

INTISARI

Penelitian ini bertujuan untuk mengungkap representasi Bashar al-Assad dalam media berbahasa Arab, *al-Jazeera*, serta menjelaskan kognisi sosial dan mendeskripsikan konteks sosial praktik wacana melalui pendekatan analisis wacana kritis model Teun. A. Van Dijk. Data penelitian ini berupa teks berita mengenai Bashar al-Assad dalam pemberitaan *aljazeera.net* pada 8-16 Desember 2024.

Metode penelitian yang digunakan dalam penelitian ini adalah metode kualitatif yang terdiri dari tiga tahap, yaitu tahap pengumpulan data, tahap analisis data, dan tahap penyajian hasil analisis data. Pengumpulan data dilakukan dengan metode simak dengan teknik dasar berupa teknik sadap dan teknik lanjutan berupa teknik simak bebas libat cakap dan teknik catat. Data yang terkumpul pada catatan, dianalisis menggunakan teori analisis wacana kritis Van Dijk yang meliputi tiga dimensi wacana, yaitu dimensi teks, dimensi kognisi sosial, dan dimensi konteks sosial.

Berdasarkan hasil analisis, ditemukan tujuh representasi Bashar al-Assad. Pertama, Bashar al-Assad direpresentasikan sebagai pemimpin berkarakter represif. Kedua, Bashar al-Assad direpresentasikan tidak diketahui keberadaannya. Ketiga, Bashar al-Assad direpresentasikan sebagai pengubah tatanan geopolitik Timur Tengah. Keempat, Bashar al-Assad direpresentasikan sebagai pemimpin tiran. Kelima, Bashar al-Assad direpresentasikan sebagai pencari suaka. Keenam, Bashar al-Assad direpresentasikan sebagai pemimpin tangan besi. Ketujuh, Bashar al-Assad direpresentasikan sebagai pemimpin diktator yang korup. Hasil dari dimensi kognisi sosial dan konteks sosial, terlihat *al-Jazeera* berada di pihak yang berlawanan dengan Bashar al-Assad.

Kata kunci : wacana kritis. bashar al-assad. representasi. *Al-Jazeera*.

ABSTRACT

This research aims to uncover the representation of Bashar al-Assad in Arabic-language media, specifically Al-Jazeera, and to explain the social cognition and describe the social context of discourse practices through Teun A. Van Dijk's critical discourse analysis model. The data for this study consists of news texts regarding Bashar al-Assad reported on aljazeera.net from December 8-16, 2024.

The research method used in this study is a qualitative method consisting of three stages, namely the data collection stage, the data analysis stage, and the presentation of data analysis results. Data collection was carried out by the monitoring method with basic techniques in the form of tapping techniques and advanced techniques in the form of the free listening technique and recording techniques. The data collected in the records were analyzed using Van Dijk's critical discourse analysis theory which includes three dimensions of discourse, namely the text dimension, the social cognition dimension and the social context dimension.

Based on the analysis results, seven representations of Bashar al-Assad were found. First, Bashar al-Assad is represented as a repressive leader. Second, Bashar al-Assad is represented as having an unknown whereabouts. Third, Bashar al-Assad is represented as a changer of the geopolitical order in the Middle East. Fourth, Bashar al-Assad is represented as a tyrannical leader. Fifth, Bashar al-Assad is represented as a seeker of asylum. Sixth, Bashar al-Assad is represented as a strongman leader. Seventh, Bashar al-Assad is represented as a corrupt dictator leader. The results from the dimensions of social cognition and social context show that al-Jazeera is on the opposite side of Bashar al-Assad.

Keywords : critical discourse. bashar al-assad. representation. *Al-Jazeera*.