

ANALYSIS OF THE CRITICAL DISCOURSE OF THE MATA NAJWA PROGRAM "GUBERNUR ACEH BICARA" ON NAJWA SHIHAB'S YOUTUBE CHANNEL

Raja Khairanda Siregar ^{a*)}, Anang Anas Azhar ^{a)}

^{a*)} State Islamic University of North Sumatra, Medan, Indonesia

^{*)} Corresponding Author: raja0603223051@uinsu.ac.id

Article history: received 24 March 2026; revised 28 March 2026; accepted 10 April 2026

DOI: <https://doi.org/10.33751/jhss.v10i1.101>

Abstract. This study aims to analyze the construction of leadership discourse in handling the 2025 Sumatra flood disaster as presented in the Mata Najwa program episode “Gubernur Aceh Bicara” (Aceh Governor Speaks) on Najwa Shihab's YouTube channel. The flood that hit Aceh was not only an ecological crisis but also a space for public communication that showed how the government explained the disaster conditions, responded to criticism, and built leadership legitimacy in front of the public. This study uses a descriptive qualitative approach with Teun A. van Dijk's critical discourse analysis method, which emphasizes the relationship between text structure, social cognition, and social context. The research data comes from the dialogue between Najwa Shihab and the Governor of Aceh in the program, which was analyzed using content analysis techniques to identify themes, language choices, and communication strategies that emerged in the conversation. The results show that leadership discourse is constructed through several main patterns, namely the representation of the disaster as a major crisis, the emphasis on the humanitarian impact, the narrative of regional recovery, the explanation of obstacles to aid distribution, and the communication of the needs of the affected communities. The use of diction such as “second tsunami,” descriptions of the victims' conditions, and explanations of infrastructure damage served to reinforce the public's perception of the scale of the crisis. The structure of the dialogue also showed a shift in the narrative from a discussion of the impact of the disaster to an affirmation of the government's performance in the recovery process. From a social cognition perspective, this discourse shapes the understanding that local governments are actively trying to deal with the crisis. In a social context, digital media becomes a space for regional heads to build their leadership image and political legitimacy through disaster communication. The findings of this study show that political talk shows in digital media serve as an arena for the production of discourse that influences public perception of disasters and government leadership.

Keywords: Critical Discourse Analysis, Political Leadership, Disaster Communication, Digital Media

I. INTRODUCTION

The 2025 Sumatra floods will not only cause physical damage and social suffering, but also trigger intense public communication dynamics in digital media. This event developed as an ecological crisis as well as an arena for the government's meaning, responsibility, and legitimacy in front of the public. Disasters are understood not only as natural phenomena, but also as discursive events that shape public perceptions, emotions, and judgments of leadership. [1]

Aceh Province is one of the regions with a significant impact due to the complexity of geographical, social, and political factors. The scale of the flood, the area affected, and the length of recovery increase public attention to the role of local governments. This situation shows that disaster response is judged not only by technical actions on the ground, but also by the way governments convey information, explain decisions, and communicate responsibilities to communities.

Disaster communication becomes increasingly important when digital media serves as the main space for information distribution and public evaluation. Platforms like YouTube allow political and journalistic dialogue to be widely consumed, reproduced, and reinterpreted by audiences. The content of political interviews and talk shows then became an important resource in shaping public opinion about disasters and government performance in the context of digital literacy. In practice, disaster communication is often a space for self-defense as well as an effort to gain public sympathy. Regional heads must explain structural limitations while maintaining an image of responsible leadership. [2] [3] [4]

This situation shows that the crisis discourse works as a negotiation mechanism between the demands of public morality and the reality of bureaucracy. Ideal conditions demand transparent, accountable, and community-oriented communication, with language that strengthens public trust and social solidarity, rather than simply building leadership

personalization. The tension between factual conditions and ideal conditions makes discourse analysis a relevant approach. [5] [6]

Representations of leadership in disaster situations often do not stand neutral, but rather are built through language strategies that highlight certain aspects and dampen others. The choice of diction, crisis metaphors, and narratives of ups and downs conveyed by political actors function to form an image of resilience, sincerity, or structural limitations. This practice shows how discourse works as an instrument of legitimacy in the midst of public pressure. This is different from leadership in the election process related to campaigns because the presence of leaders here is positioned as informants. [7] [8] [9]

The structure of the text in journalistic dialogue plays a strategic role in directing the focus of the audience's attention. The placement of issues, the repetition of certain themes, as well as the emphasis on the emotional or rational aspects form a hierarchy of meaning in the narrative of disasters. Through such structures, disasters are not only presented as technical problems, but as a test of the country's leadership and capacity. [10]

The dimension of social cognition becomes important because the discourse produced not only reflects reality, but also shapes the way the public understands disasters and state responsibilities. The explanation delivered by the governor has the potential to influence the audience's thinking scheme about who is to blame, who should be supported, and the extent to which failures are understandable. This process shows the close interconnectedness between language, power, and the formation of collective consciousness. [11]

The social and political context of Aceh also influences the way disaster discourse is constructed. The history of central-regional relations, sensitivity to sovereignty issues, and high expectations of local leaders form the ideological background that accompanies public conversation. These factors make every statement of the governor loaded with political significance that goes beyond the context of the flood alone.

The Mata Najwa program through the episode "Governor of Aceh Talks" features an exclusive interview that places the Governor of Aceh as the main actor in the narrative of the 2025 Sumatra floods. This program not only conveys factual information, but also builds a discursive space for regional heads to explain the situation, respond to criticism, and negotiate the image of leadership in the midst of a crisis, so that language and communication structures play a role in shaping public perception. Najwa Shihab's position as a journalist and moderator creates a power relationship between interviewers, speakers, and audiences, where questions, issue emphasis, and conversation flows form the framework for interpretation of disasters and their handling, so that the program becomes an arena for the production of discourses that are full of symbolic and ideological interests.

The whole context confirms that the Mata Najwa program "Governor of Aceh Talk" is a strategic space to examine the construction of leadership discourse in the 2025 Sumatra flood disaster. An understanding of the way language, dialogue structures, and power relations work in this program are important to explain how the meaning of disasters and state responsibility is produced and negotiated in the digital public space.

The media not only conveys information, but also shapes the meaning of disasters through language and narratives that influence public perceptions of victims, responsibility, and leadership. In crisis situations, journalism plays a role in framing

events as well as being a medium of communication between the government and the public to explain policies and respond to criticism, including through the format of political talk shows in digital media that present dialogue between journalists and political actors in the process of negotiating meaning and forming leadership image. Critical discourse analysis perspective Teun A. van Dijk views language as a social practice related to power through the interconnectedness of text structure, social cognition, and social context that enables the production of meaning and legitimacy of power in the media. This framework was used to analyze how the dialogue in the Mata Najwa program episode "Governor of Aceh Talks" represents the 2025 Sumatra floods, frames government responsibility, and shapes public perceptions of leadership. This analysis is enriched by Antonio Gramsci's theory of hegemony which explains that power is maintained through social consent built through the media, so that the narrative conveyed by the leader can form public consensus and leadership legitimacy. [12] [13] [10], [14] [15]

A number of previous studies have examined leadership discourse through a critical discourse analysis approach. The research conducted by Alimuddin and Maksum used comparative critical discourse analysis to examine presidential speeches related to the Paris Agreement. The research focuses on how the ideology and orientation of leadership are reflected through language in the formal speeches of state leaders. The results of the study show that political discourse in presidential speeches is used to affirm the ideological position and direction of state policies on global environmental issues. Another study conducted by Siregar, Dalimunthe, and Surip used Teun A. van Dijk's critical discourse analysis theory to analyze the representation of President Joko Widodo's leadership in film as a product of popular culture. The results of the study show that language and narrative in film play a role in building a positive leadership image and strengthening political legitimacy. Both studies highlight the construction of leadership through the media, but it is different from this study which analyzes the discourse of regional head leadership in the context of a disaster crisis through a journalistic dialogue format in digital media. [16] [17]

Another relevant research was conducted by Fidiyanti, Suhartono, and Sodik who used a cognitive critical discourse analysis approach to examine the presidential inauguration speech as a space for political ideology production. The research shows that inauguration speeches serve not only as a formal statement, but also as a symbolic strategy to establish the legitimacy of power and influence public perception. Another study conducted by Hasbullah, Nair, and Ismail analyzed the crisis communication of world leaders on food security issues through social media using a critical discourse analysis approach. The results of the study show that the rhetoric of leaders is used to emphasize the government's efforts and build public trust in the policies taken. Both studies discuss the discursive strategies of leaders in public communication, but in contrast to this study which places political talk show dialogues as an analysis space to see how leadership discourse in disaster situations is constructed interactively. [18] [19]

Another relevant study was conducted by Ramírez Plascencia who used comparative political discourse analysis to examine the construction of presidential leadership in Latin America during the COVID-19 crisis. The research shows that political language in crisis situations often builds the figure of a

leader as a symbol of salvation who is able to give hope to society. The results of this study confirm that crisis discourse is often used to strengthen leadership legitimacy in the midst of public pressure. Although they have similarities in discussing leadership discourse in crisis situations, the research focuses on presidential speeches in the context of the pandemic. In contrast, this study examines the construction of the governor's leadership discourse in the context of flood disasters through journalistic dialogue on political talk show programs in digital media using the critical discourse analysis framework of Teun A. van Dijk. [20]

II. RESEARCH METHODS

This study uses a qualitative type of research because the focus of the study is on the meaning, discourse construction, and representation process that cannot be measured numerically. The approach used is descriptive to systematically describe the phenomenon of discourse that appears in the Mata Najwa program episode "Governor of Aceh Talks". This approach allows researchers to understand how language, narratives, and communication structures are used in journalistic dialogue to build leadership discourse in the context of disasters. The study does not aim to test hypotheses, but to describe the language patterns, issue emphasis, and communication strategies used by the Governor of Aceh in explaining the handling of the 2025 Sumatra floods. This descriptive qualitative approach is in line with Teun A. van Dijk's critical discourse analysis which emphasizes the interconnectedness between texts, social cognition, and the context of power. [21]

The data sources in this study consist of primary data and secondary data. The primary data is in the form of the Mata Najwa program episode "Governor of Aceh Talk" which was aired through Najwa Shihab's YouTube channel. The data was obtained from a recorded interview between Najwa Shihab and the Governor of Aceh who discussed the handling of the 2025 Sumatra floods. The focus of the data includes statements, answers, and emphasis on issues conveyed by the Governor of Aceh as the main actor in the construction of leadership discourse in disaster situations. Secondary data are derived from relevant academic literature such as scientific journals, books, and previous research that discusses critical discourse analysis, Teun A. van Dijk's theory, disaster communication, crisis journalism, and political talk shows in digital media. Secondary data are used to strengthen the theoretical foundation as well as provide analytical context to the research findings. [22], [23]

Data collection techniques are carried out through observation and documentation. Observation was used to carefully observe the content of the dialogue, the flow of the conversation,

and the emphasis on issues in the Mata Najwa program episode "Governor of Aceh Talk". The observation process was carried out by watching the broadcast repeatedly to understand the context of the conversation and communication strategy used by the Governor of Aceh in explaining the handling of the 2025 Sumatra floods. Observations were carried out on a non-participant basis because the researcher was not directly involved in the production of the program and only acted as an observer. In addition, documentation is used to collect data in the form of video recordings, dialogue transcriptions, and notes related to the focus of the research. The documentation data is the main material in the discourse analysis process. [24]

The data analysis technique uses Krippendorff's version of content analysis combined with Teun A. van Dijk's critical discourse analysis. Content analysis is used to identify themes, issues, as well as statement patterns that appear in program dialogs. The results of the analysis were then further studied using a critical discourse analysis framework through three levels of analysis, namely text structure, social cognition, and social context. Text structure is used to look at global themes, dialogue organization, and language choices. Social cognition is used to understand how the governor's statement builds the audience's thinking scheme regarding leadership and government responsibilities. The social context is used to relate discourse to power relations and the catastrophic political situation in Aceh. The validity test of the data was carried out through triangulation of sources by comparing the main data from the Mata Najwa program with other sources such as official transcriptions, media reports, and relevant academic literature to ensure the consistency and validity of the research findings. [25] [10], [11] [26]

III. RESULTS AND DISCUSSION

The discourse analysis of the leadership of the Governor of Aceh in the Mata Najwa program episode "Governor of Aceh Talk" was carried out using the critical discourse analysis approach of Teun A. van Dijk which emphasizes the relationship between text structure, social cognition, and social context in the production of media discourse. The research data came from a dialogue between Najwa Shihab and the Governor of Aceh which was analyzed to see how language, diction choices, and conversation structures build disaster representation, government responsibility, and leadership image in crisis situations. The results of the analysis show that the discourse in the program dialogue not only conveys information about disaster conditions, but also shapes public perception about the scale of the crisis, the government's handling efforts, and the legitimacy of leadership in the midst of a disaster situation.

Table 1. CDA Scene Analysis The statement of the "second tsunami" in dialogue.

Level of Analysis	Elements of Analysis	Dialogue Quotes	Analysis Findings
Text Structure	Macrostructure (theme)	"With rain for about 8 days and 8 nights... the impact of the flood is extraordinary and costs lives, property and infrastructure."	The main theme is the representation of floods as a major disaster which is described as equivalent to a tsunami tragedy. The discourse builds the perception that this event is a major crisis with a wide impact on the people of Aceh.
	Superstructure (dialogue flow)	Najwa asked why the governor called the flood a "second tsunami".	The structure of the dialogue began with a clarification question from the moderator followed by an explanation from the governor about the causes and impacts of the flood. This plot builds a crisis narrative from the beginning of the conversation.
	Microstructures (language and rhetoric)	"Second tsunami", "Extraordinary flood", "Loss of life and property".	Strong word choices and comparisons to tsunamis serve as rhetorical strategies to underscore the scale of the disaster. The explanation of the duration of the rain for eight days and eight nights strengthens the logic of the cause of the disaster.

Level of Analysis	Elements of Analysis	Dialogue Quotes	Analysis Findings
Social Cognition	A built-in understanding model	The governor's explanation about the long rain and the big impact of the flood.	The narrative builds an understanding that disasters are a huge natural crisis and are beyond human control. Thus, the public is directed to see the government as a party that is facing a severe emergency situation.
Social Context	Social situation and power relations	The mention of the "second tsunami" in national media forums.	Aceh has historical experience with the 2004 tsunami. This comparison leverages the collective memory of the community to strengthen the perception of the crisis. The governor's position as a public official gives him the authority to define disaster situations in the media space.

The first scene shows how the disaster discourse is framed from the beginning of the conversation through the governor's statement calling the flood a "second tsunami". This term places floods not just as an ordinary natural event, but as a major crisis with far-reaching impacts on society. Comparisons to tsunamis build a representation of disasters as extreme events that cause large-scale infrastructure damage and casualties.

The structure of the dialogue began with Najwa Shihab's question about the reason for using the term "second tsunami". This question directed the conversation to the discussion of the scale of the disaster and its impact on the people of Aceh. The Governor then explained that rain for eight days and eight nights was the main cause of the flood. The explanation is arranged in a cause-and-effect pattern that reinforces the logic of the disaster narrative.

At the microstructural level, the use of dictionaries such as "second tsunami", "extraordinary flood", and "sacrificing lives and property" reinforces the dramatic impression of disasters. The language used not only conveys information, but also has a rhetorical function to attract the attention of the audience. The choice of words emphasizes the severity of the disaster while building a sense of urgency.

In the perspective of social cognition, the governor's narrative shapes the understanding that disasters are a major natural crisis beyond human control. The public is directed to see the situation as an emergency condition that requires wide attention. The mention of the "second tsunami" is also related to the collective memory of the Acehese people of the 2004 tsunami disaster, thus strengthening public empathy through the same historical experience.

Table 2. CDA Scene Analysis Description of the impact of the disaster and the condition of the victims.

Level of Analysis	Elements of Analysis	Dialogue Quotes	Analysis Findings
Text Structure	Macrostructure (theme)	"The bodies were tied to trees or on bridges because there was nowhere to bury them."	The main theme is the representation of the impact of disasters as a very severe humanitarian crisis. The discourse emphasized the emergency conditions that made the funeral process of the victims unable to be carried out normally.
	Superstructure (dialogue flow)	The Governor explained the condition of the victims and the post-flood situation in the field.	After discussing the scale of the disaster, the dialogue moved to explaining the concrete impact experienced by the community. This explanation reinforces the narrative that floods caused damage and large numbers of casualties.
	Microstructures (language and rhetoric)	"corpses", "must not be buried", "wooden houses are completely destroyed", "mud at waist height".	The use of strong and descriptive diction builds a dramatic visual picture of the field conditions. This language reinforces the impression that disaster situations are extreme and unusual.
Social Cognition	A built-in understanding model	An explanation of the victims who could not be buried immediately and the damage to residents' houses.	The narrative forms the perception that disasters are at the level of a humanitarian emergency. The audience was directed to understand that the conditions on the ground were very difficult and required an immediate response from various parties.
Social Context	Social situation and power relations	The governor's explanation regarding the condition of victims in flood-affected areas.	As a regional leader, the governor plays a role as the main source of information about disaster conditions. The national media became a space to convey an overview of the field situation and build public empathy for the people of Aceh.

The second scene shows a description of the impact of the disaster experienced by the community in the field. The main theme in this section is the representation of floods as a serious humanitarian crisis. The Governor explained the condition of the victims and the post-flood situation which was very difficult for the community.

In the dialogue, it was explained that post-disaster conditions did not allow the funeral process to be carried out normally. This statement confirms that the impact of floods is not only related to physical damage, but also affects the social life of the affected people directly.

The structure of the dialogue shows the development of the narrative from the discussion of the scale of the disaster to the concrete impact on the ground. After explaining the cause of the flood, the conversation then turned to the condition of the victims and the damage to residents' houses. This flow helps the audience

understand the real consequences of the disaster that occurred in Aceh.

At the microstructural level, the language used is descriptive and emotional. Dictions such as "corpses", "must not be buried", and "wooden houses are completely destroyed" create a strong visual picture of the field situation. The choice of words emphasizes the severity of the disaster while building audience empathy.

In the perspective of social cognition, this narrative shapes the understanding that disasters have reached the level of a humanitarian emergency. The audience was directed to see the condition of the people of Aceh as a situation that needed immediate attention and assistance. The conveyance of these conditions through the media also serves to build public solidarity with disaster victims.

Table 3. CDA Scene Analysis Evaluation of the condition of Aceh on the 10th day after the disaster.

Level of Analysis	Elements of Analysis	Dialogue Quotes	Analysis Findings
Text Structure	Macrostructure (theme)	"It has gradually recovered, especially the infrastructure, including electricity, has even been turned on a lot."	The main theme is the narrative of post-disaster recovery. The discourse emphasized that the condition of Aceh began to improve after the emergency response period lasted several days.
	Superstructure (dialogue flow)	Najwa asked for an evaluation of the condition of Aceh on the 10th day after the disaster.	The dialogue moved from discussing the impact of disasters to evaluating handling. The moderator's questions opened up space for the governor to explain the progress of the recovery and the steps of the local government.
	Microstructures (language and rhetoric)	"gradually recover", "infrastructure", "electricity has been turned on a lot", "bridges already have access".	The choice of words highlights the process of recovery and stabilization of regional conditions. The language used is optimistic to show progress in disaster management.
Social Cognition	A built-in understanding model	Explanation of electricity recovery, road access, and bridges.	The narrative forms the perception that the local government is actively working to restore the condition of the region. The public is directed to see progress in disaster management.
Social Context	Social situation and power relations	The Governor conveyed an evaluation of the condition of Aceh in a national media forum.	As regional heads, the governor uses the media space to show the government's performance in the post-disaster recovery process. This discourse strengthens the legitimacy of leadership in crisis situations.

The third scene discusses the condition of Aceh after ten days of disaster. The main theme that emerged was the narrative of post-disaster recovery. The Governor explained that several infrastructures are starting to recover, including electricity and transportation access. This statement shows that disaster management is not only focused on emergency response, but also on the recovery of the region and people's lives.

The structure of the dialogue began with Najwa Shihab's question regarding the evaluation of the condition of Aceh after the ten-day emergency response period. The question opened up space for the governor to explain the development of the situation on the ground. Explanations of the restoration of electricity, bridges, and transportation access show progress in disaster management.

At the microstructural level, the use of words such as "gradually recovering", "electricity has been turned on", and "bridges already have access" indicate optimistic language. This choice of words emphasizes the progress in the recovery of the affected areas. The discourse that was built not only displayed the impact of the disaster, but also the government's efforts to improve regional conditions.

In the perspective of social cognition, this narrative shapes the perception that local governments are actively working in dealing with crises. The explanation of infrastructure recovery shows that there are real actions in overcoming the impact of disasters. The delivery of this information through the media also serves to show government performance and build public trust in the disaster management process.

Table 4. CDA Scene analysis Constraints on aid distribution to isolated areas.

Level of Analysis	Elements of Analysis	Dialogue Quotes	Analysis Findings
Text Structure	Macrostructure (theme)	"Inevitably, we have to use helicopters... They can already enjoy help, but not all of them are still lacking."	The main theme is the obstacles to aid distribution due to areas that are still isolated. The discourse emphasized that geographical conditions and infrastructure damage make the process of distributing aid difficult.
	Superstructure (dialogue flow)	Najwa mentioned areas that are still isolated and difficult to reach.	The dialogue moved from discussions of recovery to operational constraints in the field. The moderator's questions opened up space for the governor to explain the challenges of distributing aid to the affected areas.
	Microstructures (language and rhetoric)	"must use helicopters", "still hungry", "isolated areas".	The choice of words emphasizes emergency conditions and limited access to assistance. This language reinforces the idea that the situation in some regions is still critical.
Social Cognition	A built-in understanding model	Explanation of the use of helicopters for aid distribution.	The narrative builds an understanding that distribution difficulties are not due to government negligence, but due to geographical conditions and infrastructure damage due to disasters.
Social Context	Social situation and power relations	The governor's explanation of areas that have not been reached by assistance.	In the context of disasters, local governments are responsible for coordinating the distribution of aid. The media is used to explain the obstacles faced while drawing public attention to areas that still need assistance.

The fourth scene discusses the obstacles faced in the process of distributing aid to affected communities. The main theme that emerged was logistical obstacles due to the condition of the area that was still isolated. The Governor explained that some areas could not be reached by land so the distribution of aid had to be by helicopter. This explanation shows the complexity of disaster management in areas with difficult geographical conditions.

The structure of the dialogue began with Najwa Shihab's question about the area that is still isolated. The question was then followed by the governor's explanation about the use of helicopters to send aid to areas that cannot be reached. This

conversation flow shows how the narrative shifts from discussions of recovery to operational challenges in the field.

At the microstructural level, the use of diction such as "must use helicopters", "isolated areas", and "still hungry" shows the existence of emergency conditions in some affected areas. The language emphasized that although aid has been delivered, there are still people who are not yet fully reached.

From the perspective of social cognition, this narrative builds the understanding that the delay in aid is not caused by the negligence of the government, but rather by geographical barriers and infrastructure damage due to disasters. In the social context, the delivery of this information through the national media also serves to attract public attention to areas that still need assistance.

Table 5. CDA Scene Analysis Aid from friendly countries for Aceh.

Level of Analysis	Elements of Analysis	Dialogue Quotes	Analysis Findings
Text Structure	Macrostructure (theme)	"They sent medical aid and also medical personnel."	The main theme is international solidarity in disaster management. The discourse emphasized that Aceh received support from friendly countries to help people affected by floods.
	Superstructure (dialogue flow)	Najwa asked for help from friendly countries and the governor explained the existence of assistance from Malaysia and China.	The dialogue moves from discussing aid constraints to external support. This structure expands the narrative from local handling to international cooperation.
	Microstructures (language and rhetoric)	"friendly country", "send aid", "medical personnel".	The choice of words emphasizes the relationship of friendship between countries and humanitarian solidarity. The language used shows external support for Aceh.
Social Cognition	A built-in understanding model	Explanation that aid comes from friendly countries without complicated procedures.	The narrative builds an understanding that the people of Aceh do not face disasters alone. The public is directed to see international solidarity with disaster victims.
Social Context	Social situation and power relations	The Governor explained the relationship with the friendly country that sent aid.	In the context of major disasters, international aid becomes part of the humanitarian response. The media is a space for local governments to show global support for the people of Aceh.

The fifth scene discusses support from friendly countries in handling disasters in Aceh. The main theme in this section is international solidarity with disaster victims. The Governor explained that several countries provided assistance to help the affected communities.

In the dialogue, it was stated that countries such as Malaysia and China sent aid in the form of medical personnel and medicines. This statement shows that the response to disasters comes not only from central and local governments, but also from the international community.

The structure of the dialogue began with Najwa Shihab's question about the possibility of assistance from other countries. This question was then followed by the governor's explanation of the assistance that had been received. The flow of the conversation

expands the narrative of disaster management from the local level to international cooperation.

At the microstructural level, the use of terms such as "friendly countries", "sending aid", and "medical doctors" confirms the existence of a relationship of solidarity between countries in humanitarian situations. The language used displays external support as a form of concern for the people of Aceh.

In the perspective of social cognition, this narrative builds an understanding that the people of Aceh do not face disasters alone. International support is described as a form of global solidarity with disaster victims. The delivery of this information also shows the role of local governments in building humanitarian assistance networks with external parties.

Table 6. CDA Scene Analysis The governor's criticism of the regent in handling disasters.

Level of Analysis	Elements of Analysis	Dialogue Quotes	Analysis Findings
Text Structure	Macrostructure (theme)	"They were elected by the people. Why is it that when an incident like this happens, they are overwhelmed, like indifferent."	The main theme is criticism of regional leadership in disaster management. The discourse emphasized that regional heads have a moral responsibility to continue working in crisis situations.
	Superstructure (dialogue flow)	Najwa alluded to the governor's harsh statement to the regents.	The dialogue moved from discussing disaster conditions to evaluating the performance of regional officials. This structure opens up space for the governor to affirm leadership standards in emergency situations.
	Microstructures (language and rhetoric)	"elected by the people", "indifferent", "just turn right".	The choice of words is firm and critical. This language indicates the governor's position as a leader who demands responsibility from other regional officials.
Social Cognition	A built-in understanding model	Explanation that regional leaders must continue to help the people in disaster situations.	The narrative forms the perception that a good leader is a leader who is present in the midst of the people during a crisis. The public is directed to judge leadership based on responsibility to society.
Social Context	Social situation and power relations	The governor's criticism of the regent in a media forum.	In the structure of local government, the governor has a coordinating position with the district. Statements in the media show efforts to affirm the leadership authority and accountability of regional officials in handling disasters.

The sixth scene shows the governor's criticism of several regional heads who are considered less responsive in dealing with disasters. The main theme in this section is leadership responsibilities in crisis situations. The Governor emphasized that regional officials are elected by the people so that they have an obligation to be present and help the community when disasters occur.

The structure of the dialogue began with Najwa Shihab's question about the governor's harsh statement to the regents. This question provides space for the governor to explain the reasons for the criticism. The conversation then shifted from discussing disaster conditions to evaluating regional leadership.

At the microstructural level, the use of diction such as "elected by the people", "indifferent", and "just turn right" indicates firm and critical language. This choice of words confirms the governor's position as a leader who demands responsibility from other regional officials in emergency situations.

In the perspective of social cognition, this narrative forms the perception that a good leader is a leader who remains present in the community during a crisis. In the social context, the criticism also reflects the power relationship in local government, where the governor has a coordinating role with districts and cities.

Table 7. CDA Scene Analysis Conveying the urgent needs of the people of Aceh.

Level of Analysis	Elements of Analysis	Dialogue Quotes	Analysis Findings
Text Structure	Macrostructure (theme)	"Now the most urgent are medicines, kitchen utensils, blankets, clothes and also LPG."	The main theme is the delivery of the basic needs of the post-disaster community. The discourse emphasizes emergency conditions that still require logistical support from various parties.
	Superstructure (dialogue flow)	Najwa asked about the most urgent needs for the people of Aceh.	The dialogue moved to the closing stage focusing on the needs of disaster victims. The moderator's question opened up space for the governor to convey a message of assistance to the public.
	Microstructures (language and rhetoric)	"the most urgent", "medicines", "blankets", "clothes", "LPG".	The choice of words is direct and concrete. This language emphasizes the basic needs of the community so as to give rise to a sense of urgency and empathy from the audience.
Social Cognition	A built-in understanding model	Explanation of the basic needs of flood victims.	The narrative forms an understanding that the people of Aceh are still in a state of emergency and need real help from the wider community.
Social Context	Social situation and power relations	Conveying the needs of the community through the national media.	In disaster situations, the media becomes a communication channel between local governments and the public. The governor's statement serves as an invitation for social solidarity to help the affected Acehnese people.

The seventh scene focuses on delivering the urgent needs of the people of Aceh after the disaster. The main theme in this section is the emergency conditions that are still faced by the affected communities. The Governor said basic needs such as medicines, clothing, blankets, and fuel were the most needed.

The structure of the dialogue began with Najwa Shihab's question about the assistance that the people of Aceh need the most. This question provides space for the governor to convey a list of urgent needs. This section concludes a conversation that emphasizes the importance of public support. At the microstructural level, the use of the word "most urgent" indicates a high priority for these needs. The language used is direct and concrete, making it easier for the audience to understand the situation of the affected communities.

From the perspective of social cognition, this narrative builds an understanding that the people of Aceh are still in a state of emergency and need real help. The delivery of these needs through the national media also serves as an invitation to solidarity for the wider community to help disaster victims.

The results of the study show that the discourse built in the dialogue of the Mata Najwa program episode "Governor of Aceh Talk" represents the 2025 Sumatra flood disaster as a major crisis that not only has an impact on physical damage but also on the social life of the community. The use of the term "second tsunami" at the beginning of the conversation serves to build a framework for interpretation that floods are an extraordinary disaster equivalent to the great tragedy that Aceh has experienced. The narrative strengthens the public's perception of the severity of the disaster and places the event in the collective memory of the community. In the context of disaster communication, the language used by regional leaders through the media has an important role in shaping public understanding of the scale of the crisis and the conditions of the affected communities.

The researchers also found that the dialogue structure in the program moves systematically from the crisis narrative to the explanation of the impact and efforts of the government. In the early stages of the conversation, the governor emphasized the scale of the disaster and the humanitarian emergency through descriptions of casualties as well as infrastructure damage. Furthermore, the conversation turned to explaining the regional recovery process, obstacles in aid distribution, and international support in disaster management. This pattern builds a narrative that not only displays the suffering of the community but also shows the efforts of local governments in responding to the crisis. The structure of the discourse shows that journalistic dialogue in

digital media can serve as a space for political actors to explain policies as well as build an image of leadership in emergency situations.

Furthermore, the findings of the study show that leadership discourse in dialogue is not only related to the delivery of information about disasters, but also to the affirmation of political responsibility. The governor's criticism of some regional heads who are considered less responsive shows an emphasis on leadership standards in crisis situations. This statement builds the perception that a legitimate leader is a leader who is present in the community when a disaster occurs. Through the national media, this discourse not only serves as an internal evaluation of local governments but also as a message to the public about the importance of leadership accountability in disaster management.

The findings of this study are in line with the research of Adil and Huda which shows that state policies in crisis situations are often understood through the construction of discourse in the public sphere. In the study, the public's response to worship regulations during the pandemic showed that government policies are not only understood through the content of the policy itself but also through the way the policy is communicated in the media. The results of this study strengthen these findings because the dialogue between governors and journalists in talk show programs also serves to shape public understanding of disaster management. The difference is that this study places journalistic dialogue as a space for discourse production that directly involves political actors in the process of forming the meaning of the crisis.

The results of this study are also related to Alimuddin and Maksum's research which analyzed the president's speech related to the Paris Agreement. The study found that the discourse of state leaders often reflects a certain ideological orientation in explaining global environmental issues. The findings in this study show a similar pattern because the governor's statement on floods not only serves as a situation report but also as a narrative that frames the government's responsibilities as well as the crisis conditions faced by the community. The difference is that this study does not analyze official speeches but interactive dialogues that allow for a process of negotiation of meaning between journalists and sources.

This research is also related to the research of Siregar, Dalimunthe, and Surip which examines the representation of President Joko Widodo's leadership in films. The research shows that the media has an important role in building a leadership image through certain narratives. The results of this study show that the same mechanism also occurs in political talk show programs. The

language, diction choices, and dialogue structure in interviews can form a representation of leadership that highlights the leader's assertiveness, empathy, and responsibility for the disaster-affected community.

The findings of this study are also in line with the research of Fidiyanti, Suhartono, and Sodik who found that presidential inauguration speeches contain language strategies that build political legitimacy through certain symbols and narratives. In this study, a similar strategy was seen in the use of diction such as "second tsunami", "extraordinary flood", and "most urgent". The language not only describes the conditions of the disaster but also reinforces the impression that local governments are facing an emergency situation that requires broad support. This shows that rhetorical strategies in political communication continue to emerge despite the context of a catastrophic situation.

This research is also related to the research of Hasbullah, Nair, and Ismail on the communication of the crisis of world leaders on social media. The research shows that leaders often use certain communication strategies to build public trust during crises. The results of this study show a similar pattern in the context of journalistic dialogue in digital media. Explanations of infrastructure recovery, aid distribution constraints, and international support serve to build the perception that local governments are actively working in handling the crisis.

The findings of this study can be explained through Teun A. van Dijk's critical discourse analysis theory which emphasizes the relationship between text structure, social cognition, and social context in the production of meaning. At the level of text structure, the dialogue in the Mata Najwa program shows a narrative pattern starting from the representation of the crisis, explanation of the impact, to recovery efforts. At the level of social cognition, the governor's statement builds a scheme for the audience's understanding of disasters as emergency situations that require government response. Meanwhile, at the level of the social context, the dialogue took place in the national media space which has a great influence in shaping public opinion on leadership and disaster management.

The findings of this research can also be understood through Antonio Gramsci's theory of hegemony which explains that power can be maintained through the formation of social consent. In the context of this research, the narrative conveyed by the governor through the media serves to build leadership legitimacy by emphasizing government responsibility and disaster management efforts. Providing information about the scale of the crisis, the condition of the victims, and the recovery process can shape public understanding that the government has worked to deal with the emergency situation. Through this process, the leadership discourse built in the media can generate social acceptance of government actions.

The novelty of this research lies in the analysis of the construction of leadership discourse in the context of disaster communication through the format of journalistic dialogue in digital media. Most previous studies have examined official speech, film, or political communication on social media. This research shows that political talk shows on digital platforms such as YouTube are also an important space in the production of leadership discourse. An analysis of the dialogue between journalists and regional heads provides a new understanding of how disaster narratives, government responsibility, and leadership

legitimacy are constructed and negotiated in public communication in the digital media era.

IV. CONCLUSION

This research shows that the discourse of the leadership of the Governor of Aceh in the Mata Najwa program episode "Governor of Aceh Talk" is built through a language strategy and dialogue structure that represents the 2025 Sumatra flood as a major crisis that has a wide impact on the community. The use of diction such as "second tsunami", descriptions of the victims' conditions, and explanations of infrastructure damage form a disaster narrative as an emergency situation that requires public attention. The dialogue structure also shows a systematic flow from discussing the scale of the disaster, the humanitarian impact, the recovery process, to the needs of community assistance. This pattern shows that the discourse in dialogue not only serves to convey information about disasters, but also to build public perception of the severity of the crisis and the role of the government in responding to the situation. Analysis with Teun A. van Dijk's critical discourse analysis approach shows that the construction of meaning in the dialogue of this program is formed through the relationship between text structure, social cognition, and social context. At the text level, the choice of language and the organization of the conversation emphasize the scale of the crisis as well as the government's handling efforts. At the level of social cognition, the narrative conveyed shapes the audience's understanding of leadership responsibilities in disaster situations. Meanwhile, in the social context, dialogue in the national media is a space for the governor to explain policies, affirm the responsibilities of regional officials, and build leadership legitimacy in the midst of a crisis. Thus, political talk show programs in digital media can be understood as an arena for discourse production that not only conveys disaster information but also forms a representation of leadership and power relations in the public space.

REFERENCES

- [1] Z. Barep Prasetyo, R. Aditya Novaldi, R. Arif Afandi, and P. Poniman, "Pendidikan Kepemimpinan Berbasis Psikologi Sosial dalam Komunikasi Publik untuk Mitigasi Konflik dan Diplomasi Kemanusiaan pada Situasi Darurat Kebencanaan," *Jurnal Ilmiah Psyche*, vol. 19, no. 2, 2025, doi: 10.33557/gcydex98.
- [2] C. O'Brien, "COVID, clay, and the digital: The role of digital media in pottery skill development during the COVID-19 pandemic in Britain," *Journal of Material Culture*, vol. 29, no. 1, 2024, doi: 10.1177/13591835231212283.
- [3] J. Lerner and A. Novikova, "From Moral Therapy to Political Defiance: Public Self-Reflections on Russian YouTube," *Russian Review*, vol. 83, no. 1, 2024, doi: 10.1111/russ.12581.
- [4] A. A. Azhar, E. Sakdiah, and A. R. Matondang, "The Impact of Systemic Bias in Media Literacy on Stunting Mitigation Efforts in Nias Barat," *International Journal of*

- Islamic Education, Research and Multiculturalism (IJERM)*, vol. 6, no. 3, pp. 1219–1235, 2024.
- [5] D. M. R. Ananda, A. Azhar, and A. A. Azhar, “Political Communication of the Indonesian People’s Wave Party (Gelora) Recruitment In Medan City,” *JHSS (JOURNAL OF HUMANITIES AND SOCIAL STUDIES)*, vol. 7, no. 1, 2023, doi: 10.33751/jhss.v7i1.7150.
- [6] G. S. Rizal, “Peran ASN Pemerintah Kota Banjarmasin Dalam Rangka Membangun Kepercayaan Publik melalui Ruang Komunikasi Publik,” *Jurnal Mutakallimin : Jurnal Ilmu Komunikasi*, vol. 6, no. 2, 2023, doi: 10.31602/jm.v6i2.12724.
- [7] Andika Miftah Fauzi and Dede Lilis Chaerowati, “Representasi Kepemimpinan dalam Kelompok pada Film Series,” *Bandung Conference Series: Communication Management*, vol. 3, no. 1, 2023, doi: 10.29313/bcscm.v3i1.6867.
- [8] D. Andriadi and Sofyan, “The Role of Diction in Shaping Brand Image to Influence Consumer Choice in the Digital Age,” *LADU: Journal of Languages and Education*, vol. 4, no. 6, 2024, doi: 10.56724/ladu.v4i6.296.
- [9] M. A. Hasibuan, K. Katimin, and A. Anas Azhar, “The Politicization of Religion on Facebook Social Media in Elections Governor of North Sumatra in 2018,” *International Journal Of Education, Social Studies, And Management (IJESSM)*, vol. 2, no. 2, pp. 130–143, 2022, doi: 10.52121/ijessm.v2i2.92.
- [10] T. A. van Dijk, “Discourse, knowledge, power and politics,” 2011. doi: 10.1075/dapsac.43.03van.
- [11] T. A. van Dijk, “Socio-cognitive discourse studies,” in *The Routledge Handbook of Critical Discourse Studies*, 2018. doi: 10.4324/9781315739342-3.
- [12] A. M. A. Ausat, “The Role of Social Media in Shaping Public Opinion and Its Influence on Economic Decisions,” *Technology and Society Perspectives (TACIT)*, vol. 1, no. 1, 2023, doi: 10.61100/tacit.v1i1.37.
- [13] E. Salamon, “Communicating a Local Journalism Crisis Online: How Media Workers Frame Industry Changes,” *Digital Journalism*, 2025, doi: 10.1080/21670811.2024.2434917.
- [14] T. A. van Dijk, “Multidisciplinary Cda: A Plea for Diversity,” in *Methods of Critical Discourse Analysis*, 2013. doi: 10.4135/9780857028020.n5.
- [15] M. Hastira, G. Pratama, W. Astuti, and Muh. Zahir, “Kekuasaan Dalam Tradisi: Kajian Dinasti Politik di Desa Banrimanurung Kabupaten Jeneponto,” *Politeia: Jurnal Ilmu Politik*, vol. 17, no. 2, 2025, doi: 10.32734/politeia.v17i2.19043.
- [16] S. Z. Alimuddin and A. Maksum, “Analyzing Presidential Discourse on the Paris Agreement: Trump’s Skepticism vs. Jokowi’s Support,” *Journal of Governance and Public Policy*, vol. 10, no. 3, 2023, doi: 10.18196/jgpp.v10i3.17936.
- [17] R. L. Siregar, S. F. Dalimunthe, and M. Surip, “Analisis Wacana Kritis Teun A Van Dijk Dalam Film ‘Joko Widodo,’” *EduTech: Jurnal Ilmu Pendidikan dan Ilmu Sosial*, vol. 8, no. 2, 2022, doi: 10.30596/edutech.v8i2.10276.
- [18] M. Fidiyanti, Suhartono, and S. Sodiq, “Political Discourse Space: Critical Cognitive Analysis on Inauguration Speech of President Prabowo,” *Salud, Ciencia y Tecnologia*, vol. 5, 2025, doi: 10.56294/saludcyt20251645.
- [19] N. A. Hasbullah, R. Nair, and I. N. Ismail, “Restorative Rhetoric and Ideological Positioning in Leaders’ Social Media Crisis Communication on Food Security,” *3L: Language, Linguistics, Literature*, vol. 31, no. 3, 2025, doi: 10.17576/3L-2025-3103-02.
- [20] D. Ramírez Plascencia, “The Return of The Thaumaturge Kings: an Analysis of Presidential Discourse in Mexico and Brazil during the COVID-19 emergency in 2020,” *Doxa Comunicacion*, vol. 2025-July-, no. 41, 2025, doi: 10.31921/doxacom.n41a2355.
- [21] E. Weyant, “Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 5th Edition,” *Journal of Electronic Resources in Medical Libraries*, vol. 19, no. 1–2, 2022, doi: 10.1080/15424065.2022.2046231.
- [22] D. Gleeson, “Research Questions and Research Design,” in *Educational Research and Inquiry*, 2021. doi: 10.5040/9781474243834.ch-005.
- [23] J. P. Takona, “Research design: qualitative, quantitative, and mixed methods approaches / sixth edition,” 2024. doi: 10.1007/s11135-023-01798-2.
- [24] J. W. Creswell and D. J. Creswell, *Research design - international student edition: Qualitative, quantitative, and mixed methods approaches*. 2022.
- [25] K. Krippendorff, “The Logic of Content Analysis Designs,” in *Content Analysis: An Introduction to Its Methodology*, 2022. doi: 10.4135/9781071878781.n5.
- [26] U. Flick, “Revitalising Triangulation for Designing Multi-perspective Qualitative Research,” in *The SAGE Handbook of Qualitative Research Design*, 2022. doi: 10.4135/9781529770278.n40.