

The Images of the First Lady of China and South Korea at the G20 Summit in Bali by Several Online Media



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ABSTRACT: Online media is one of the most influential sources of information for today's society. This aim of this study is to reveal the image of the first lady of China and of South Korea based on the online news collected from the G20 Summit in Bali. The research data were the corpus from the online media texts collected from fragments of several online news which show the different images of the two first ladies (China and South Korea). The data were analyzed using three dimensions of Fairclough's model of critical discourse analysis. Based on the study of text analysis, discursive practice, and socio-culture practice, the study shows that there are different images depicted by the online news for those ladies. Peng Liyuan, the first lady of China, is portrayed as a diligent person, enthusiasm for participating in various social activities. This image is closely related to China's image in Indonesia as one of the most developed countries after the United States. In different perspective, many media highlighted the physical beauty possessed by the first lady of South Korea, Kim Keon Hee. This image is directly proportional to the popularity of Korean dramas, which are very popular in Indonesian society today. One of the attractions of these dramas is the beautiful faces of the actresses.

KEYWORDS: G20, Image of First Lady, Online Media

INTRODUCTION

News spread through online media news reaches the public faster than print media. This is influenced by the habituation of today's society which is all practical. Therefore, it is not surprising that internet users reach 82 million people (Kominfo, 2014). If in the past, news connoisseurs had to wait for the arrival of the newspaper courier to find out the latest news, now is the online media comes with all the conveniences offered. Readers just simply open smartphone to access various actual news websites. As described by Suryawati (2011:46) that the characteristics of the online media lies in the necessity of users to be connected to information technology networks by using computer devices, in addition to knowledge of programs to access information or news.

As a means to provide actual information, news in the online media required to always provide the latest news so that readers do not miss the information. One of the topics that has been discussed a lot these days is related to the holding of the G20 Summit in Bali. Indonesia as the host not only received attention from the local media, but many foreign media were also interested in discussing the news about this event. G20 or Group of Twenty is a major forum for international economic cooperation consisting of countries with the largest economies in the world consisting of 19 countries and 1 European Union institution. The G20 represents more than 60% of the world's population, 75% of global trade and 80% of world GDP. G20 members consist of South Africa, United States, Saudi Arabia, Argentina, Australia, Brazil, India, Indonesia, United Kingdom, Italy, Japan, Germany, Canada, Mexico, Republic of Korea, Russia, France, China, Turkey, and European Union (djkn.kemenkau.go.id).

As one of the most magnificent national celebrations of the year, the journalists highlighted this activity from various aspects, one of which was the spotlight on several first ladies who were also present in Bali. A proverb says that behind a successful man there is a great woman. This proverb motivates the media online in Indonesia actively discusses the image of first ladies. This current study examines the image of the first ladies of China and of South Korea based on the reports appearing in the online media which portray these two tough women from different perspectives. After conducting a linguistic study, this research is equipped with the explanation of the differences in the imagery that the media builds on the two first ladies.

Related to the phenomena of booming news in the online media, many researchers have conducted studies on this topic. The first previous research is conducted by Sukarno and Amurwani (2019) who uncovered the frames of online media in Indonesia concerning with the political news of Prabowo Subianto (PS) becoming the Minister of Defense in the Kabinet Indonesia Maju (the second period of Jokowi's cabinet). The result shows that there are two types of frames constructed by the online media dealing with the political issue of PS becoming the Minister of Defence. The supporting frame tends to claim that PS is the right person to

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occupy the position. In contrast, the criticizing frame tends to position PS as the person who approaches Jokowi because he really wants to occupy the political position.

Next, Hartiana, Setyarinata and Nugraheni (2020) examined the images of President Jokowi compared to the former Indonesian President Susilo Bambang Yudhoyono. This research is qualitative research with Audience Reception Analysis method. The data source is taken from posts on Twitter. The purpose of this study is to explain in detail about the acceptance of meme of political figures. This meme image portrays Jokowi in a positive image but directly leads to a negative image of Susilo Bambang Yudhoyono. The third research was conducted by Prasetyo (2022) which revealed the image of Tri Rismaharini as Minister of Social Affairs in online news using Theo Van Leeuwen's model of critical discourse analysis. The result of the shows the figure of Tri Rismaharini provides a special attraction so as to give a good image in the eyes of the public. The fourth research was conducted by Haris, Amalia & Hanafi (2022) who studied Anies Baswedan's image in the media. The study applied a qualitative method using Robert N Entman's framing analysis. The results of this study imaged Anies Baswedan as a political figure who is intelligent, polite, and religious.

Some of the previous studies above prove that revealing the images of public figures are very interesting. Many studies relating to the image of a figure in several online media have been conducted, but no one has done research on the image of the first ladies who have important roles to support the success of their husbands, such the ladies of China and South Korea. In addition, the previous researches examined the image of domestic political figures only, while this research examines the image portrayed by Indonesian society through online media of two first ladies of China and South Korea. Furthermore, the focus of this study will not only portray their image of the two first ladies (China and South Korea) during the series of activities at the G20 Summit in Bali, but also their implication of the different images of the two ladies for the Indonesian people.

RESEARCH METHODS

This research is critical descriptive research, which is a type of research that seeks to understand the image of the first ladies of China and South Korea during the G20 Summit activities in Bali. This study describes the contents of the text in several online media, interpret the data obtained, then explain the sociocultural reasons that are the cause of the emergence of different images built towards the two first ladies. The research data are in the form of sentences from text fragments in several online media (dunia.rmol.id, klip.com, kalbarnews.co.id, cnnindonesia.com, liputan6.com and harijogja.com) which reflect the images of the first ladies. The data selection is carried out through critical reading of news texts containing the images of the two first ladies.

Having been collected and selected, the data are analyzed using the Fairclough's model of critical discourse analysis. Fairclough (1996:109–148) views discourse from three dimensions (stages), namely the dimension of text (text analysis), the dimension of discourse practice (discourse practice), and the dimensions of sociocultural practice (sociocultural practice). In the text analysis dimension, the collected data will be examined based on elements that are in accordance with the focus of the study on the image built for the two first ladies using linguistic features such as choices of words (diction) in the sentence fragments. In the discursive practice dimension, the text production process will be analyzed in terms of the factors that influence the emergence of news about the image of the two first ladies in several online media. Meanwhile, in the dimension of sociocultural practice, we will examine the phenomenon of social reality in today's society which causes different images of the first ladies of China and South Korea.

RESULTS AND DISCUSSION

Result

This research was conducted to examine the different images built by several online media towards the China first lady "Peng Liyuan" and the South Korean first lady "Kim Keon Hee". The data analysis was carried out in three stages, namely the stages of text analysis, discursive practice, and sociocultural practice. The following table demonstrate the linguistic data of the two first ladies relating to their images.

Table 1. The Linguistic Data

No	Image of the First Lady of China	Image of the First Lady of South Korea
1.	The two first ladies (Iriana and Peng Liyuan) then discussed a number of matters including strengthening public welfare exchanges (dunia.rmol.id 18/11/2022)	Beautiful! The wife of South Korean President Yoon Suk Yeol, Kim Keon Hee, was in the spotlight when accompanying her husband at the Bali G20 Summit (CNN 16/11/2022)
2.	Ibu Iriana and Madam Peng Liyuan are working together to improve people's livelihoods and welfare (dunia.rmol.id 18/11/2022)	Indonesian netizens are busy talking about Kim's appearance and physique, which is still prime at the age of half a century (CNN 16/11/2022)

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3.	Peng highly praised Iriana's enthusiasm and briefed her on China's policies and achievements in the treatment and prevention of tuberculosis (TB) and HIV/AIDS (xinhua 17/11/2022)	"The first lady of South Korea is 50 years old. Let me wear a mask first," wrote one Twitter user (CNN 16/11/2022)
4.	Peng himself has served as a World Health Organization (WHO) goodwill ambassador for TB and HIV/AIDS since June 2011 (dunia.rmol.id 18/11/2022)	"Watching the G20 Gala Dinner when I saw the wife of the President of South Korea, I felt like I was watching Drakor," wrote one Twitter account user (CNN 16/11/2022)
5.	Peng describes visiting medical, school and community facilities since joining the anti-TB effort more than a decade ago. (dunia.rmol.id 18/11/2022)	the wife of the President of South Korea makes netizens fail to focus because her appearance is like a Korean Pop artist (liputan6.com 14/11/2022)
6.	During the meeting, the two first ladies (Iriana and Peng) exchanged souvenirs in the form of traditional musical instruments from each country. (kumparan.com 17/11/2022)	"Is that the first lady of the country or a kpop artist? It's really beautiful," account @tya_sastria said (liputan6.com 14/11/2022)
7.	Peng Liyuan, istri Presiden Tiongkok President Xi Jinping, mengikuti kegiatan yang diadakan untuk pasangan kepala negara G20 di Bali. (kalbarnews.co.id 18/11/2022)	"Though she was born in 1972," account @7.110.121.000 said (liputan6.com 14/11/2022)
8.	Peng appreciated Indonesia's move to integrate handicrafts and women's empowerment, poverty alleviation, and nature conservation (kalbarnews.co.id 18/11/2022)	Kim Keon Hee looked beautiful and charming when she saw the exhibition of original Indonesian MSME products (harianjogja.com 15/11/2022)

Discussion

The results of the study show that there are differences in the image that some online media have built towards the China first lady, Peng Liyuan, and the first lady of South Korea, Kim Keon Hee. The first lady of China is imaged as a tough figure, active in various humanitarian activities, and persistent in her efforts to improve the welfare of the China people. Meanwhile, the first lady of South Korea is portrayed as someone who has a beautiful face. Some of these online media only focus on news about their physical appearance. This also caused a stir among netizens. The difference in these images is illustrated in the news text fragments by the following online media.

A. Text Analysis

The first analysis of the data is the analysis of the text or the analysis of the sentences describing the image of the two ladies. It is the description of the first lady of China (Peng Liyuan) and followed by the image of the first lady of Korea (Kim Keon Hee).

1. The Image of the first lady of China

The first lady of China is mostly portrayed by the media online as a woman who cares social welfare, prosperity, health prevention and treatment programs. Each image can be proved by the following data.

(1) The two first ladies (Iriana and Peng Liyuan) then talked about a number of things including strengthening public welfare exchanges (dunia.rmol.id 18/11/2022)

The news text fragment above shows that the online media dunia.rmol.id gives an image of the China first lady as a figure who is concerned about people's welfare. Next, both ladies (the first lady of Indonesia and China) discuss how to improve the livelihood and welfare of community, as presented by the following data.

(2) Mother Iriana and Madam Peng Liyuan together strive to improve the livelihoods and welfare of the community (dunia.rmol.id 18/11/2022).

The news fragment above shows that Peng Liyuan is a person who cares about improving his people's livelihood, ensuring that his people can live in prosperity. She also cares about social health, especially the efforts to prevent tuberculosis (TB), and HIV/AIDS.

(3) Peng highly praised Iriana's enthusiasm and explained to her about China's policies and achievements in the treatment and prevention of tuberculosis (TB) and HIV/AIDS (Xinhua 17/11/2022)

(4) Peng herself served as World Health Organization (WHO) goodwill ambassador for TB and HIV/AIDS since June 2011. (dunia.rmol.id 18/11/2022)

(5) Peng recounted her experience visiting a number of medical, school and community facilities since joining the anti-TB effort more than a decade ago. (dunia.rmol.id 18/11/2022)

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Xinhua online media through dunia.rmol.id gives an image of Peng Liyuan as the first lady who actively promotes TB and HIV/AIDS prevention and treatment programs. The fragment of the news text above shows that Peng Liyuan's involvement in the treatment and prevention of TB and HIV/AIDS is not only within the scope of the country but it has also been made an ambassador of goodwill for preventing TB and HIV/AIDS by the World Health Organization (WHO). The text above illustrates to readers that Peng Liyuan's involvement in the prevention and treatment of TB and HIV/AIDS is not only as an induction provider, but also involved by visiting directly various places.

In addition, the media online also gives the image that Peng Liyuan is also a friendly and active lady to join the activity G20 Summit for spouses of heads of states in G 20 in Bali.

(6) In the meeting the two first ladies (Iriana and Peng) exchanged souvenirs in the form of traditional musical instruments from each country. (kumparan.com 17/11/2022)

The fragment of the news text above shows that Peng Liyuan is a friendly first lady. Furthermore, the media also portrays Peng Liyuan active participates in the activity conductiy for spouses of heads of states.

(7) Peng Liyuan, wife of China President Xi Jinping, took part in an activity held for spouses of heads of state G20 in Bali. (kalbarnews.co.id 18/11/2022). Online media focuses on reporting on Peng Liyuan's active participation in holding the G20 Summit in Bali.

(7) Peng appreciated Indonesia's move to integrate handicrafts and women's empowerment, poverty alleviation, and nature conservation. (kalbarnews.co.id 18/11/2022)

Finally, Peng Liyuan is imaged as the first lady who cares about the condition of other countries. This can be seen through the attitude shown by the China first lady by appreciating the steps of the Indonesian state in empowering women, preserving nature, and others.

2. The Image of the First Lady of South Korea

As the first lady of China, the first lady of South Korea, Kim Keon Hee, also becomes the central attraction of media online in the G20 in Bali from different perspective. Korea is very popular country for Indonesian, especially the Korean dramas (drakors), and choreography. Many Indonesian young people are very interested in watching Korean drama and choreography, not only because of the story but also of the beautiful bodies of the artists. Therefore, the image of the first lady is also related to her physical beauty. Most media more spotlight the beauty of the first lady comparing to her activities during the Summit of G2o in Bali. This image is reflected in the following data.

(8) Beautiful! The wife of South Korean President Yoon Suk Yeol, Kim Keon Hee, was in the spotlight when accompanying her husband at the G20 Bali summit (CNN 16/11/2022). The news text fragment above describes the figure of Kim Keon Hee who received media attention because of her beautiful appearance.

(9) Indonesian netizens are busy talking about Kim's appearance and physique, which is still prime at the age of half a century (CNN 16/11/2022). The first lady of South Korea has become the concern of many Indonesian netizens who are amazed by her beautiful appearance even though she is half a century old.

(10) "The first lady of South Korea is 50 years old. Let me wear a mask first," wrote one Twitter user (CNN 16/11/2022). The news text fragment above highlights the tweet of a Twitter user who feels inferior to see Kim Heon Hee who is youthful at the age of fifty.

(11) "Watching the G20 Gala Dinner when I saw the wife of the President of South Korea, I felt like I was watching Drakor," wrote one Twitter account user (CNN 16/11/2022). The text fragment in bold above shows that the majority of Indonesian people like Korean dramas, which is a country under the leadership of the husbandfirst lady.

(12) The wife of the President of South Korea makes netizens fail to focus because her looks are like Korean pop artists. (liputan6.com 14/11/2022). The news text fragment above shows that netizens were misfocused when participating in the G20 Summit through the mass media, their focus was on the beauty of the first lady of South Korea, not on the context of the event itself.

(13) "Is that the first lady or kpop artist anyway? so beautiful," account @tya_sastria said (liputan6.com 14/11/2022)

The piece of text above is one of the tweets of Twitter users who are trying to find certainty whether this beautiful woman is really the first lady or a Korean pop artist.

(14) "Though she was born in 1972," account @7.110.121.000 said. (liputan6.com 14/11/2022). The curiosity of netizens led them to find out the year of birth of Kim Heon Hee. Having learned that the first lady of South Korea was born in 1972, netizens were even more amazed because of her very youthful appearance.

(8) Kim Keon Hee looked beautiful and charming when she saw the exhibition of original Indonesian MSME products. (harianjogja.com 15/11/2022)

Online media really focuses on the physical beauty of the first lady of South Korea. Even when Kim Heon Hee attended the MSME product exhibition, what was highlighted was not her concern for Indonesian MSME products but her focus on physical beauty.

Referring to the results of the text analysis above, the images built by several Indonesian online media towards the two first ladies are very different. Peng Liyuan is imaged as a formidable first lady who is active in various humanitarian activities.

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Meanwhile, Kim Heon Hee is imaged as a South Korean citizen who has a beautiful face like most Korean artists who are admired by many Indonesian people.

B. Discourse Practice

The second dimension of Fairclough's critical discourse analysis is discourse practice (1996:141). In this dimension, the focus of the study is the production aspect and who consumes the text. The producers of the text above are several Indonesian online media, namely dunia.rmol.id, kumand.com, kalbarnews.co.id, cnnindonesia.com, liputan6.com and harijogja.com.

Online media are the media most widely used by society today. The ease of accessing various news in online media via mobile phones also influences the shift of print media readers to online media. This also inspires the enthusiasm of news producers in online media to provide actual and interesting news, one example is the news about the holding of the G20 Summit in Bali some time ago.

Online media are competing to upload the latest news from the start of the implementation until the event is actually finished. One of the attractions of the online media about the event is the participation of first ladies. Peng Liyuan, who is the first lady of China, is currently a country with rapid progress in various fields, quite a lot of media coverage. Peng Liyuan's presence is a breath of fresh air for news seekers (one of them is online media journalists). Many people are curious about the first lady who is currently intensively accelerating the improvement of the quality of life from these various aspects. Through headline Many netizens flocked to the news about the first lady of China, online media to find out the latest news about Peng Liyuan while in Bali.

Besides China, South Korea is also a country that many netizens complain about. The recent boom in Korean drama series has had a major impact on the appeal of online media reporting on matters related to the country. Therefore, the momentum of the G20 Summit in Bali was not wasted by the online media. The presence of Kim Heon Hee in Bali has attracted netizens to keep following news update about the G20 Summit. Various of headline which raised the topic of the Korean first lady's facial beauty, increasing internet users to access online news that discusses it. This phenomenon is certainly very profitable for the owners of online media. Apart from that, netizens' curiosity was relieved by the increasingly active online media reporting on the activities of the beautiful first lady while in Bali.

C. Sociocultural Practice

The third dimension of Fairclough's critical discourse analysis is sociocultural practice. Fairclough (1992:67) explained that this dimension focuses on the social context that occurs outside the media and influences the way a discourse text is packaged by the media. The orientation of this dimension can be in the form of political, cultural, social, economic, and ideological aspects. The findings of this study indicate that the aspect that most influences reporting on the image of the first ladies of China and South Korea is the economic aspect. Online media are competing to provide the latest news that is becoming trending topic in society. Thus, the number of internet users accessing news links in the media will increase.

Online media owners will benefit through "pay per click". If observed closely, almost every time you open news in online media, advertisements for various products will appear. This is one of the biggest sources of income for the media owner. Every citizen who clicks on the ad will provide an additional AdSense for media owners. Therefore, it's no wonder many controversial headlines appear in various online media.

Apart from the economic aspect, the social aspect is no less influential in the incessant reporting on the image of the first ladies of China and South Korea. China is currently one of the most influential countries in the world. It is even predicted to be the United States' toughest competitor. The pearl of wisdom that "behind a successful man, there is a great woman behind him" is one of the reasons many Indonesian people are curious about the figure behind Xi Jinping (China president), who is none other than his own wife. Likewise with the first lady of South Korea, people who love Korean dramas are also very enthusiastic about waiting for the latest news from the beautiful wife of the South Korean president. Humans as social beings have a basic need to continue to try to add relationships. Along with the development of the times, people who access online media to add insight and get the latest news are also part of the social process. That is, through online media, netizens understand what is happening out there.

CONCLUSION

The implementation of the G20 Summit in Bali some time ago made the public eagerly awaiting interesting news from the activity which was Indonesia's biggest event this year. One of the most highlighted by the media, especially online media, is the participation of first ladies to Bali. The image that was built by the media for the first ladies who attended was different. This has also happened to the image that the online media has built for the first lady of China and the first lady of South Korea. Based on the analysis of the text, the first lady of China is imaged as a person who is diligent, persistent, and is heavily involved in humanitarian activities for the welfare of her people. Meanwhile, the first lady of South Korea is imaged as a young first lady with a beautiful face.

In the dimension of discursive practice, online media as a news producer has a clear goal of uploading a lot of news that discusses the images of the two first ladies. China is one of the most developed countries, while South Korea is a country that many Indonesian people complain about with its drama series and Korean Pop which are loved by many people. This means that the need for online media as news producers to be widely accessed by the public is directly proportional to the need for news consumers to obtain information regarding the latest news from the two first ladies while in Bali.

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Meanwhile, based on the sociocultural dimension, economic factors greatly influence the upload of news about the two first ladies which continues to grow every day. The more netizens who access the link, the more benefits they get through the method pay per click. Besides that, the social aspect also influenced the incessant news about the presence of Peng Liyuan and Kim Heon Hee in Bali. Humans as social beings need a lot of information. Through reporting on the online media, netizens no longer have trouble getting the latest news.

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