



## The Image Politics of Puan Maharani in the ROSI Podcast

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### ABSTRACT

The Politics of Puan Maharani's Image in the ROSI Podcast Event Podcasts are used by political figures to attract public attention and build a political image. Puan Maharani as Chair of the DPR RI, who has a bad image in society, uses this media to build her positive image with clarifying content. This research aims to analyze the ROSI KompasTV podcast with guest star Puan Maharani which includes the formation and improvement of Puan's image. This research is qualitative research with Fairclough analysis at three levels, namely micro, meso and macro. At the micro level, we found representations of the texts delivered by Puan Maharani, then at the meso level we found that the existing representations were discourses created by Puan to build her political image. Then at the micro level, the results show a deep understanding of the use of podcasts as a means of forming a political image and increasing a positive image. Puan's clarification was conveyed well via Podcast on the KompasTV ROSI Program. Apart from that, in the text regarding Puan's position as DPR RI due to Mega Wati's interference, Puan emphasized that there was no interference from her at all.

**Keywords:** discourse analysis, podcast, political image, Puan Maharani

## INTRODUCTION

The decline in public trust in the performance of politicians, political parties, and political media has become a widespread topic of discussion. People participating in politics is a form of actualism for political progress, especially in developing countries (Saputro, 2022). Despite the current reality, new media technology creates new ways for politicians to manage their public image by communicating messages and increasing interaction with the public, which can increase public political participation (Bossetta, 2018). Kepercayaan masyarakat yang menurun dapat diatasi oleh politisi salah satunya dengan memanfaatkan media digital guna meningkatkan citra publik mereka.

Politicians can overcome declining public trust, one of which is by using digital media to improve their public image. Since 2008 digital media has become a new thing for the public to voice politics. One of the politicians who uses digital media is Obama and this has had an impact on the popularity of digital media as a means of socialization and political activities (Rustandi & Yusanto, 2021). Digital media has the power to build the public image of political figures. Political communication delivered via social media effectively builds an image because the communication style tends to be entertaining (Keller & Königslöw, 2018).

There are many forms of media produced by the community, such as vlogs, community radio, podcasts, and so on, and can be distributed through various platforms (Burhan, 2019). Facebook is a digital platform that has many users, even though it is only one of several forms of communication. When text is added to a post, a visual appears beneath it, indicating that it is an illustration of the textual message (Farkas & Bene, 2021). Facebook is one of the social media that is widely used by politicians for their political image campaigns because its communication style tends to be entertaining and provides text and image features.

As technological advances develop, people are starting to be interested not only in Facebook but also in using podcasts or iPod Broadcasting as a communication information and entertainment channel (Sheldon, 2017).

Podcasts are a new media channel that is produced and then distributed to the public online using several platforms (Susilowati et al., 2020). Podcasts are included in alternative audio media to the radio but have the difference that podcasts can be enjoyed anytime, anywhere using internet channels. Apart from that, podcasts also have content and platform selection features (Imarshan, 2021). Podcasts are new media with facilities like radio but have novelties such as content that can be selected and can be found on various platforms.

Podcasts are becoming a medium that is increasingly gaining interest. Quoting data from GlobalWebIndex (GWI), Indonesia is the second largest country podcast listeners in the world as of the third quarter of 2021. The total percentage of internet users aged 16 – 64 years, and the percentage of podcast listeners in Indonesia reached 35.6% (Databoks, 2022). Podcasts can be easily

accessed on several platforms such as Spotify, Google Podcasts, YouTube, Apple Podcasts, and Anchor (Sucin & Utami, 2020). Podcasts make it possible for users to be more flexible in their use and better meet consumer needs, so many people are interested in them.

This research explores podcasts as a means of improving relations between politicians and society through building a political image. The reason for using podcasts in this research is because podcasts have quite many listeners, especially in Indonesia. Podcasts change people's habits, especially the younger generation, in consuming news along with the growing distrust of traditional media, which is why podcasts change habits (Tranová & Veneti, 2021). Podcasts are becoming increasingly popular, prompting political figures to start using digital audio podcasts in the political realm because radio is no longer relevant, especially for the younger generation. The use of digital media to consume political news and information has increased in deeper layers and influenced political participation across generations (Andersen et al., 2020).

The role of podcasts as a medium for political communication is also used by Puan Maharani, chairman of the DPR RI, in building her political image. Together with Rosianna Silalahi, Puan Maharani was present at ROSI Kompas TV to clarify footage of Mega Wati's viral speech. Puan also clarified her moments that went viral on social media and apologized for her actions which were not desired by the public. Through this, there is a new opportunity for Puan Maharani to create a positive image. The media offers opportunities for political figures to shape their image by compiling and communicating their messages so that they can provide more personal, permanent, and interactive communication to the public (Harris & Harrigan, 2015)

Similar research has been conducted by Tranová and Veneti (2021), which found that podcasts present an opportunity to build relationships between the public and political figures. Podcasts provide politicians with the freedom to convey messages in the style they prefer, which influences public perception of the image that political figures want to project. Unlike the previous research, this study discusses the building of a political image by politicians who have a negative reputation in society through podcasts.

Findings on the role of political podcasts in political communication in Indonesia, especially in preparation for the 2024 Presidential and Vice-Presidential elections, are explored in this research. This study also investigates the influence of social media on people's political behavior, the use of podcasts as a means of political propaganda, and how political podcasts can influence public opinion. Additionally, this research includes a case study on the influence of independent trolls in the political propaganda of Indonesia's 2024 presidential candidates via podcasts (Fadiyah & Simorangkir, 2021). Meanwhile, this research discusses the

self-image of a chairman of the DPR RI who often receives criticism in the media. Podcasts serve as a means for politicians to convey apologies and seize opportunities to improve and build their image. Through discourse analysis, this research examines how podcasts are used by Puan Maharani to construct her political image.

This qualitative research employs discourse analysis methods and utilizes the critical paradigm, which views media content as something that must be understood broadly and comprehensively. The object of research in this study is the text in Puan Maharani's podcast with Rossi, titled "Viral Mega Speech Considered an Insult to the President, Puan: I Really Love Mr. Jokowi," featured on the ROSI program on the KompasTV YouTube Channel.

The text is presented and accompanied by gestures made by Puan Maharani at specific moments to facilitate the analysis process. Four scenes were chosen for the study, representing important points in the research, namely building a positive image. To enhance research insight regarding topics and objects, relevant sources such as literature articles or journals are used.

This research employs discourse analysis by Norman Fairclough, which describes three dimensions: text, discourse practice, and sociocultural practice. First, textual dimensions such as identity, representation, and relationships. Second, text production practices such as text distribution, text consumption, and text production. Third, social practices such as social, institutional, and situational contexts (Kartika, 2020). Data validity testing is conducted using source triangulation, which will determine the research pattern with analysis based on the data source. Moleong (2016) explains that triangulation is a research technique used to test the validity of data by using other sources outside the data. The framework used to clarify the analysis is as follows:

**Tabel 1. Fairclough's analytical framework in Puan Maharani's podcast at the ROSI**

Levels of Analysis	Level Problem	Focus	Unit of Analysis	Data Collection
Mirco	Text	<p>Representation An event, individual, group, circumstances and situations are displayed in text form</p> <p>Relation The relationship between Puan, Rosi, the audience and the characters concerned is discussed in and shown in the text</p>	<p>Dialogue or text on a podcast "Tidak ada bintang yang berdiri sendirian di PDIP" in the ROSI Kompas TV program</p>	<p>Observation and content analysis as well as literature study</p>

		Identity The identities of Puan as guest stars, audiences and figures discussed in the podcast are Mega Wati and Jokowi		
Meso	Discourse practice	Text production The text process is created with patterns, charts and routines in text formation	Podcast production is carried out online via KompasTV YouTube	Observation and content analysis as well as literature study
		Text consumption The recipient consumes the text and interprets the text	Analysis through audience responses in the comments column of Puan and Rosi's video podcast	
Macro	Socio-cultural practices	Situational	Specific situations that exist in the text	Observation and content analysis as well as literature study
		Institutional	Internal and external forces which involve certain parties and influence how the event is delivered (text/video)	
		Social	The focus is on macro things in society (economic, political and cultural systems)	

Source: researcher's analytical framework

## RESULTS AND DISCUSSION

The discourse representation in this research focuses on the text delivered in the form of an in-depth conversation between Puan Maharani and Rossi. The text represents a situation embedded with a certain ideology that can be deconstructed linguistically (Wayan & Sasmitha, 2023)

### Micro Analysis

Through the ROSI program podcast on January 12, 2023, Puan Maharani provided clarification regarding several of her recent actions that have attracted a lot of negative perceptions in society. This research analyzes three clarification topics presented by Puan Maharani in the podcast with ROSI. The first is that Puan is perceived to always get whatever she wants in a political position because she is the daughter of the general chairman of the PDI Perjuangan. The second topic addresses public doubts about Puan Maharani's performance. The third is Puan's statement of apology regarding her attitudes and actions that went viral on social media.



Source: Youtube KompasTV

Figure 1. Puan's clarification regarding the opportunity to get a Golden Ticket (04:60 minutes)

Rossi “*saya ingin dapat klarifikasi dari seorang Puan Maharani, tidakkah sebagai seorang yang disebut sebagai orang yang memiliki darah biru partai politik terbesar PDI perjuangan, anda berhak mendapatkan gonden tiket*”

Puan “*nggak juga, ini bukan urusan anak, ini urusannya bagaimana kemudahan memunculkan seorang pemimpin untuk bangsa dan negara apakah siapa, bagaimana ya pasti bu Mega memilih pertimbangan sendiri, ya bukan berarti bukan harus Puan Maharani*”

The picture above shows Rossi expressing her desire to get clarification from Puan Maharani. Rossi referred to the statement that Puan was considered to have "blue blood" in the largest political party, PDI Perjuangan, which implied that Puan had a special position or privilege in getting a ticket or opportunity as a potential leader.

This perception is supported by numerous public opinions on various social media platforms, where people believe that Puan is merely taking advantage of family privileges to obtain a position in government. The public views Puan Maharani as a political figure who received her position due to the significant influence of her lineage (Tsabit et al., 2022). However, Puan explained that this is not merely a personal matter or individual interest, but rather about creating leaders who can lead the nation and state effectively. The decision to determine the leadership candidate lies entirely in the hands of Megawati Soekarnoputri, General Chair of PDI Perjuangan, and is based on her personal considerations. Thus, Puan emphasized that this decision does not automatically become her right or obligation as an individual but is rather a prerogative of Megawati Soekarnoputri as the party's General Chair.

According to Kompas.com, Megawati's decision in 2023 mirrors her decision nine years ago. She abandoned her intention to run as a presidential candidate and gave Joko Widodo, her own cadre, a chance. Now, she has set aside her daughter's desire, Puan Maharani, to become a presidential candidate representing her party and is giving that opportunity to another cadre, Ganjar Pranowo. This attitude, apart from being rational, also had a positive impact on her leadership in the party (Awaludin, 2023). Puan Maharani also explains in her clarification at minutes 8:43 to 7:09 that being herself is not easy:

Puan “*dan saya harus buktikan dengan kerja keras bukan hanya duduk saja dengan karpet merah Aduh Ros berat terus bukannya gampang untuk jadi menjadi seseorang Puan Maharani ini, saya juga tentu saja kan harus membuktikan, apa saya bisa apa saya mampu tapi itu menjadi tantangan bahwa ya harus bisa*”

In her statement, Puan emphasized that she did not rely solely on privilege in her political career. The public needs to know that it is not easy to become Puan Maharani; it requires effort, hard work, and leadership qualities that are proven by real results. Puan views society's negative perception of her as a challenge she must face with her own abilities and dedication. This statement is an effort by Puan to portray herself as a leader who values hard work. By stating that she also has to prove herself and face challenges, Puan aims to build her image as someone who deserves trust and support based on her personal qualities and competencies.

Self-image is formed from a person's journey, starting from pioneering, through processes, repeated failures, and ultimately, success. Image can also be shaped by the knowledge possessed, hard work, and principles that form the overall impression of a person (Umam, 2013) Puan Maharani's clarification text clearly opposes the notion that she has privilege.

At minute 9:21 - 9:28, Puan Maharani said, “*gak bener banget dan gak seperti itu, jadi kalau misalnya orang mengatakan kalau seorang Puan Maharani tinggal bilang mah aku ini anaknya Mama loh jadi aku harus bisa dapat ini nggak banget itu*” Puan's words reject the public perception that she received opportunities and advantages solely because of her family relationship, enabling her to occupy her current political position. Through her words, Puan tries to shape her image as a political figure who rejects nepotism, or the abuse of power based on family relationships.

Puan emphasized the importance of personal qualifications, abilities, and hard work in getting opportunities and achieving success. With this hard work, Puan Maharani tries to build a positive image in society. The positive image of a politician can be seen through their actions, hard work, and upholding national values in their daily behavior (Mughtar & Aliyudin, 2019). In other words, Puan is trying to build an image as someone who does not rely on family background

to achieve position or success but prioritizes personal effort and competence in achieving accomplishments and becoming a quality leader.



Source: Youtube KompasTV

Figure 2. clarification of public doubts regarding Puan Maharani's performance (18:24 minutes)

Rossi *“Bersama Ketua DPR perempuan pertama Puan Maharani yang juga menjabat ketua DPP PDI perjuangan bidang politik mbak Puan melaksanakan semua instruksi ketua umum partai turun ke bawah tapi masih banyak yang meragukan seorang Puan Maharani, mbak Puan merasakan itu?”*

Puan *“banget, ngerasa lab.. bingung juga ros ... gak tau kenapa kayaknya udah berusaha kerja bener, turun kebawah, kemudian kelapangan ya walaupun saya juga tahu nggak bisa juga menyelesaikan masalah, semua masalah karena masalah begitu banyaknya, tapi paling nggak saya berusaha untuk bisa menyapa rakyat, mendengar aspirasi rakyat dan juga tentu bagaimana mengetahui kondisi rakyat, tapi kayaknya memang yang udah ga suka tetep aja nggak suka, nggak libat lagi apa yang dilakukan oleh Puan Maharani tapi ya selalu salah aja.”*

In Puan Maharani's statement, she expressed her feelings about the doubts others have towards her. Puan felt confused and didn't understand why there were still doubts about her, even though she had tried to work well, go out into the field, and listen to the aspirations and conditions of the people. Puan realizes that not all problems can be completely resolved because there are so many complex issues. However, at least she tried to greet the people, listen to their aspirations, and understand their conditions. Through this action, Puan is trying to build her image as a leader who is caring, responsive, and strives to understand and



represent the interests of the people.

Puan said, “..tapi paling nggak saya berusaha untuk bisa menyapa rakyat, mendengar aspirasi rakyat dan juga tentu bagaimana mengetahui kondisi rakyat..” his statement reflects Puan's efforts to portray herself as a leader who works hard, is committed, and wants to be on the side of the people. She tries to carry out her duties seriously and listens to the needs and aspirations of the people. In this way, Puan hopes to gain recognition and trust as a leader who cares and tries to fight for the interests of the people. This contributes to the formation of Puan Maharani's political image, providing clarification about her having a negative image in society.

Puan also mentioned, “..tapi kayaknya memang yang udah ga suka tetep aja nggak suka, nggak lihat lagi apa yang dilakukan oleh Puan Maharani tapi ya selalu salah aja...” Her words reflect the disappointment and frustration she experiences over the attitude of some people who continually reject or dislike her without seeing or acknowledging the efforts and contributions she has made. Puan feels that there is a group of people who maintain a negative opinion of her and do not want to see everything she has done. She feels that whatever she does is always considered wrong.

These remarks highlight the challenges in forming a positive image. Even though Puan has made real efforts and actions, there are still some people who maintain a negative attitude towards her. This can hinder Puan's efforts to build a positive and good image in society. Puan stated, *“saya terus aja jalan terus aja turun ke bawah menyapa masyarakat, bertemu dengan masyarakat yaa udah itu aja yang bisa saya lakukan”*

This reflects her commitment to continue interacting with the community directly. She realizes that through direct meetings with the community, she can listen to their aspirations, understand their conditions and needs, and strengthen connections with them. In the context of image building, this action reflects Puan's efforts to build her image as a leader who is close to the people, listens to, and fights for their interests. Political marketing is currently often used by political figures to improve their political image because it has the psychological power to gain, change, maintain reputation and support (Landtsheer & Vries, 2015).

In facing possible skepticism or criticism, Puan chose to continue taking concrete steps by going to the field. In this way, she hopes to build trust and support from the community. Puan realized that greeting and meeting people is one of the best ways for her and the community to connect with each other and strengthen their relationship. Building a political image requires establishing a code of ethics for political figures themselves who are free from corruption, responsive to their responsibilities as representatives of the people, and able to earn the public's trust (Rahman et al., 2020).

Every time Puan Maharani conducts an activity that is then published, netizens on social media often attack or criticize her. Rossi highlighted this phenomenon, showing that Puan is often the target of attacks or criticism by netizens in cyberspace. There are challenges in maintaining a positive image in the era of social media. Attacks launched by netizens can have a negative impact on the public's perception of Puan and create a negative impression that may be difficult to overcome. One of Puan's videos that was attacked was when she shared it with the public and showed an unfriendly face. Rossi expressed this by showing a related video in his podcast:



Source: Youtube KompasTV

Figure 3. Puan's sullen expression which went viral in the media (minute 2:40)

From the given context, the expression "*Mbak Puan judes amat*" indicates that the use of the word "judes" describes a person's perception of their attitude or appearance, in this case referring to the perception of society, especially social media users. The video received various harsh criticisms from netizens regarding Puan's attitude, which was considered sharp, firm, or less than friendly. In response to this, Puan took advantage of her presence at the ROSI event to apologize, clarify what had happened, and explain the actual incident.

*Puan "...Atas kejadian itu pada kesempatan ini saya minta maaf kalau kemudian kok judes banget sih Kok cemberut banget, Saya minta maaf karena apa, situasinya pada saat itu tuh Panas banget, Panas banget gitu terik kemudian rakyat banyak kan Tadi dilibat kan rakyat, banyak hadiah, mau salaman ada yang mau minta kaos tapi kemudian tim yang ada di lapangan itu harusnya itu lebih Sigap untuk membantu saya dalam membagi-bagi kaos itu ya tapi ternyata tidak sesuai dengan harapan jadi kemudian ya terjadilah seperti itu...."*

Puan tried to explain the reasons behind her attitude and admitted that the incident did not meet expectations. He accepted responsibility for his behavior and attempted to improve relations with the people. In stressful and demanding situations, sometimes a person's emotions and attitude can be affected. In this case, the person feels the need to apologize for attitudes or reactions that may not be good and not in line with other people's expectations.

Admitting mistakes and apologizing is a good step to take responsibility for the actions you have taken and show a desire to correct the mistake. By apologizing, it is hoped that we can restore relationships with other people and maintain good relationships in the future. When a person's image is threatened as a result of an uncontrolled action, there is a solution for this, one of which is by apologizing to the parties concerned (Benoit, 2016).

Rossi “...selama ini keraguan terus cibiran pada apapun yang dilakukan oleh seorang Puan Maharani gimana Anda mengelola ini..” In his sentence, Rossi said that all this time there had been constant doubts and scorn for everything Puan Maharani did. The representation of Rossi's words is that Puan Maharani faces challenges in managing the doubts and sneers that are constantly directed at her.

Puan pada menit 30.49 – 30.56 mengatakan “...jadi tetap aja saya tetap semangat turun ke lapangan bertemu dengan rakyat kalau kemudian terjadi kesalahan saya anggap itu sebagai pembelajaran bahwa nggak boleh lagi terulang dan harus tetap semangat dan semangat....” The representation of Puan's words is that she has a strong spirit and determination to continue her interactions with the people, even though there may have been mistakes in the past. He takes every mistake as a valuable lesson and is committed to continuing to learn and grow from the experience.

Puan's statement shows a positive attitude, where she does not give up or be affected by the mistakes that happened. He is passionate about continuing to interact with the people and using mistakes as opportunities to grow and improve yourself. This reflects her determination and steadfastness in carrying out her responsibilities as a leader and serving the community with high spirit. With a positive approach and strong commitment, Puan strives to strengthen her image as a leader who has integrity, puts people first, is passionate and provides the best service to the community. A person's image is important, and the threat of a bad image is something that needs to be corrected by spreading persuasive messages through positive actions or clarification to parties who feel disadvantaged (Benoit, 2019).

### **Meso Level Analysis**

Analysis at the meso level focuses on text production and text consumption. A text emerges from various discursive practices which ultimately determine how

the text is formed. This level finds the implied point of view of a text which will later influence the audience's point of view (Bayquni & Santoso, 2021). The text production process in the context of Puan Maharani's podcast on the ROSI program involves a very crucial individual dimension. In providing clarification and answers to questions, Puan Maharani created text with a personal touch that reflected her direct involvement in the process. Through this podcast, Puan Maharani is not only the initiator, but also the main face who shapes the narrative, carving out her own image in an interactive dialogue with listeners.

ROSI is the first interview program in Indonesia controlled by Rosianna Silalahi and broadcast on the Kompas TV channel. On January 12, 2023, Exclusive ROSI eps. Puan Maharani: No 'Star' Shines Alone in PDI-P was first broadcast on YouTube KompasTV. In this event, Puan Maharani provided clarification on her viral moments and apologized for being called sullen while distributing t-shirts during a visit to Pondok Gede Market, Bekasi. Puan Maharani's presence at KompasTV's ROSI event is not only a form of political participation, but also as a strategy to build a positive image and carry out political marketing. By attending the event, Puan Maharani was able to take advantage of the opportunity to interact directly with the public and highlight her achievements and political vision.

Puan Maharani can introduce herself personally to the public and build emotional relationships with her audience through modern media such as podcasts. In this interaction, he was able to show his leadership sides which were responsive, committed, and enthusiastic in serving the community. One of the goals of Puan Maharani's presence at the ROSI event also becomes a platform to promote the political agenda and programs he supports. By clearly conveying his political vision and highlighting relevant achievements, he can shape a positive perception of himself as a qualified and influential leader. Mass media is a powerful tool for the struggle for meaning, which means that whoever succeeds in building an image will get recognition from the public as desired (Hariyadi, 2018).

Puan faced skepticism or criticism by taking concrete steps by going directly to the field. This is conveyed implicitly in the podcast in the hope of building trust and support from the community. Through this action, Puan hopes to build a positive image as a leader who is active, responsive and committed to serving the community. Building a political image in society can be done by embracing the people with clear steps so as to give trust to the people and not forgetting to utilize the medi (Ariviyanti, 2017).

The text consumption process is seen by comments, number of likes and number of viewers in the ROSI program with Puan Maharani. Puan's presence on the ROSI program received 2.2 million viewers with 11 thousand likes and 6,167 various comments. Several members of the audience commented on the

leadership qualifications that Indonesia needs. *"Terima kasih acara Rossi yang sangat inspiratif dan mencerahkan!! Indonesia membutuhkan pemimpin yang betul2 pro rakyat dan membangun indonesia maju, itu yang kita butuhkan"*( @adelinahutauruk3946, 2023 taken from the YouTube comments column of the ROSI program)

These comments show support and appreciation for Rossi's event which is considered inspiring and enlightening. Apart from that, the audience also expressed the need for leaders who are truly pro-people and capable of developing a developed Indonesia. Through comments on the YouTube podcast, it shows hope that Puan Maharani can become a leader who meets these criteria. Currently, media is used as a communication tool with a wider audience, such as through written messages (Yeager, 2015).

### **Macro Level Analysis**

The macro level is a socio-cultural dimension analyzed using three levels; situational, institutional and social where the social context looks at the situational aspects during the text production process (Dianastiti & Mardikantoro, 2016). Puan Maharani's podcast in the ROSI program is mostly text formed with situational aspects, one of which is Puan Maharani's clarification regarding viral moments. Like his sullen moment which later became controversial on social media, reflecting a response to a certain situation. This situational context forces Puan Maharani to provide explanations and clarifications, using a relaxed style but still maintaining professionalism as a people's leader. Through this podcast, he not only provides clarification to the audience, but also shapes his own narrative and contributes to the broader social situation by offering direct explanations from related sources. Discourse analysis is an attempt to respond to conditions or situations in a particular social context (Wahyuni & Zumiarti, 2021).

Apart from that, the content title "Viral Pidato Mega Dianggap Hina Presiden, Puan: Ibu Sayang Sekali Pak Jokowi" reflects an understanding of the need to respond to current controversial issues. The social situation, which includes active public opinion on social media and the speed of news, are factors that influence content production with the aim of understanding and moderating public opinion. The situational level opens wider insight in shaping the production of meaning in texts which can help see the contribution of situations in existing reality, such as in the case of Puan Maharani. The text in the media is produced from a unique or unique reality so that it can produce a variety of texts or meanings (Wahyuni & Zumiarti, 2021)

At the institutional level, we see how Puan Maharani can influence society in the production of discourse. The formation of Puan Maharani's image can be seen in the way Puan conveys clarifications in a relaxed but still professional style as a people's leader while also expressing regret for actions that are not pleasing to the people. ROSI events often present political figures, apart from appearing

on new media, they also use this content as image formation. Because the style of delivering the text is more relaxed and has a good image, the program has become a profitable forum for political figures to shape their image, including Puan Maharani. By using the title “Viral Pidato Mega Dianggap Hina Presiden, Puan: Ibu Sayang Sekali Pak Jokowi” the ROSI program was successful in attracting the interest of the audience to see and listen to Puan Maharani's clarification. Apart from considering the contents of the title, tags and upload time, it also greatly influences engagement on YouTube (Ricko & Junaidi, 2019).

Puan Maharani created a positive image implicitly assisted by several of Puan's old video appearances which had received a lot of public attention on social media. One of them is a video when Puan Maharani frowns where the public criticizes this harshly because they don't know anything about the true conditions at the time of the incident. Puan directly apologized and explained the actual incident to the public so that what the public saw on social media was not like what Puan Maharani felt at that time. Moreover, there are lots of malicious comment caused Puan's image to become bad, but in the podcast Puan repeatedly emphasized that she would continue to move forward and show concrete steps and take responsibility for her performance. Political podcasts provide benefits because they are a medium for politicians to socialize with the public. Podcasts also give politicians the freedom to convey their opinions about themselves in this case, namely building a positive image (Panuju, 2023).

In a social context, through the ROSI program, Puan Maharani can explain her policies and political vision. A clear and comprehensive explanation of his political agenda can strengthen his positive image as a leader who has clear goals and cares about the interests of the people. Puan's response to her viral action shows her responsiveness to issues regarding herself in society. His ability to listen to people's aspirations and provide relevant and solution responses can strengthen his positive image as a leader who cares and is ready to act. The success of political communication via YouTube was carried out by the former American president, namely Obama, during the 2008 election, then followed by political figures including President Jokowi and this helped Jokowi gain a positive image in society (Arofah, 2015).

## **PENUTUP**

Based on the results of the analysis carried out on the text of Puan Maharani's podcast in the ROSI program, it can be concluded that in her clarification, Puan expressed her feelings regarding her negative image in society. Puan feels that she has worked correctly and carried out her duties very well, but some people still cannot see this. Additionally, in the text relating to Puan's position as DPR RI allegedly due to interference from Megawati, Puan emphasized that there was no interference from her at all. Puan is persistent and continues to try to be the best

to fulfill this position. Puan emphasized that being Megawati's child does not necessarily mean she will get a position in the world of politics.

Findings at the meso level reveal strategies for building a positive image and winning public support. On the production side, Puan Maharani uses podcasts as a forum to convey personal clarification, answer questions, and build relationships with the community. This strategy involves the use of mass media as an effective tool in the struggle for meaning, where Puan Maharani's implied presence and actions respond to skepticism and criticism. The text consumption process, seen from the number of viewers, likes, and comments on the ROSI program with Puan Maharani as a guest star, illustrates how the message is received by the public. Support and appreciation expressed in the comments highlight society's hopes and needs for leaders who are proactive, responsive, and pro-people. Puan Maharani's communication strategy, both in creating and consuming texts, underlines the role of mass media as the main mediator in forming a political image and determining the direction of public support.

Macro analysis with three levels: situational, institutional, and social explains that at the situational level, the podcast responds to controversies and viral moments involving Puan, forming a narrative that is strengthened by her clarification in a relaxed and professional style. Discourse analysis at the institutional level highlights Puan's role as a leader who influences society through her casual content and positive image formation. Then at the social level, this occurs through podcasts that are responsive to actual issues. The use of social media, such as YouTube, is an effective tool in building a positive image and gaining public support. Political podcasts, as implemented by Puan, provide freedom in building personal narratives and presenting oneself as a leader who is responsive to people's aspirations. Thus, this podcast is not just a text, but an entity that contributes to social reality, moderates' opinion, and shapes people's perceptions of a political leader.

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