

ABSTRACT

In Hungary where a significant portion of the population believes that vaccines are bad, evil, they modify the DNA etc. Their leaders, or the most loud ones during the pandemic in 2020 are Dr. Lenkei, Dr. Gődény and Dr. Tamási are the 3 doctor influencers the focus of this work. All strongly imply their doctoral titles in public appearances, and their companies' websites. They question the protective measures and the severity of the epidemic itself - quite openly suggesting that their vitamins, supplements, treatments are the real solution. They never have been punished, even though the law says, spreading misinformation can lead to up to 5 years in prison. In this thesis I am analyzing their online communication via CDA (Fairclough – Description, Interpretation, Explanation) and Kahnemann's conspiracy theory. What I have found is that their discourse, the mental narrative is really similar to conspiracy theories, they are using emotional and cultural triggers to create online momentum. The target emotion was fear or anger but also a feeling of belonging to them. The message of belonging was in strong contrast with the government's communication, which was completely the opposite.

FOREWORD

This thesis was written for my master's degree in Media and Cultural Studies in the University of Gadjah Mada, Yogyakarta, Indonesia. The chosen topic is the discourse analysis of the 3 doctor influencers in the Hungarian social media during the first year of the COVID19 pandemic. What is really interesting with these 3 influencers as they were distributing fake news, is that it is punishable by law in Hungary, and a lot of people were punished except them, and they've had the biggest follower base. It was really interesting to analyze their online discourse within this extraordinary situation. I believe my work can contribute to a better understanding of these sociological phenomena via analysis of the communication. The conclusions drawn from here can be applied on a wider scale to different countries without dealing with the huge amount of data, as Hungary is a perfect test field, with only 10 million population and linguistically isolated but culturally connected to other EU countries. I would like to thank the Indonesian Government, giving me the opportunity to study at UGM. I would like to thank all the help from OIA. I would like to thank all of the wonderful professors namely: Budiawan, S.S., M.A., Ph.D.; Ratna Noviani, SIP, M.Si., Ph.D.; Dr. Christian Budiman, M.Hum.; Elok Santi Jesica, M.A.; Heru Nugroho, Prof. Dr.; Prof. Dr. Phil. Hermin Indah Wahyuni, S.I.P., M.Si.; Budi Irawanto, M.A., Ph.D; and the others, who taught me in UGM, I learnt a lot from them professionally. I would like to thank the help of Mbak Nova from the administration side. I would also like to thank my friends for motivation and insights and help. Lastly but most importantly I would like to especially thank Prof. Dr. Wening Udasmoro, SS, M.Hum., DEA, my supervisor for her insights and ideas because this work could not have been done without her.

Yogyakarta, 04.07.2022

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