

## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the researcher would like to discuss background of the research, statement of the problem, scope of the research, objectives of the research, and significance of the research.

#### **A. Background of the Research**

Along with the times in this digital era, there have been many major changes in the world, including in the fields of education, information and communication systems. In its application, various things related to human activities cannot be separated from communication through language. Language can be interpreted as a link between human activities because through language humans can interact with each other. Language as a communication tool is used to communicate and interact with each other. This means that language allows people to convey their ideas, opinions, thoughts and feelings to others such as discourse.

In its application, discourse is so often used in everyday life. The form of delivery can be through oral or written media. The meaning of discourse can be interpreted as the unity of meaning between language components in a language structure related to context. Discourse is the most complete and highest or largest language unit above sentences or clauses with high and continuous coherence and cohesion that has a real beginning and end delivered orally or in writing (Tarigan, 2009). In accordance with the context, discourse is often used in the world of

politics in the campaign process ahead of elections to the regions, both governors, regents, and mayors.

The use of discourse in politics is motivated by the method of regional head elections that are directly elected by the community. With this method, each candidate for regional head has a strategy in attracting public sympathy so that they want to vote for the candidate to win the election so that they become the leader of the region. Various programs are offered ranging from issues of improving education, health, economy, employment, people's welfare which are commonly called "Political Promises" which are all packaged in order to attract public sympathy.

According to Ghafur in Padli's thesis (2021) that there are many maneuvers carried out by prospective leaders to attract public support or sympathy, one of the most common is promising something good to the community. Usually the content of political promises includes general policies such as opening up employment opportunities, providing social assistance, lowering fuel prices, free health, free education or promises to overcome regional problems such as flooding and poverty.

The problem is that various political promises, which are actually social ethics and people's expectations in the future, are only strategies or tactics used to gain support from the community. This is quite reasonable considering that after the elections many elected regional heads "did not fulfill their political promises".

In line with that, Amiruddin (2016) stated that Political promises made during campaigns are often not realized properly. Many of the candidates who are

elected experience impromptu amnesia, when they are already leading, they forget about their promises during the campaign and instead consider the promise as a breeze.

The election of the Regent of West Halmahera has taken place 4 times, where the first election of the Regent in 2006-2011 was won by Namto Hui Roba as Regent and Penta Libel Nuara as Deputy Regent, the second election in 2011-2016 was won by Namto Hui Roba as Regent and Husen Abdul Fatah as Deputy Regent, the third election in 2016-2021 was won by Danny Missy as Regent and Ahmad Zakir Mando as Deputy Regent, the fourth election in 2021-2026 was won by James Uang as Regent and Djufri Muhammad as Deputy Regent.

According to Nurdin in Padli's thesis (2021), political promises are one of the attractions of a politician in competition. In the context of Pilkada, for example, political promises are another word for 'selling' offered to the wider community as potential 'buyers'. This means that political promises are packaged in such a way as to influence prospective voters, in order to win the Pilkada. However, the big question is whether all these promises will be realized. Political promises will be said to be realized if until the end of the leadership term all political promises are fulfilled not just an empty discourse.

Based on this explanation above, researcher is interested in conducting research with the title “Critical Discourse Analysis of the Regents Promises in Campaign in West Halmahera”

B. Scope of the Research

This research is focused on the analysis of promises increasing economic prosperity in West Halmahera society in the debate campaign for Regent candidates.

C. Statement of the Research

What promises have been realized and unrealized by the Regent candidates in economic prosperity?

D. Objectives of the Research

To find out what promises the Regent candidates have been realized and unrealized in economic prosperity.

E. Significant of the Research

What is expected from this study is in accordance with the above objectives, so this research may be useful in the following matters:

**1. Theoretically**

The results of this research are very important, in order to increase knowledge and insight for writers and readers about critical discourse analysis, educating the public, especially those related to political promises and the realization of political promises themselves. With this research, it is hoped that the community and the Regional Government of West Halmahera Regency can find out how far the progress of the realization of the political promises of the elected regional head.

## **2. Practically**

- a. For the Regional Government of West Halmahera Regency, to be an input for consideration and reference for local governments related to which political promises must be prioritized first for the welfare of the community and the region.
- b. For the community, to find out the extent to which the political promises of the elected regional head have been realized and through this research it is also hoped that it will be a connector for the aspirations of the people of West Halmahera Regency relating to political promises.