays an important role as a mediator to strengthen social and economic connectivity in the East Lombok community. Additionally, the promotion of HaiLotim as an information medium also creates opportunities for local businesses to develop. As mentioned by Finthariasari et al. (2023), social media can really reach the wider community because it has so many users. So, its use is very effective as promotional media.

CONCLUSION

HaiLotim Facebook page plays pivotal role in disseminating information about local political issues and assisting local businesses market their products more extensively. The impact is also significant, one of which is that the public is more educated about general elections. Thus, it can reduce the clash due to election results. Another effect is that local business proprietors have a platform to promote their goods or services, especially those in East Lombok, so that information is easily accessible to the people of East Lombok and its surroundings. For instance, those who love going on vacation can seek affordable but worth visiting destinations. Thus, the HaiLotim facebook page can serve as a platform for increasing the local economy and building public awareness for political literacy. Furthermore, the language strategy employed in Halotim is casual, local and persuasive so that Hailotim can communicate effectively and boost audience engagement. This language, which is not only persuasive but also informative, enhances Hailotim's role as a catalyst for socioeconomic development in East Lombok.

However, these findings only focus on the Hailotim platform which cannot be generalized to other social media platforms or regions without further study. This study focused only on posts from a certain period (May 2024 to June 2024), thereby limiting long-term monitoring of HaiLotim's impact over time. In the realm of language and culture, this analysis refers to the linguistic context and traditions of East Lombok, which cannot be implemented widely.

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