

## **PREFACE**

The purpose of this research proposal is as a part of the undergraduate thesis requirement at the English Education Department, Universitas Siliwangi. The main goal of this study is to examine how Nadiem Makarim, as the Minister of Education in Indonesia, is represented by online media outlets using the Critical Discourse Analysis (CDA) approach. This research seeks to uncover the underlying power dynamics and ideological perspectives in media portrayals of Nadiem Makarim's profile. Given Makarim's vital role in educational reform and the media's ability to shape public opinion and expose the underlying ideologies and power dynamics in media discourse.

This research proposal's primary content is constructed of numerous essential components. First, the introduction sets out the background for the research topic and emphasizes the significance of examining how Nadiem Makarim is portrayed in the media. The literature review provides an overview of previous studies related to media representation and critical discourse analysis. The research methodology outlines the qualitative approach used, detailing the document analysis of online articles and the triangulation technique on online media outlets to select different articles from different media that were later analyzed using van Dijk's CDA model. Finally, the proposal concludes with the expected outcomes. By exploring discourse structures, this research aims to reveal the power dynamics and ideological perspectives embedded within media portrayals of Nadiem Makarim's profile.

Given the complexity and limitations inherent in this research, I fully welcome any constructive criticisms and suggestions from readers and reviewers that can help improve the quality of this thesis.

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