

**CRITICAL DISCOURSE ANALYSIS OF SHERLY TJOANDA'S POLITICAL IMAGE AS A
WOMAN IN THE ROSI KOMPAS TV PROGRAM "NORTH MALUKU GOVERNOR SHERLY
TJOANDA SPEAKS CANDIDLY ABOUT THE MINING ISSUE"**

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Abstract

The study entitled Critical Discourse Analysis of Sherly Tjoanda's Political Image as a Woman in the Rosi Kompas TV Program "North Maluku Governor Sherly Tjoanda Speaks Candidly About the Mining Issue" is motivated by the importance of understanding how women's political image is constructed amid the influence of gender ideologies, particularly patriarchy and persistent gender stereotypes in society. This study addresses the question of how Sherly Tjoanda's political image is constructed through the discourse presented in the program. Accordingly, it aims to analyze the construction of women's political image through the dimensions of text, social cognition, and social context. This research employed a qualitative approach using Teun A. van Dijk's Critical Discourse Analysis (CDA) framework. Data were analyzed through three stages: description, analysis, and interpretation of textual structures, social cognition, and social context. The theoretical framework integrates Critical Discourse Analysis, political image theory, and the concept of gender ideology in politics. The findings reveal that Sherly Tjoanda's political image is constructed through communication strategies emphasizing competence, decisiveness, and responsiveness in addressing public issues while simultaneously negotiating her identity as a female political leader. The study concludes that women's political image is a discursively constructed phenomenon shaped by language, media representation, and broader social structures. Therefore, effective political communication strategies are essential for establishing political legitimacy while challenging and negotiating prevailing gender stereotypes.

Keywords: Critical Discourse Analysis; Women's Political Image; Political Communication; Gender Ideology

INTRODUCTION

As the Governor of North Maluku, Sherly Tjoanda has emerged as one of Indonesia's prominent female political figures, attracting considerable public attention since her election in the 2024 regional elections and throughout the first 100 days of her administration. This phenomenon became increasingly significant through her interview on the Rosi Kompas TV program entitled "North Maluku Governor Sherly Tjoanda Speaks Candidly About the Mining Issue," which addressed mining governance, environmental degradation, conflicts of interest, and women's leadership within a political arena traditionally dominated by men. Throughout the interview, Sherly articulated her ideas, policy orientations, and arguments, reflecting her capacity as a regional leader while simultaneously constructing an image of herself as a decisive,

transparent, and responsive political leader committed to addressing the challenges facing North Maluku.

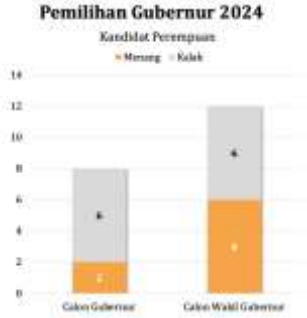
From the perspective of political communication, media interviews serve as strategic platforms through which political actors construct, negotiate, and sustain their public image by means of language choices, message framing, and responses to public issues. For women, however, this process is considerably more complex, as they are evaluated not only on the basis of their competence but also through socially constructed gender expectations that often require them to exert greater effort to attain political legitimacy. Consequently, political communication functions as a crucial instrument through which Sherly Tjoanda manages her leadership image while negotiating her identity as a female political leader within the dynamic landscape of Indonesian politics.

Figure 1. Data on Women's Political Leadership

PROVINSI	NAMA	TEMPAT LAHIR	TANGGAL LAHIR	JENIS KELAMIN	AGAMA	JABATAN
JAWA TIMUR	KHOFIFAH INDAR PARAWANSA	SURABAYA	1965-05-19	PEREMPUAN	ISLAM	GUBERNUR
Provinsi Lampung	Hj. Chusnunia Chalim, S.H., M.Si., M.Kn., Ph.D	Lampung Timur	1982-07-12 00:00:00	Perempuan	Islam	Wakil Gubernur
Nusa Tenggara Barat	Dr. Hj. Siti Rohmi Djalilah	Pancor	1968-11-29 00:00:00	Perempuan	Islam	Wakil Gubernur

The limited number of women serving as regional heads in Indonesia reflects the persistence of gender inequality and gender bias within the country's political landscape. This condition is evidenced by data from the Satu Data Pemerintahan Dalam Negeri (SDPDN), which indicate that in 2023 only three women held leadership positions at the provincial level. These leaders were Khofifah Indar Parawansa (Governor of East Java), Chusnunia Chalim (Vice Governor of Lampung), and Siti Rohmi Djalilah (Vice Governor of West Nusa Tenggara) (SDPDN, 2023).

Figure 2. Data on the 2024 Regional Head Elections (Pilkada)



Although the number of female regional heads in Indonesia increased following the 2024 Regional Head Elections (Pilkada), women's representation at the provincial

and construct an image of herself as a competent, transparent, and principled leader through her responses to issues concerning mining, environmental governance, and conflicts of interest. Unlike previous studies that primarily examined media framing of female political figures, this research investigates how Sherly actively constructs and manages her political image through discursive practices by employing Teun A. van Dijk's Critical Discourse Analysis (CDA), which integrates textual analysis, social cognition, and social context. This analytical framework was selected because it facilitates an examination of the relationship between language, ideology, and power relations while revealing how political communication both reproduces and transforms understandings of women's political leadership in Indonesia.

The interview video featured in the Rosi program entitled "North Maluku Governor Sherly Tjoanda Speaks Candidly About the Mining Issue" was selected as the primary data source based on contextual, methodological, and substantive considerations. The interview was conducted after Sherly Tjoanda had served approximately one hundred days as Governor of North Maluku, allowing for the observation of a more established political image grounded in governmental performance rather than the initial public image formed immediately after her election. Unlike interviews conducted during the early stages of political leadership, this program illustrates how political image is constructed through policy experience, responses to public criticism, and more concrete political communication strategies.

Furthermore, Rosi, broadcast by Kompas TV, is characterized by its critical and in-depth interview format, in which interviewees are confronted with probing and challenging questions. This setting enables more complex discursive practices to emerge, including strategies of self-defense, policy legitimation, and identity negotiation as a female political leader within the public sphere. Compared with podcast formats, which tend to be more informal and personal, the interview in this program presents a more formal discourse shaped by political interests, making it particularly suitable for analysis using a Critical Discourse Analysis approach.

Moreover, the issues discussed in the interview—including mining governance, environmental sustainability, social impacts, and women's political leadership in Indonesia are strategic public issues embedded within broader relations of power and ideology. The complexity of these issues provides an opportunity to examine the construction of political image comprehensively across its cognitive, affective, and conative dimensions. Therefore, this interview is not only contextually relevant but also offers sufficient discursive depth to reveal how the political image of a female leader is constructed through media discourse.

METHOD

This study employed a qualitative research approach using Teun A. van Dijk's Critical Discourse Analysis (CDA) framework to examine the construction of Sherly Tjoanda's political image in the Rosi Kompas TV program. A qualitative approach was adopted because it enables an in-depth exploration of meanings constructed through the interpretation of social phenomena (Denzin & Lincoln, 2011; Creswell, 2014). The analysis was conducted through three interrelated dimensions: textual structure, social cognition, and social context, thereby allowing the researcher to examine the

relationships among language, ideology, and power that shape the media representation of female political leadership (van Dijk, 2012).

The study is grounded in the concepts of political image, political communication, gender ideology, and Critical Discourse Analysis. Political image is conceptualized through its cognitive, affective, and conative dimensions, which collectively shape public perceptions of Sherly Tjoanda's competence, character, and leadership (Nimmo, 2005). Political communication is viewed as a mechanism for disseminating information, representing political identity, establishing political legitimacy, and managing public image. The analysis also considers the influence of patriarchal ideology, ambivalent gender stereotypes, and postfeminism in shaping representations of women within political and media contexts (Glick & Fiske, 2001; Nindyasari, 2025; Schiffrin et al., 2001).

The object of analysis is the discourse presented in the Rosi Kompas TV episode entitled "North Maluku Governor Speaks Candidly About the Mining Issue," with a total duration of 47 minutes and 7 seconds. Primary data were obtained from the interview video, while secondary data consisted of news reports, social media content, academic journal articles, books, and supporting documents (Sugiyono, 2017). Data were collected through non-participant observation and documentation techniques (Satori & Komariah, 2011) and subsequently analyzed using Teun A. van Dijk's Critical Discourse Analysis model, encompassing textual structure, social cognition, and social context (van Dijk, 2010; Eriyanto, 2011). To ensure the credibility of the findings, source triangulation was employed by comparing information from multiple media sources, thereby enhancing the validity and trustworthiness of the analysis (Haryoko et al.).

RESULTS AND DISCUSSION

Macrostructure (Thematic Structure)

The macrostructure represents the central theme or overarching idea underlying the entire discourse and can be identified through both the explicit and implicit meanings embedded within the text (Sobur, 2001). In this study, the macrostructural analysis was conducted on five segments of Sherly Tjoanda's interview in the Rosi Kompas TV program. The analysis begins with discussions concerning mining issues, alleged conflicts of interest, and environmental degradation, which constitute the dominant themes of the first segment before being further examined through selected significant excerpts.

Segment 1: Rosi Kompas TV

In the first segment, the host, Rosi Silalahi, constructs a discourse surrounding allegations of Sherly Tjoanda's conflict of interest by referring to findings published by the Mining Advocacy Network (Jaringan Advokasi Tambang JATAM). Consequently, the relationship between political leadership and mining business interests becomes the central focus of the discussion. In response, Sherly clarifies that her family's share ownership has been publicly disclosed, is fully consistent with the State Officials' Wealth Report (Laporan Harta Kekayaan Penyelenggara Negara LHKPN), and emphasizes that provincial governors do not possess the legal authority to issue mining business permits under the regulations of the Ministry of Energy and Mineral Resources. Through these

arguments, she constructs an image of herself as a law-abiding, transparent, and professional political leader.

The discussion subsequently shifts to the social and environmental impacts of mining activities in North Maluku. While the program highlights criticisms raised by JATAM, Sherly seeks to provide clarification and balanced responses aimed at addressing public concerns and moderating the dominant narrative surrounding the issue.

Segment 2: Rosi Kompas TV

In the second segment, Sherly Tjoanda constructs an image of herself as a compassionate and people-oriented leader by positioning herself as a "motherly" figure who demonstrates concern for communities that have lost their land as a result of mining activities. She further proposes a solution through a land redistribution program allocating one hectare of land to each affected family in collaboration with the Agrarian Reform Task Force (Gugus Tugas Reforma Agraria GTRA). This commitment is reinforced by the implementation of the program through dialogue with the Social Forestry Business Groups (Kelompok Usaha Perhutanan Sosial KUPS), reflecting efforts to promote community empowerment and forest conservation. The consistency between her discourse and the implementation of public policies contributes to constructing an image of Sherly as a responsive leader who prioritizes community welfare and seeks practical solutions to agrarian conflicts arising from mining activities. The interview then transitions to the third segment, which focuses on environmental degradation and the government's responsibility for addressing the ecological impacts of mining activities in North Maluku.

Segment 3: Rosi Kompas TV

The analysis of the third segment indicates that Rosi Silalahi constructs a discourse positioning Sherly Tjoanda as a political figure accountable for environmental degradation in North Maluku through critical questioning supported by field-based evidence. Sherly responds using defensive communication strategies, evidence-based arguments, and repeated emphasis on the necessity of empirical evidence and consideration of hidden costs, thereby projecting an image of rational, evidence-driven, and forward-looking leadership.

Triangulation with media reports reveals substantial indications of marine pollution associated with mining activities, suggesting a discrepancy between Sherly's cautious discourse regarding the causes of environmental degradation and the empirical evidence presented by the media. This divergence indicates that Sherly seeks to preserve the legitimacy of regional government policies, whereas the media constructs a narrative that places greater emphasis on the environmental consequences of the mining industry.

The discussion then proceeds to the fourth segment, where attention shifts toward North Maluku's economic diversification strategy. While Rosi emphasizes the region's dependence on extractive industries, Sherly underscores the importance of developing non-mining sectors as the foundation for a more sustainable economic future.

Segment 4: Rosi Kompas TV

The analysis of the fourth segment demonstrates that Rosi Silalahi constructs a discourse portraying North Maluku's economy as excessively dependent on extractive industries. She critically questions the province's pattern of economic growth and recommends that economic diversification become a central component of Sherly Tjoanda's leadership vision. In response, Sherly agrees with the importance of industrial diversification and advocates for an economic transformation toward a more inclusive and sustainable development model. Consequently, she presents herself as a proactive and solution-oriented leader committed to addressing regional structural limitations through intergovernmental collaboration and support from the central government.

The thematic analysis of this segment is further supported by official statistics published by the Central Statistics Agency (Badan Pusat Statistik—BPS) of North Maluku. According to the data, North Maluku recorded Indonesia's highest economic growth rate in the third quarter of 2025, reaching 39.10%, with the largest contributions originating from the mining and manufacturing sectors. These figures indicate that the province's economic structure remains heavily dependent on extractive industries. Cumulatively, North Maluku's economic growth reached approximately 34.17% in 2025, making it one of the fastest-growing provinces in Indonesia (Statistics Indonesia, 2025).

Figure 4. North Maluku Economic Performance, Third Quarter of 2025



Sherly Tjoanda's statement regarding the importance of diversifying the economy beyond the mining sector is consistent with the North Maluku Provincial Government's concrete initiatives, particularly the organization of the Kie Raha Economic Forum in May 2026, which focused on accelerating investment in manufacturing, technology, agriculture, tourism, financial services, and micro, small, and medium-sized enterprises (MSMEs). The consistency between Sherly's interview statements and subsequent government policies indicates that economic diversification has become a strategic regional development agenda aimed at reducing dependence on extractive industries while fostering more inclusive and sustainable economic growth. This alignment further reinforces Sherly Tjoanda's political image as

a consistent leader with a strong commitment to long-term regional development. The fifth and final segment of the interview subsequently focuses on constructing Sherly Tjoanda's leadership image as the first female Governor of North Maluku and a member of multiple minority groups. The discourse analysis of this segment (39:44–46:50) reveals how her leadership is represented within Indonesia's broader political landscape.

Segment 5: Rosi Kompas TV

In the final segment, Sherly Tjoanda emphasizes that her identity as a member of a triple minority a woman, an ethnic Chinese Indonesian, and a Christian—is not a weakness but rather an integral part of her identity as an Indonesian citizen, which should be demonstrated through public service and professional performance. She also draws a clear distinction between public communication and image-making, arguing that her social media activities are intended to enhance transparency by documenting her work rather than seeking public validation. This position is consistent with previous findings suggesting that women's political image is constructed through consistency, integrity, and accountability.

Sherly further acknowledges that women in politics must work harder than their male counterparts to gain political legitimacy. She reinforces this argument through the metaphor, "Sometimes, women are like tea bags. The more they are steeped in hot water, the stronger their fragrance becomes," symbolizing women's resilience and perseverance under political pressure. Toward the conclusion of the interview, Sherly constructs an image of herself as an inclusive, reflective, and collaborative leader by emphasizing the importance of openness to criticism, continuous self-evaluation, and cooperation with citizens, the media, and other stakeholders as essential components of ethical leadership and public accountability.

Superstructure (Schematic Structure)

The superstructure, or schematic structure, refers to the organizational arrangement of a text, encompassing its introduction, body, and conclusion. This dimension illustrates how the narrative is systematically organized to support a particular communicative purpose (Eriyanto, 2011). In this study, the superstructural analysis focuses on the interview title and the narrative sequence of each segment in the Rosi Kompas TV interview uploaded to the official Kompas TV channel. Two to three representative excerpts from each segment were analyzed to illustrate how Sherly Tjoanda, as the interviewee, constructs and develops the narrative throughout the interview. This approach enables an examination of how discourse is systematically organized to construct particular meanings.

The superstructural analysis demonstrates that Sherly Tjoanda's interview in the Rosi Kompas TV program follows a coherent and systematic narrative progression. The interview opens by framing the mining issue through the program title and introductory narration, which highlight allegations of conflicts of interest based on claims made by JATAM. The discussion then shifts to Sherly's clarification regarding her family's ownership of mining companies, the transparency of her asset disclosures through the

State Officials' Wealth Report (LHKPN), and the legal limitations of a governor's authority in issuing mining permits.

The interview subsequently develops from discussions of public criticism and the social and ecological consequences of mining activities to explanations of the provincial government's efforts to address environmental degradation. It then transitions toward Sherly's vision of economic diversification as a strategy for achieving more sustainable development in North Maluku. In the concluding segment, the focus shifts to the construction of Sherly's leadership image as a woman belonging to a triple minority, highlighting her identity, integrity, and commitment to transparency. This is reflected in her statement:

"I use my energy to think about how to respond, how to find solutions, and how to minimize public distrust toward me. I understand that I must be more transparent, improve my public communication, and ensure that there is no conflict of interest in my administration. I simply have to work harder, learn harder, and conduct everything with greater transparency."

Overall, the superstructural pattern demonstrates that the interview functions not merely as a medium for disseminating information but also as a strategic communication instrument that guides public perception through successive stages of issue framing, clarification, problem-solving, articulation of policy vision, and reinforcement of Sherly Tjoanda's political image as a transparent, accountable, and responsive leader.

Microstructure Semantics

The microstructural analysis demonstrates that semantic elements in Sherly Tjoanda's interview on the Rosi Kompas TV program play a significant role in constructing meaning and shaping public perception through contextual background, detail, intention, and presupposition. At the level of contextual background, the media frames allegations of conflicts of interest by presenting JATAM's claims regarding Sherly's connections to mining companies, thereby establishing a discursive context that immediately requires clarification. At the level of detail, both the interviewer and the interviewee employ empirical data, research findings, and legal references to strengthen their respective arguments, including explanations concerning the governor's limited authority in issuing mining permits under national government regulations. Intention and presupposition are reflected in Sherly's efforts to construct an image of herself as a confident, transparent, and accountable leader through statements such as, "I don't need people to like me. I already have a strong sense of self. I don't need validation from others. What matters to me are the outcomes of my decisions." This statement further emphasizes that her public communication activities are intended as expressions of accountability rather than political image-making. Collectively, these semantic elements demonstrate that language is strategically employed to maintain political legitimacy, strengthen credibility, and shape public understanding of Sherly Tjoanda's leadership.

Syntax

The syntactic analysis indicates that Sherly Tjoanda predominantly employs declarative sentence structures with a deductive pattern and coherent logical sequencing when discussing mining governance, economic diversification, and the authority of regional government. Her statement, "Mining is a short-term industry; we must diversify," illustrates how she not only conveys information but also guides the audience toward a proposed solution by presenting economic diversification as a strategic pathway for North Maluku's development. Furthermore, her use of the pronouns I and we functions as a discursive strategy that balances her personal responsibility as governor with the collective responsibility shared by government institutions and society, while simultaneously reinforcing her explanation regarding the governor's limited authority over mining-related policies. Thus, the syntactic structures employed in the interview function not only as vehicles for conveying information but also as mechanisms for constructing an image of rational, responsible, and solution-oriented leadership.

Stylistics

The stylistic analysis reveals distinct linguistic strategies employed by the interviewer and the interviewee. Rosiana Silalahi adopts critical, informative, and framing-oriented diction, including references to Sherly's status as a triple minority, thereby highlighting her political identity while directing the audience's attention toward the issues under discussion. In contrast, Sherly employs formal, technocratic, and normative vocabulary, such as hidden cost, conflict of interest, and good governance, to construct an image of herself as a professional, rational, ethical, and system-oriented political leader. This is evident in her statement, "If there is a conflict of interest, I will abstain." The contrast between the linguistic styles of the interviewer and the interviewee produces a dialogic discourse in which the media's critical framing is complemented by Sherly's evidence-based arguments and normative reasoning in constructing her political image within the public sphere.

Rhetoric

The rhetorical analysis indicates that Sherly Tjoanda employs reflective, empathetic, and non-confrontational language to construct an image of herself as a compassionate political leader. This rhetorical strategy is reflected in her references to her identity as a mother and in her use of the metaphor, "Sometimes, women are like tea bags. The longer they are steeped in hot water, the stronger their fragrance becomes," which symbolizes women's resilience in confronting political pressure. Moreover, her rhetorical strategy follows a systematic progression consisting of defense, clarification, reframing, and solution-oriented communication through evidence-based explanations, a vision of economic diversification, and a commitment to sustainable regional development. Consequently, the rhetorical devices employed throughout the interview not only reinforce the substantive messages conveyed but also function as strategic communication tools for strengthening political legitimacy, fostering public trust, and constructing Sherly Tjoanda's image as a resilient, visionary, and responsive political leader.

Social Cognition Dimension

According to van Dijk (2012), social cognition emphasizes that discourse production is inseparable from the knowledge structures, ideological orientations, social experiences, and belief systems possessed by discourse producers. It refers to the cognitive processes underlying discourse production, including the speaker's knowledge, ideology, experience, and system of beliefs. In this study, the analysis of social cognition focuses on Sherly Tjoanda as the primary interviewee, examining how her responses are shaped by her personal background, cultural values, gender identity, and self-perception as a woman operating within Indonesia's political sphere. In addition, the analysis considers the role of the program host, Rosi Silalahi, whose questions represent the institutional perspective of the media in constructing and organizing the discourse.

Sherly Tjoanda's Social Cognition in the Rosi Kompas TV Program

The analysis of Sherly Tjoanda's social cognition demonstrates that her representation as a political figure is constructed through the interaction of her social background, cultural values, gender ideology, and political interests. As the first female Governor of North Maluku and a member of a triple minority—being a woman, an ethnic Chinese Indonesian, and a Christian—Sherly occupies a distinctive social position that significantly influences the way the media frames her identity. The media's emphasis on these characteristics reflects framing practices shaped by broader social constructions of gender and minority status, reinforcing the perception that women in politics continue to be positioned as exceptions to the predominantly male norm of political leadership.

At the same time, Sherly presents herself as an empathetic leader through statements such as, "As a mother, I feel saddened to see citizens losing their land because of mining," reflecting both the internalization of maternal values and a deliberate communication strategy aimed at fostering emotional proximity with the public. The interview also demonstrates how the media raises strategic issues—including conflicts of interest, oligarchic influence, and mining business interests—as mechanisms for scrutinizing her political legitimacy. In response, Sherly repeatedly emphasizes transparency and professionalism by asserting that all relevant information can be openly verified, thereby constructing an image of herself as an accountable public official.

From van Dijk's social cognition perspective, these findings suggest that discourse functions as a site of meaning negotiation between the media and political actors. While the media constructs social reality through framing processes, the political actor actively manages and negotiates her public representation. Accordingly, Sherly Tjoanda's political image should not be understood as an objective reality but rather as an ideological construction shaped by social cognition, cultural values, and prevailing power relations within society.

Social Context Dimension

The social context surrounding Sherly Tjoanda's interview on the Rosi Kompas TV program demonstrates that the discourse cannot be separated from broader socio-

political conditions, power relations, ideological structures, and social practices, as conceptualized by van Dijk (2010). As a relatively newly elected female governor, Sherly confronts a range of strategic issues, including mining governance, conflicts of interest, environmental degradation, economic diversification, and women's political leadership. Her statement, "We cannot rely on mining forever," reflects an effort to construct a discourse of sustainable development, while her commitment to avoiding conflicts of interest demonstrates an awareness of the importance of transparency and public ethics.

The discussion of women's political leadership further reveals the persistence of gender-based double standards in politics, reflected in the expectation that women must demonstrate greater competence than men to achieve comparable levels of political legitimacy. Sherly responds by constructing an image of resilience through the metaphor, "Women are like tea bags—the more they are steeped in hot water, the stronger their fragrance becomes," while expressing her commitment to paving the way for future generations of women leaders.

From the perspective of Critical Discourse Analysis, the media functions not only as a channel for information dissemination but also as an institution that frames public issues through narratives concerning conflicts of interest, the environmental impacts of mining, and women's political leadership. Drawing on van Dijk's concepts of power and access, Sherly, as a public official, possesses institutional authority and privileged access to clarify government policies and construct her political image, whereas Kompas TV exercises symbolic power by shaping social reality and influencing public opinion. Consequently, the discourse generated through the interview represents the dynamic interaction among political actors, media institutions, and society, reflecting broader relations of power, gender ideology, and the discursive construction of women's political image within Indonesia's socio-political context.

Discussion

The findings demonstrate that Sherly Tjoanda's political image in the Rosi Kompas TV program is constructed through the interaction of gender ideology, political communication, and media discourse. Within the context of a patriarchal culture, the media constructs narratives that reflect persistent stereotypes surrounding women's political leadership, particularly by associating Sherly with mining-related issues in North Maluku. Nevertheless, Sherly responds to these criticisms in a rational, transparent, and solution-oriented manner without reinforcing a dichotomy between male and female leadership. Her responses illustrate that women are capable of integrating competence, decisiveness, empathy, and traditionally feminine values in the exercise of political leadership. Accordingly, Sherly's political image is shaped not only by patriarchal ideology and ambivalent gender stereotypes but also by the dynamics of postfeminism, which provide women with greater opportunities to actively construct and negotiate their political identities within the public sphere.

Sherly Tjoanda's political communication throughout the interview functions as a mechanism for disseminating information, shaping public opinion, establishing political legitimacy, and managing political image. By explaining government policies, the authority of regional governments, the transparency of her asset disclosures, and

her vision for economic diversification in North Maluku, Sherly constructs an image of herself as a professional, accountable, and responsive leader capable of addressing strategic issues, particularly those related to mining and environmental governance. At the same time, the Rosi Kompas TV program serves not merely as a platform for information dissemination but also as an institution that frames both public issues and political actors, thereby influencing how audiences interpret political reality. The interaction between the interviewer and the interviewee consequently produces a discursive construction of Sherly's political image that reinforces the legitimacy of her leadership in the eyes of the public.

The construction of Sherly Tjoanda's political image is further reflected through Nimmo's three dimensions of political image: cognitive, affective, and conative. The cognitive dimension highlights Sherly's competence and leadership capacity through her explanations of public policies and the socio-economic conditions of North Maluku, thereby enhancing public understanding of her leadership. The affective dimension is reflected in her humanistic, empathetic, and open communication style, which strengthens public trust and emotional connection with citizens. Meanwhile, the conative dimension demonstrates the potential formation of political support resulting from positive public perceptions of her integrity, transparency, and leadership capabilities. Consequently, Sherly Tjoanda's political image can be understood as the product of political communication shaped by gender ideology, media strategies, and public responses, demonstrating that women's political leadership is determined not only by individual competence but also by the discursive processes through which leadership is constructed and negotiated within the public sphere.

CONCLUSION

This study concludes that Sherly Tjoanda's political image in the Rosi Kompas TV episode entitled "North Maluku Governor Sherly Tjoanda Speaks Candidly About the Mining Issue" is a discursively constructed phenomenon shaped by language, power, and ideology, as examined through Teun A. van Dijk's Critical Discourse Analysis framework. At the textual level, the media constructs Sherly's image as a decisive, transparent, responsive, and compassionate female leader through strategic lexical choices, narrative organization, and the systematic structure of the interview. At the levels of social cognition and social context, this image is further influenced by the media's representation of women in politics and by the relations of power and access through which Kompas TV shapes public perception. Furthermore, Sherly's political image reflects a more adaptive reconstruction of gender ideology, in which women are represented as competent political leaders without abandoning values of empathy and social responsibility.

Drawing upon Nimmo's three-dimensional framework of political image, Sherly's image is constructed comprehensively through the cognitive dimension, which highlights her leadership competence and policy capacity; the affective dimension, which fosters public trust and emotional engagement through a humanistic approach; and the conative dimension, which has the potential to strengthen political support and reinforce the legitimacy of her leadership. Overall, this study affirms that women's political image is not a naturally occurring representation but rather the product of

ongoing discursive negotiations among political actors, media institutions, and society. These discursive processes contribute to the emergence of a more inclusive representation of women's political leadership within the contemporary Indonesian political landscape.

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