

Ideology in The Speeches of PM Narendra Modi on Covid-19 (2020 - 2021) = Ideologi dalam Pidato Perdana Menteri Narendra Modi tentang Covid-19 (2020 - 2021)

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Abstrak

Sejak awal 2020 hingga pertengahan 2021, India berada dalam krisis akibat pandemi COVID-19. Menurut para pengamat politik, kondisi tersebut disebabkan oleh kurang maksimalnya kinerja pemerintahan PM Narendra Modi sementara tugas politiknya untuk menyebarkan ideologi terus berjalan. Ideologi digunakan sebagai strategi persuasi massa dalam pidato politik dengan menonjolkan kesamaan identitas. Karya tulis ilmiah ini ditulis untuk mengungkap ideologi yang terkandung dalam pidato-pidato PM Narendra Modi tentang COVID-19 yang berhubungan dengan pergerakan Hindutva atau nasionalisme Hindunya. Tiga teks pidato dari situs resmi Narendra Modi dipilih untuk diteliti berdasarkan dinamika pandemi di India, dengan judul "From midnight, the entire country shall go under complete lockdown", "Fight against Coronavirus has become people-driven", dan "India's response to Coronavirus is one of self-confidence and self-reliance". Teori yang digunakan sebagai dasar pencarian ideologi tersebut adalah Analisis Wacana Kritis dari Fairclough dengan bantuan Analisis Transitivitas dari Halliday untuk pendeskripsian elemen-elemen linguistik dalam teks pidato, interpretasi tema-tema utama yang terkandung, dan menjelaskan ideologi yang disampaikan. Tema-tema utama dan jenis proses transitivitas yang terjadi didapat dengan metode deskriptif-kualitatif, didukung oleh metode kuantitatif. Hasil penelitian menemukan bahwa ketiga pidato PM Modi mengandung ideologi solidaritas sebagai perwujudan dari prinsip ajaran Hindu "Vasudhaiva kutumbakam", yang dalam Bahasa Indonesia berarti, "Seluruh dunia adalah keluarga". Ideologi tersebut dikemukakan melalui proses relasional (54.38%).

.....COVID-19 terribly impacted India from the beginning of 2020 until the middle of 2021. Political observers suggested that the situation happens due to the lack of maximum governance of PM Narendra Modi, but his political duty in spreading ideology persists. Ideology highlights common identity which motivates the mass to follow the persuasions of politicians in speeches. This paper aims to disclose the ideology contained in the speeches of PM Narendra Modi on COVID-19 related to his Hindutva or Hindu nationalism movement. Three speeches from the official website of Narendra Modi have been chosen in accordance with pandemic dynamics in India, titled "From midnight, the entire country shall go under complete lockdown", "Fight against Coronavirus has become people-driven", and "India's response to Coronavirus is one of self-confidence and self-reliance". For disclosure of the ideology in the speeches, Critical Discourse Analysis by Fairclough is used to describe the linguistic features with Transitivity Analysis from Halliday, to interpret the main themes, and to explain the ideology. The main themes and transitivity process are generated with descriptive-qualitative methods, aided by quantitative method. It was found that the speeches of PM Modi are underlined with solidarity as a manifestation of a Hindu principle "Vasudhaiva kutumbakam", translated to English as "The world is our family", which are delivered through relational process (54.38%).