
RESEARCH ARTICLE

Media Power Relations in Politics: Critical Analysis Perspective

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ABSTRACT

The development of mass media as a channel of public information has experienced many shifts in its function. Critical knowledge works in powers that cannot be controlled. The purpose of this research is to reveal the power relations of knowledge and media working in politics in South Sulawesi. This research uses a critical analytic descriptive method with a critical paradigm as its approach. Researchers used two data sources to support the results of the study, namely, primary data and secondary data. Data collection in this study was carried out through three approaches, namely observation, interviews, and documentation. The data analysis technique used in this research is descriptive critical analytics. The qualitative content analysis method is carried out with the help of Nvivo software. NVivo is a qualitative data analysis software developed by Qualitative Solution and Research (QSR) International. The results of this study confirm that: (1) the South Sulawesi People's daily media has strong knowledge power in politics in South Sulawesi, with a central role in shaping political narratives, choosing issues that are reported, and influencing the image of political actors. This indicates the influence of political power, economics, and the interests of media owners who influence political news in the area. (2) Social media practices in politics in South Sulawesi have a significant impact on increasing political participation and strengthening communication between politicians, political parties, and the community. (3) South Sulawesi People's Daily has a role in politics in South Sulawesi as a means to convey messages and influence public opinion. In the political media strategy in South Sulawesi, politicians and political parties utilize it to gain support, build a positive image, and influence public perceptions of political issues.

KEYWORDS

Critical Analysis, Media Power, Politics.

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1. Introduction

The development of mass media as a channel of public information has experienced many shifts in function. As a channel of public information, the media shift is characterized by the use of mass media as a tool capable of regulating, influencing, and controlling public opinion. This media capability creates media power in almost all organs in the mass media body, from the aspect of the board of directors to the editorial board.

The press has an important role with enormous power; in this case, journalists in the field, editors in the newsroom, and the editor-in-chief at the head office have the authority and power to choose who to interview, what pictures to take, which sentences to discard, what facts to emphasize, which facts to cancel, all of which is the power possessed by the media (Ristova, 2019). The construction of information wrapped in economic and political interests makes the mass media collide with two sides that cannot choose between the two. Media power makes the media try to construct every news content. From the perspective of media power, media ownership can be carried out by the state, rulers, entrepreneurs, and political parties. Media power, in principle, works based on the power of media owners who seek to influence public opinion. Not only does it convey messages through news content, but there are always economic and political interests behind the information provided to the public.

The discourse conveyed can be produced by reducing, adding information, and then redistributing it. If this happens, the media will deliver the news not in full, cut or add new content, and even tend to be deflected. This tendency makes the media no longer in the concept of press freedom promoted through Law Number 40 of 1999 concerning the Press and emphasizes the media power built by media actors. Media power is described as the power of the media to construct reality through the news.

The mass media not only provides information but on the other hand, the media also gives different meanings to something through news. Journalistic procedures in making news and journalistic works produced by journalists have not been based on existing reality. Inaccurate data, mixed opinions, and partiality towards sources are phenomena that occur in the social reality of the mass media. The press is inseparable from the life of democracy. The press is part of the milestone of the establishment of democracy; even the press is the fourth pillar of democracy after the executive, legislative, and judiciary. For this reason, the press is not only required to provide information based on facts but the press is expected to be able to provide education to make the press an agent of change in providing information.

The position of the press as the fourth pillar of democracy is also emphasized in libertarian press theory. Siebert, Kovach & Rosenstiel say the press, as the fourth pillar of power, is in the highest position. The press becomes the watchdog of the executive, legislative and judicial powers. In addition, the press also functions to oversee the wheels of life of society as a whole. The concept of the press as the fourth pillar of democracy is believed to not fully exist in the press today (Balahmar, 2021; de Albuquerque, 2019; Kumar & Singh, 2019; Ukka, 2020). The press as control over the three powers in democracy has been far from its spirit. The press has become part of the institution it oversees, even directly involved in it; this can be seen from the number of press involved in politics or taking part in politics.

The concept of the media as a non-partisan fourth pillar has never been fully realized in Indonesia. The mass media in the country has not managed to maintain its integrity as the guardian of truth. In fact, over the past 10 years, the media has been involved in politics and enjoyed its power, along with the involvement of media owners in politics. As a social institution and a vehicle for mass communication, the mass media should be independent in presenting information by not taking sides and depending on certain groups. The mass media is an institution that presents the facts of an event, so the press or mass media should provide information without reducing information.

In the reform era, the press has a very honorable position. As the fourth pillar of democratic power, the press is an institution that enjoys its current position. Unlike the case when the press was in the pre-reform era, the press was a victim of the power of the authoritarian regime, but when the pressure of the power regime fell, the press became the institution that enjoyed the most freedom. Ironically, post-reform press freedom has become the power of the media in the realm of regional autonomy, which carries the principle of decentralization; as a result, local media play various kinds of plays that are certainly tailored to the interests of the media itself.

Mass media content is not value-free, presenting information not based on facts. Because the media always has an interest in the content. What the media presents is a social reflection with a little distortion of information. Media power makes the media try to construct every news content. From the perspective of media power, media ownership can be carried out by the state, rulers, entrepreneurs, and political parties. Media power, in principle, works based on the power of media owners who seek to influence public opinion. Not only does it convey messages through news content, but there are always economic and political interests behind the information provided to the public.

For Foucault (Abdulla Almaarof et al., 2022; Newman, 2022), power is always accumulated through knowledge, and knowledge always has power effects. Knowledge is not a vague expression of power relations, but knowledge is within the power relations themselves. Foucault's explanation illustrates that print media has the power to influence its readers through news texts.

The tendency of media owners' interests toward the public interest makes the media no longer in the context of press freedom. The interference of other parties in news content becomes a social practice that continues to occur, which then questions the independence of the media. The power of mass media built by media owners illustrates how media power can construct reality through news. The mass media not only provides information disclosure to the people, but on the other hand, the media also gives different meanings to something through the news.

The openness of the press in delivering the people's mandate occupies a central position in the context of criminal justice, especially efforts to uphold law and democracy. In the criminal justice process, for example, press coverage is much more open so that the actions of law enforcement during the case process can be known and more easily controlled. Thus, the potential for abuse of power can be minimized. Transparency or openness of the press in criminal justice has another impact on other institutions or

political parties whose members are involved in the criminal justice process. This has an impact on the loss of trust given by the community to an institution, political party, or community in the criminal justice process.

The openness of the news does not always seem to be responded to positively by the public, sometimes even causing antipathy as a result of news that seems tendentious and not objective. Media coverage can indeed have a negative impact when the media presents news that analyzes and seems to participate in adjudicating a criminal case that is still under examination. For this reason, in presenting news, the media is required to be objective and independent and always pay attention to the principle of balance. If this is ignored, then the opportunity for demands from the public will be wide open. One example is the case of drug abuse committed by the CEO of a national private television station and his partner. Although some media conveyed the news openly, on the other hand, electronic mass media conveyed information from a different perspective. The concept of satire is an effort to defend information to stay on the rails of independent journalism.

A critical approach to giving excessive meaning through language, symbols, and signs presented by the media crew can be said to be hyper-semiotic. In the context of political media, hyper-semiotic works through headlines, caricatures, and political advertisements by those who work behind the editorial kitchen. Hypersemiotic is a new term (novelty) introduced in this research. Therefore, its interpretation and explanation may differ depending on its use in each individual.

The ability of the media, especially the political media, to package news and disseminate messages simultaneously to the public has made print media a propaganda tool to fulfill the political interests of certain parties. The media is believed to be the most powerful means of conveying political messages of interest owners, especially at political moments, such as governor elections, presidential elections, or legislative elections.

The involvement of the media in politics makes the function of the media not work as a whole. This can be seen from the practice of media power owned by national television media that have carried out political propaganda by portraying political actors through advertisements, as well as showing the audience the programs they are working on. It is this media power that has worsened democracy in Indonesia because there are various interests, economic and political.

Media owners who have affiliated with political parties, either as administrators or as sympathizers/supporters of political parties, have great political interests. In ensuring the achievement of these political interests, one of the efforts made by media owners is to make their media a political machine, especially in mobilizing mass opinion in accordance with their political interests or building a positive image of the political party they support.

This condition has the potential to pressure media crews, which is then directed towards presenting news that is opinion based on the media's political interests. This symptom becomes dominant when media owners involve themselves in political parties, through political vehicles, and vice versa when political actors become an important part of a media. This interdependent relationship makes many media unable to escape the two factors of interest in the media industry.

Media power, media political, economic interests, and news construction are social practices that are repetitive "social actions" that show that there are fixed patterns that apply, not just once, but repeatedly across time and space. Mass media propaganda in injecting political messages to passive message recipients has an impact on the variation of messages by recipients. This interaction can produce a different understanding of the messages conveyed by the mass media. This factor is then a strategy carried out by political media in South Sulawesi. Parties that have power, which can be in the form of political or business power, make the media a tool to influence public opinion by constructing news. The interest of the mass media in siding with certain groups by constructing news reality is a mirror of media partisanship. This favoritism is an indication of the power relations between the mass media and political elites, which generally occur from the personal background of journalists and media owners.

Political media content will influence public political attitudes. Understanding the role of the media in shaping political attitudes focuses on media content or media users' perceptions of political media content. For this reason, in principle, the media is required to be independent, not dependent on, and in favor of certain groups. By detaching itself from the interference of other parties' interests, the mass media will provide aspiration space for all information needs for the community.

The above opinion concludes that the media cannot be separated from the influence of internal media factors; these factors are editorial policies in terms of reporting, which is the power of the media, the political and economic interests of media managers, and the relationship of media power with political actors.

The strategy of the mass media in constructing public opinion by continuously discussing certain information simultaneously is carried out so that individuals internalize the information conveyed. If many individuals are constructed over the news delivered,

then the mass media has succeeded in influencing public opinion. When the media has successfully carried out its strategy, that is when the power of the media works. The inherent attachment between the media and economic and political interests is an attachment that is attached. Therefore, this research intends to reveal the power relations of knowledge and media work in politics in South Sulawesi.

2. Research Methods

This research uses a critical analytic descriptive method with a critical paradigm as its approach. This research aims to explore an in-depth understanding of the phenomenon of political media power through data collection and critical analysis. The approach in this study is a critical paradigm that views social reality as the result of interactions between social structures and individual actions that believe that knowledge and truth are social constructions that are always open to question and criticism (Imam et al., 2022).

Researchers used two data sources to support the research results, namely primary data and secondary data (Cheong et al., 2023; Kern & Mustasilta, 2023); primary data is data obtained through direct interviews with research subjects, namely political journalists and the person in charge of the political page rubric. Meanwhile, secondary data is data obtained indirectly from the research subjects. Data collection in this study was carried out through three approaches, namely observation, interviews, and documentation.

The approaches in data collection are observation, interview, and documentation (Avdelidou-Fischer, 2013; Ningi, 2022). Observation is a data collection technique by making direct observations of the object to be studied. This observation was carried out to find out the power relations of knowledge and media work in politics in South Sulawesi, social practices, and media strategies in politics in South Sulawesi. In-depth interviews with informants have been predetermined by researchers. Informants totaled 10 people consisting of 1 media owner, 1 editor-in-chief, 1 political editor, 2 political journalists, 1 journalistic alliance, 3 politicians, and 1 political and mass media observer. Documentation is one of the methods used in data collection techniques whose sources are obtained from books, journals, or writings related to the research.

The data analysis technique used in this research is descriptive critical analytics. The researcher combines three important parts in this research, namely, description, analysis, and critical thinking. The goal is to gain a deeper understanding of political media power in South Sulawesi. The following are the specific steps of data analysis techniques in this research. The qualitative content analysis method was carried out with the help of Nvivo software. NVivo is a qualitative data analysis software developed by Qualitative Solution and Research (QSR) International (Dhakal, 2022; Welsh, 2002).

3. Research Results

3.1 Media Power Relationships in Politics in South Sulawesi

1. Independence of Political Media

As the first political media in South Sulawesi, the South Sulawesi People's Daily comes with a different appearance from local media in general. The way the South Sulawesi People's Daily newspaper works in framing political issues is carried out while still prioritizing independence, especially political news related to media owners. In the edition of Monday, April 27, 2020, the South Sulawesi People's Daily reported that the incumbent was again carried by the PDIP to win the succession of the Gowa Regency elections in the next five years with the headline "PDIP Ensures to Back Adnan-Kio" outlining the discourse on the battle over the strength of the candidates carried by the PDIP in the 2020 Gowa Pilkada, although there was a tendency for the news to highlight the strength of one of the PDIP cadres (Karaeng Kio).

The strength of PDIP in carrying its cadres is associated with a large and powerful party, thus providing an advantage for political parties and incumbents as candidates for the next five years by accentuating positive images based on the recognition of politicians, government, and academics. Although Adnan's news coverage is quite small, the power relationship between Adnan and PDIP is quite close, as political communication has been built since long ago with Ihsan Yasin Limpo's family. Media power relations are also motivated by the presence of the South Sulawesi People's Daily, which is the result of the Fajar Group media collaboration with the Ihsan Yasin Limpo family.

Positive coverage of candidates in the 2020 Makassar mayoral election is reflected in the coverage carried out by the South Sulawesi People's Daily on the incumbent Makassar Mayor candidate Moh Ramadhan Pomanto. In the December 19, 2019 edition, with the headline "Highest Survey Results, Confident in the Political Party Path," positioned the incumbent Makassar Mayor candidate Moh. Ramadhan Pomanto (Dany) has a great opportunity to lead the Mayor of Makassar for the second period. The political message conveyed in the political content explained that the performance of the previous Mayor of Makassar was felt by the community. Programs that directly touch the citizens have touched the hearts of the people.

2. Political Media and Political Actors

The role of the South Sulawesi People's Daily media in power relations in the 2020 Makassar Mayoral election was carried out by making the media a political tool. Through the news raised, this media presents the facts of one of the candidates affiliated with the government. This step is taken to dispel inaccurate information. The analysis conducted on the political media content of the December 19, 2019, edition of South Sulawesi People's Daily with the headline "Highest Survey Results, Confident in the Political Party Path" positions the incumbent Makassar mayoral candidate Moh Ramadhan Pomanto (Dany) as having a great opportunity to lead the second period of Makassar Mayor. The political message conveyed in the political content explained that the performance of the previous Mayor of Makassar was felt by the community. Programs that directly touch the citizens have touched the hearts of the community.

The news content above tries to place the South Sulawesi People's Daily as an independent media that shows its neutrality as much as possible, even though it shows news data from the Makassar City government version. The main role of the South Sulawesi People's Daily is basically to show its neutrality by trying to convey information behind the name of the city government, which indeed seems difficult to abandon its neutrality. The power relationship between the city government and the South Sulawesi People's Daily media will remain inherent because the existence of the South Sulawesi People's Daily media is used as a medium for political communication between the government and the community. The mass media should maintain its independence by not affiliating with any party, including the government. When independence is lost, the media will be abandoned by its readers. As expressed by political and mass media observer Firdaus Muhammad, the mass media should maintain its independence by not affiliating with any party, including the government. When independence is lost, the media will be abandoned by its readers.

3.2 Patterns of Social Relations and Political Media Power

The social relations created between two actors, namely media owners and political actors, are economic and political relations related to the interests of each actor. Social relations between the media and political actors form a pattern of relationships that exist, namely;

1. Patterns of Social relations between Media Owners and Chief Editors

Editorial owners and media leaders have a close relationship in running the media business. Editorial owners are responsible for media content and editorial, while media leaders are responsible for overall business management and management. In a media organization, the editor-in-chief is usually under the media head or managing director. The owner is responsible for editorial content and quality, including topic selection, content organization, and editorial decisions related to journalism integrity and ethics. Meanwhile, the media chief is responsible for the management and business aspects of the media, including finance, human resources, marketing, and overall business strategy. In an ideal relationship, editorial owners and media leaders work together to ensure that media content is high quality and reliable while taking into account business factors that affect the overall success of the media organization.

2. Patterns of social relations between media owners and journalists

The pattern of social relations between media owners and journalists can vary depending on the context and characteristics of the media organization. However, there are generally several patterns of social relations that often occur between media owners and journalists, namely:

- a. Hierarchy: In this relationship pattern, media owners are considered to have power and control over journalists. Journalists are often considered subordinates or employees who must comply with the rules and policies set by the media owner.
- b. Partnership: In this relationship pattern, media owners and journalists are considered partners in creating and disseminating news. Media owners give journalists the freedom to cover news according to the principles of ethical journalism, and journalists also contribute to media owners by producing high-quality content.
- c. Conflict: In this relationship pattern, media owners and journalists are often in a conflicting position. Journalists often criticize or report things that can harm the interests of media owners, so there is often conflict between the two.
- d. Protection: In this relationship pattern, media owners are considered as protectors of journalists and often defend the rights of journalists to report news freely and without pressure from any party.

The pattern of social relations between media owners and journalists should be based on the principles of ethical journalism, press freedom, and social responsibility. Both parties should respect each other and work together to create high-quality and trustworthy media content.

3. Patterns of Social Relations between Editors and Journalists

The pattern of social relations between editors and journalists can also vary depending on the context and characteristics of the media organization. However, there are generally several patterns of social relations that often occur between editors and journalists, namely:

- a. Hierarchy: In this type of relationship, editors are considered to have power and control over journalists. Journalists are often considered subordinates or employees who must comply with the rules and policies set by the editor.
- b. Partnership: In this relationship, editors and journalists are considered partners in creating and disseminating news. Editors give journalists the freedom to cover news according to the principles of ethical journalism, and journalists also contribute to editors by producing high-quality content.
- c. Mentor: In this relationship pattern, the editor is considered a mentor or guide for journalists. The editor provides direction and input to journalists in the process of covering news and helps journalists to improve their journalistic skills.
- d. Conflict: In this relationship pattern, editors and journalists are often at odds with each other. Journalists often criticize or report things that can potentially cause conflict with the editor.

The pattern of social relations between editors and journalists should be based on the principles of ethical journalism, press freedom, and social responsibility. Both parties should respect each other and work together to create high-quality and trustworthy media content.

4. Patterns of Social Relations between Political Media and Political Actors

The pattern of social relations between political media and political actors can also vary depending on the context and organizational characteristics of the media and political actors. However, there are generally several patterns of social relations that often occur between political media and political actors, namely;

- a. Interdependence: In this relationship pattern, political media and political actors depend on each other. Political media need access to news and information sources from political actors to broadcast political news and information, while political actors need media coverage to promote political agendas and gain public support.
- b. Control: In this relationship pattern, political actors try to control the political media by applying pressure or threats, for example, by withdrawing advertisements or prohibiting journalists from covering certain news. Conversely, political media try to control political actors by exposing weaknesses or scandals that can damage the image and reputation of political actors.
- c. Cooperation: In this relationship pattern, political media and political actors work together to create positive public opinion toward political actors. Political media provides balanced coverage and supports political actors, while political actors provide interviews and access to news sources and information needed by political media.
- d. Opposition: In this relationship pattern, political media and political actors oppose each other. Political media provides critical coverage of political actors, while political actors criticize or reject media coverage that is considered detrimental to their image and reputation.

The pattern of social relations between political media and political actors must be based on the principles of ethical journalism, press freedom, and social responsibility. Both parties must respect each other and work together to create high-quality and trustworthy media content and create healthy and constructive public opinion.

The four patterns of social relations have different forms of social relations. The pattern of social relations between media owners and editor-in-chief is characterized by news dependence. Although there is no intervention in the news, the editor-in-chief must be able to understand which news is worthy of display and be responsible for the editorial content of the news. The relationship pattern between media owners and journalists is characterized by objective reporting based on the reality that occurs in the field; there is no intervention in reporting events either by media owners or other parties. Although it is recognized that the position of journalists as newsmakers sometimes reflects certain ideologies economic and political interests. The pattern of social relations between journalists and editors is characterized by perfecting the script given by journalists and improving grammar so that it becomes news that is worth reading. The pattern of social relations between political media and political actors is characterized by a form of cooperation that is mutually beneficial to each other, both in terms of news and advertising, because the media needs politicians or political parties.

3.3 Critical Analysis of Media Power in Michel Foucault's Perspective

Discourse in print media is news that has the characteristics of different events in a media. Discourse is generally packaged in an interesting language style to captivate readers' interest. The critical discourse analysis referred to in this study is a context used for certain purposes and practices, including the practice of power. Critical discourse is a study conducted in-depth to reveal activities, views, and identities based on the language used in discourse. Critical discourse in mass media is believed to be a form of ideological practice or a reflection of media ideology through text.

The power relations built in the South Sulawesi People's Daily cannot be separated from the interests of the media and political parties, politicians, and the government. The interests that the South Sulawesi People's Daily tries to create are hidden through

the discourse of news texts. South Sulawesi People's Daily has an important role in politics in South Sulawesi. It has the power to shape public opinion, influence public perception, and play a key role in the democratic process.

The ability to disseminate messages simultaneously then gives the media the power to shape opinions and even determine the truth. This factor is an attraction for parties who also have power (political power, business, or media workers) to influence and even "drive" the media in constructing the truth. Media power in critical discourse is an approach that questions the role and influence of mass media in society. Media power in critical analysis studies shapes, influences and controls the way people think, act, and respond to the information they receive.

Political media power through critical analysis studies can be seen in the construction of mass media reality that has the power to select, present and organize information and narratives. Political media plays an important role in shaping people's perceptions and understanding of politics. Critical analysis of political media power chooses what is conveyed, what is ignored, and how information is organized to create a certain reality.

Control and interests are part of political media power in this study. South Sulawesi People's Daily political media is often controlled by owners who have economic, political, or ideological interests, thus creating news dominance towards certain political groups. The researcher's critical analysis highlights the interests that influence the content presented, the selection of news, and the point of view taken. This prompts questions about media plurality, press freedom, and fairness in political representation.

Representation and stereotyping are points of discussion in this research. South Sulawesi People's Daily often influences its readers by understanding the social construction of society. The critical analysis illustrates the relationship between political actors in South Sulawesi and the powerful political media. This includes an exploration of the stereotypes that may be formed or reinforced by political media towards political actors and other political parties, as well as their influence on identity construction and social relations.

A critical analysis of political media power in South Sulawesi uncovers issues of media manipulation and propaganda. The findings of research into the political media of the South Sulawesi People's Daily are used as a tool to influence public opinion, control political narratives, or direct support towards a particular cause. Critical approaches challenge this kind of manipulation and encourage critical insight into the information presented. A critical approach to political media power aims to encourage awareness, understanding, and active participation in consuming media. This involves developing media literacy skills that enable individuals to critically evaluate the information received, understand the context of media production, and access alternative sources.

Media-created propaganda forces the public to accept information regardless of whether it is useful or not. Propaganda intends to instill "subjective communication" to be accepted by the public. The media does not simply report reality based on facts. However, the reality in a news report is the result of certain ideologies or views that are produced continuously through language practices, in this case, news, which is always meaningful as a selective definition to be displayed to its readers. The dominance of major political parties is very visible in several editions displayed by the South Sulawesi People's Daily. Media alignment with political parties cannot be separated from the power of interests. This tendency can be seen in several editions that try to showcase certain political parties with the achievements of their cadres in building a political image in South Sulawesi.

When power and ideology are embedded in discourse, according to Norman Fairclough, intertextuality acts as a mechanism to maintain or change relations of domination (Tambunan et al., 2018). Foucault, on the other hand, asserts that language is a system of meaning production that provides individuals with ways of seeing and thinking. The discursive practices of individuals are seen as the effects of discourse, which is essentially related to power relations.

South Sulawesi People's Daily news disclosure is based on political and economic interests carried out by a small group of individuals responsible for the production of political content. This group consists of editors-in-chief, editors, journalists, and those in charge of the media, who are elite groups that have significant power in determining what and how media content is delivered to the public.

News text is a tool used by the South Sulawesi People's Daily to construct social reality. The critical analysis developed in this research does not only want to know the content of the news text but the message conveyed through the linguistic relations of the media. News domination is a form of power relations between political parties and media owners based on economic and political interests. Media power is shown by the dominance of PDIP political party news compared to other political parties. The news not only displays the political image of the party and its cadres but also the actuality that the South Sulawesi People's Daily media cannot provide because of the relationship between the media and political parties. This political affiliation can be seen in

the endorsement of PDIP cadres in the last regional election candidacy. The reality of the South Sulawesi People's Daily media, with its news construction, illustrates the political reality behind media power.

The researcher's critical view considers that the People's Daily of South Sulawesi is suspected of having certain economic, political, and ideological interests that are reflected in the construction of the reality and political issues they present. In carrying out its journalistic function, the South Sulawesi People's Daily does not merely report political realities and political issues in South Sulawesi. The power of the media focuses on the news text formed through the news process in the newsroom, with an effort to explain the relationship between news content and social reality, which may not always be the same.

In the era of global neoliberalism, the media is no longer in favor of the democratic interests of the people. These democratic interests have been overtaken by economic interests or media commercialization. The media siding with certain rulers or parties is not because the media has political interests but because the media is a profit industry that sells space and time to get the profits it sells.

The media's ability to build truth claims through its discourse texts can give people a different view of information. The distortions created will give birth to groups that have the power to produce discourse. Mass media is the most efficient and effective means to spread issues and shape public opinion. Through the agenda compiled through editorial meetings, the South Sulawesi People's Daily will direct the public to one perspective so that the public has the same interpretation as the media.

The political media of South Sulawesi People's Daily will always be the target of political organizations and political actors in South Sulawesi. They make the media a tool for forming public discourse opinions. The discourse created by the media will have a major impact on the way people perceive information; the issue of right or wrong is the next consideration. Media power through discourse cannot be separated from the subjectivity of the media crew in writing news content. Through the questions they ask when conducting interviews, the issues are then narrated through the news text.

Foucault's perspective explains that there is a connection between knowledge and power. According to Foucault, power is not only related to ownership but focuses more on its practice. Power always exists in real action through knowledge, while knowledge has a strong effect on influencing and manifesting power (Mashhadi Moghadam & Rafieian, 2019; Suhartika et al., 2022). Foucault's theory in mass media illustrates that print media has the power to influence its readers through news texts. The power of discourse through language as a meaning-forming machine. The discourse conveyed can be produced by reducing, adding information, and then redistributing it. If this happens, the media will deliver the news not in full, cut or add new content, and even tend to be deflected. Truth in mass media is two different perspectives; of course, readers will never arrive at the existence of the truth of a news story. The power of the media becomes two different sides of the truth: on the one hand, as a new justification, such as the closeness of the media to political parties, politicians, and the government, but on the other hand, the media acts as a tool of resistance to reject the old dominant truth.

4. Conclusion

This research shows that the Rakyat Selatan Sulawesi daily media has strong knowledge power in politics in South Sulawesi. It has a central role in shaping political narratives, selecting issues that are reported, and influencing the image of political actors. This indicates the influence of political power, economics, and the interests of media owners that influence political news in the region. Social media practices in politics in South Sulawesi have a significant impact on increasing political participation and strengthening communication between politicians, political parties, and the community. In the political media strategy in South Sulawesi, politicians and political parties utilize it to gain support, build a positive image, and influence public perceptions of political issues. Thus, media strategy in politics in South Sulawesi has a crucial role in influencing public opinion, shaping political image, and gaining support.

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