

Analysis Discourse Narration Mysticism on Hirotada's YouTube Channel Radiant "Friends Segment Story"

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ABSTRACT

In the current era, technological advances have significantly transformed the way we communicate. Communication has become faster, more convenient, and user-friendly. The widespread accessibility of the internet across various societal groups has had a profound impact on the media landscape. This research focuses on the analysis of discourse content in the "Friends Story" segment on Hirotada Radifan's YouTube channel. The study employs a qualitative approach through discourse analysis as developed by Teun A. Van Dijk. This qualitative approach focuses on the general principles underlying the construction of meaning from social phenomena within society. Based on observations conducted by the researcher on several videos from Hirotada Radifan's YouTube channel, particularly in the "Friends Story" segment, the study utilizes Van Dijk's three dimensions of discourse analysis. This theoretical framework aids the researcher in addressing the research problem concerning how discourse shapes mystical narratives on Hirotada Radifan's YouTube channel in the "Friends Story" segment. These three dimensions include the text dimension, social cognition, and social context.

INTRODUCTION

Growth content mystical in broadcast media in Indonesia indeed always interesting attention. Contents the often results in profit for the media because the amount interest and interested audience with matter mystical. However, it is necessary questionable whether objective from Viewing content mystical This limited to for describe diversity culture public or whether There is another meaning behind it . Like one of story mystical about House position The Regent of Bone, South Sulawesi, who keeps the past tragic, which was once House the occupied as pendopo by King Bone. No only that, in House there is also room storage heirloom King Bone's legacy is not anyone can enter (Pramono, 2022).

Related matter this, different perspectives can appear. Some party Possible to argue that impressions mystical limited to as form entertainment and care inheritance culture. Contents mystical can considered as part from inheritance culture that is needed preserved and presented to society. Besides that, some people also enjoy impressions mystical because of curiosity to things that are outside understanding rational (Hikmat & Ira, 2019).

However, there are also skeptical views. to content mystical in the media. They to argue that There is possibility another meaning behind production content mystical, like look for popularity or utilise interest society on mystical things for interest commercial. Questions ethics also appear about How content mystical produced, including its authenticity and validity. It is necessary remember that public own diverse view to content mystical in the media, and perception This can different. Important for Keep going involving self in discussion open and critical about goals and impacts from content mystical in the media as well consider diverse perspectives.

In the current era this, development technology has change method We communicate in a way significant. Communication become more fast, practical and easy used. Internet that can accessible by various circles public has give impact big in the media world. With using only smartphones, people can with easy to weave communication and access various information from the whole world.

Besides that, the popularity of social media such as WhatsApp, Instagram, Facebook, Twitter, YouTube, and TikTok are increasingly increasing among society. social media No only become needs, but also become source outlook for public For see various activities that occur around it. In Indonesia, one of the social media platforms that is widely used used by the community general is YouTube. At the launch Youtube has make it easier billions user For find, see, and offer recording. Youtube give discussion to individual For interact, provide data, and move other people around the planet. No only that, YouTube even has fill in as stage appropriation for creators and promoters, both from all shape and size (Nasrullah, 2017).

The uniqueness of YouTube lies in its diversity form the entertainment it offers , starting from from music, movies, comedy, idols, and so on. Besides as means entertainment, YouTube is also becoming source knowledge and insight in the field education, science knowledge, and education. YouTube is capable of hold ranked 1st as one the most frequent social media accessed by social media users naturally is things that have happened No startling again. This is because

of YouTube's function as a website portal that provides online video services and the main one from Usefulness of this site is as a medium for searching, viewing and sharing original videos from all all over the world through the website (Budiargo, 2015).

The features provided by YouTube are very interesting and interactive. Users can upload appropriate video content with his wish. Besides that, users can also give comments on the videos he watches, allowing exchange information. YouTube also offers feature For like or No like content watched, as well as share content via social media other.

Study This focused on analysis discourse video content in "Friends" segment Story "on account YouTube Hirotada Radifan. "Friends" Segment Story "on Hirotada's YouTube channel Radiant containing impressions stories from followers and subscribers sent via email which is then brought or told back by Hirotada Radiant in form video show uploaded on his YouTube. The story is presented by Hirotada Radifan in the "Friends" segment The story " namely horror story or supernatural mystical experiences experienced by followers or subscribers based on story real. Research This will focus on analysis discourse in impressions "Friends" segment Story " on Hirotada's YouTube account Radifan. In context image content horror in Indonesia at the moment this, research This will inspect whether there is elements like elements of sara (Ethnicity, Religion, Race, and Inter Group), pornography, settings, or content that is not worthy For seen by a number of circles.

With use method analysis discourse, researcher will analyze various aspect the discourse that is present in "Friends" show Story ". Purpose study This is For describe the discourse contained in impressions mentioned, including understanding about How image content horror formed and presented in current Indonesian context This.

Analysis discourse will involving understanding to language, meaning, structure narrative, and context related social with impressions said. Researchers will try identify and analyze elements that reflect image content horror in Indonesia, as well as inspect existence elements that are characteristic negative like elements of SARA, pornography, settings, or content that is not worthy For seen by a number of circles.

LITERATURE REVIEW

Mysticism and Mysticism

The word "mystic" comes from the Greek meaning "to close the eyes or mouth" and refers to a deeper or spiritual experience. The concept of mysticism has a complex meaning and varies depending on the context. In the context of spirituality or religion, mysticism is often associated with a deep and transcendent experience that goes beyond rational understanding. It involves seeking a direct connection with a higher or divine reality through meditation, prayer, or mystical experiences. However, in the context of society or popular culture, the concept of mysticism is often associated with an atmosphere of dread, horror, or horror. This is related to the use of the term mystic in stories or stories that focus on supernatural, occult, or inexplicable elements. To understand that

the concept of mysticism can have different meanings in different contexts and perspectives. These differences reflect the diversity of uses and interpretations of the concept by individuals and groups in society (Bungin, 2007).

Mysticism is something that is close to secrecy. Mysticism is seen as a very personal matter because it touches on personal beliefs and religiosity, and that is why it is seen as a personal matter (Mulder, 2001). Mysticism is often considered a very personal matter because it is related to individual beliefs and spirituality. The concept of mysticism is often associated with human efforts to achieve transcendental experiences, oneness with the Almighty, or a deep understanding of a higher reality. The existence of these mystical things is also found in works such as novels, films, short story collections and broadcasts on social media. The mystical element itself is divided into several dimensions, namely as follows:

Ritualistic

Dynamism is the belief that natural objects or certain objects have spiritual or spiritual powers that can influence human life. The practice of dynamism involves rituals of worship, reverence, or use of these objects as a means to achieve certain goals, such as good luck, safety, or strength.

Meanwhile, animism is the belief that there are spirits or spiritual entities that exist in creatures or objects in the universe. Animistic practices involve worshipping, honoring, or communicating with these spirits to ask for protection, help, good fortune, or good luck.

Both of these beliefs reflect the human relationship with nature and the supernatural world, where natural objects or creatures are considered to have a spiritual presence that influences everyday life. It is important to remember that the concepts of dynamism and animism vary across cultures and can have different interpretations according to the context.

a. Interaction

Fellowship is working together or finding a solution to a problem with supernatural powers or supernatural beings, asking for protection and fortune. Hostility is fighting with supernatural beings or supernatural powers.

b. Visualization

The visualization here is in the form of the appearance of supernatural realities, the emergence of supernatural beings, symbols, premonitions/signs, supernatural powers, and so on.

c. Character

Characters involved in events related to the supernatural such as religious leaders, shamans, humans (male or female) or groups of humans, supernatural forces or creatures. Characters involved in events related to the supernatural such as religious leaders, shamans, humans (male or female) or groups of humans, supernatural powers or creatures. (Ridwan & Vera, 2019).

Discourse Analysis

Discourse can be interpreted as speech that has meaning and message. In the Old Javanese Indonesian dictionary by Wojowasito, there is the word waca

which means to read, wakaca which means to say, while discourse itself means speech.(Mulyana, 2005).

In a discourse there is a relationship of meaning between sentences where each sentence has its own proportion of meaning, so that it contains a certain meaning according to the discourse that will be conveyed. Discourse can be in the form of speech, dialogue, monologue , also in the form of writing such as news, books, magazines and writings that contain linguistic elements.

The discourse delivered through various media above can be analyzed using a qualitative approach. Discourse analysis is a science that emerged several years ago. This analysis is limited by focusing on sentences and some linguists change to analyzing discourse in texts and spoken.

Discourse Analysis Teun A. Van Dijk

Teun A. Van Dijk's discourse analysis model is the most widely used choice in this study because of its popularity and practicality in analyzing discourse in a concrete way. Van Dijk argues that discourse analysis does not only focus on the text itself, but must also pay attention to the production practices that involve making texts. Thus, this study also involves observing how a text is made and how social context and social cognition influence the broadcasts in the "Teman Cerita" segment on the YouTube Channel Hirotada Radifan.

1. Text

Teun A. Van Dijk has developed a comprehensive and comprehensive discourse analysis design. According to Van Dijk, text is not only viewed as a single entity, but consists of various schemes or levels that support each other. Van Dijk's discourse analysis approach involves a deeper understanding of how the text is created and related to the individuals or communities involved in making the show. In Van Dijk's discourse analysis, there are three main structures including Macrostructure, Superstructure, and Microstructure. Macrostructure relates to aspects of the social context, such as norms, values, and ideologies that influence the making of the show. Superstructure involves the narrative structure or organization of the text that forms the storyline or message conveyed. While Microstructure includes textual elements such as thematic, schematic, and semantics related to the meaning and interpretation of the text.

2. Social Cognition

Social cognition is how a text is produced by the creator. It can be interpreted as how humans interpret information into text form with mental awareness that indeed wants to produce the discourse to be conveyed to the audience through YouTube broadcasts. Hirotada Radifan "Story Friends" segment(Eriyanto, 2009).

3. Social Context

The context of discourse is seen from the internal and external aspects that exist in a discourse. The context in question is the context of the place where the event occurs. Then look at the time, conditions in the

events that are told. In the analysis of social context discourse in this study, it is seen from how the phenomena that influence the discourse that occurs in the story brought by Hirotada Radifan develop in society based on existing social contexts.

METHODOLOGY

In study this, researcher use paradigm constructivism. In paradigm constructivism, language No Again only seen as tool For understand reality objective mere and separated from subject as the transmitter statement. Constructivism precisely consider subject as factor central in activity discourse as well as relationships social (Eriyanto, 2009).

Paradigm constructivism show interaction between communicator and communicant in create interpretation or understanding from a message. Paradigm constructivist emphasizes the process of how individual construct description about reality. Paradigm This see communication as a dynamic process. The focus not on how somebody send message, but How every parties involved in communication produce message and exchange meaning.

Therefore that, analysis discourse intended as a analysis For dismantle intentions and meanings certain. Therefore, research This intended For know more Far from discourse that is formed in impressions youtube on Hirotada channel Radiant specifically " Friends segment Story".

Study This use approach qualitative in the form of analysis discourse developed by Teun A. Van Dijk. The approach qualitative This centralize attention to the principles general underlying embodiment A meaning from symptoms social in public (Bungin, 2007).

Whereas analysis discourse defined as a effort disclosure Meaning hidden from the subject that expresses a statement . Method analysis discourse different with analysis Contents more qualitative emphasize on the question what, analysis discourse more see to how (how) from a message or text communication.

Through analysis discourse We No only know How Contents text news, but how is the message the conveyed. Through words, phrases , sentences, metaphors type What a message delivered . With see How structure linguistics said , analysis discourse more Can (Sobur, 2006).

Study This will use analysis Teun A. Van Dijk's discourse on analyze discourse the mystical things that exist in Hirotada YouTube Show Radifan , in particular in " Friends " segment Story ". Analysis Van Dijk's discourse was chosen by researchers Because can give deep understanding about discourse the mystical thing that exists in text the.

Analysis Van Dijk's discourse involves three dimensions important, namely dimensions text, cognition social , and context social . In dimensions text, researcher will see in a way deep existing text in impressions said , good in written and visual forms. This will covers understanding to the words used , the structure narrative, use picture or videos, and other elements that make up discourse mystical and horror . Next , the analysis Van Dijk's discourse will also involving dimensions cognition social . This means researcher will consider How viewers or viewer impressions the understand and interpret discourse mystical

that is conveyed. This is involving aspect psychology and cognition in understand the meaning contained in text.

Analysis Van Dijk's discourse also pays attention dimensions context social. Researcher will see How context social, such as norms, values, and structures social, influencing production and interpretation discourse mystical in impressions Context social This can give outlook about influence culture, politics and economy in formation discourse mystical.

RESULT AND DISCUSSION

Based on observations made by researchers in several impressions Hirotada's YouTube channel Radiant especially in the " Friends " segment Story ". Researcher use three existing dimensions in analysis discourse according to Van Dijk. With theory This can help researcher find answer from formulation problem about How discourse to narrative mystic on youtube channel Hirotada Radiant " Friends " segment Story ". Third dimensions the namely dimensions text , cognition social , and context social.

A. Text

In accordance with Teun A. Van Dijk's scheme, in analysis text This divided become three part, namely structure macro, superstructure, and structure micro, which is all each other related and mutual complete One each other.

1) Macro/ Thematic Structure

Theme or Topic describe What main idea or core message, which shows information you want expressed by a Hirotada Radifan on his YouTube channel especially on the show " Friends " segment Story ", which Hirotada Radiant narrate stories sent by followers or subscribers through the content he upload it to your youtube channel which is general content in the " friends " segment story " discuss about experience mystical horror experienced by followers or subscribers.

2) Superstructure / Schematic

At the beginning impressions content " Friends " segment Story " on youtube channel Hirotada Radifan , showing a bumper that has become a permanent opening in the " Friends " segment Story ", which the bumper containing snippet door open , with impressive audio elements scary and tense. Then after door open , appear text that becomes a logo and marker that impressions the is impressions " Friends " segment Story ". Next display a disclaimer regarding shows that are in the segment Friend story.

3) Structure Micro

a) Semantics The meaning that is intended emphasized, in Van Dijk's scheme, called connection between sentence, relationship between prepositions that build meaning certain in structure discourse .

b) Stylistics Statistical or style can translated as Language style . In statistical, of course only that becomes center attention is

Language style. Language style used by certain people For Meaning certain. So , style Language in impressions youtube Hirotada Radiant “ Friends ” segment The story ” used by Hirotada aiming For convey Meaning from the story and so that the audience can carried away by the atmosphere the story he brought. Hirotada use style language that is considered easy understandable and up to date.

- c) Rhetorical The last element observed in text there is rhetorical , which has persuasive function or influence .

B. Cognition Social

In matter This is analysis discourse narrative mystic on youtube channel Hirotada Radiant “ Friends ” segment Story ”. Besides analysis text , which is contained in impressions “ Friends ” segment Story ” on youtube channel Hirotada Radiant need done study on mental awareness of creator or screenwriter in look at problem . How belief , knowledge and knowledge to what it brings. Cognition social This important and become the framework that is not inseparable For understand text.

Van Dijk's view that you mentioned about analysis discourse underline importance notice structure discourse as marker meaning, opinion, and ideology. Analysis discourse No only dwelling on structure text That itself, but also involves understanding about cognition social, namely How knowledge, prejudices, and mental awareness of the user Language influence the meaning produced from text.

In approach cognitive to analysis discourse, assumed that text No own fixed meaning, but meaning That given by the user Language based on their mental awareness. In other words, the meaning contained in text depends on knowledge, perception, prejudice, and experience individual who reads or listen text the.

In context impressions, analysis cognition social will involving study about representation cognitive and creative strategies in make and serve impressions said. this covers understanding about How awareness, knowledge, and prejudice certain to a incident influence method impressions that made and served to audience. Understanding This help We dismantle meaning hidden, ideology, and the messages contained in impressions the.

With approach cognitive social , we can analyze How word choice , usage Language body, framing, or communication strategy other in impressions can influence perception, judgment, and experience audience. This is allow We For see How interests, values, or view certain reflected in shows and how matter That can influence interpretation and understanding audience. Analysis cognition social in analysis discourse give corner more view comprehensive and in-depth in understand meaning, ideology, and interaction social involved in A text or impressions.

Cognition social can see How the meaning formed in youtube channel views Hirotada Radiant “ Friends ” segment Story ”. Creator

content " Friends " segment The story " namely Hirotada Radiant describe circumstances and situations experienced by subsequent followers or subscribers narrated in video format along with illustration images and also supporting backsound audio , all of which the story that was brought is story that contains element mystical and horror experienced by the sender story .

C. Context Social

As shown in the video " Friends " segment Story " on youtube Hirotada Radifan entitled " The Scary Secret of Original Kalimantan Star Oil ". Star is one of from knowledge growing magic in the Benuaq and Tunjung Dayak communities in the Regency West Kutai , East Kalimantan Province. The purpose of people studying knowledge oil star This is For Can defend and attack enemy. Science this was the old days studied Because Still often happen war between tribe. Science oil star This can obtained with method purchased (temai). Someone who has knowledge oil star This usually will not enough his interest For learn knowledge others. Special Features from knowledge oil star This according to trust public namely can turn on the owner died Because killed.

Therefore that , context social in matter This is answer question How discourse that is developing in society about impressions " Friends " segment Story " on youtube channel Hirotada Radifan. The last dimension analysis discourse expressed by Van Dijk, namely context social. The method that the author use namely Library study and research from a number of existing references. As has explained previously , that analysis social is factor external influences external.views here that is with see from condition environment around, so that Can become reason for *creator* in make content . According to Van Dijk, in analysis This There are two important points that is power and access.

" Friends " Segment Story " on Hirotada's YouTube Channel Radiant This appear or made moment the rise content containing shows - shows mystical and horror in Indonesia and up to moment this is also a show mystical and horror Still become hobby Lots audience. YouTube Hirotada Radiant own access to the stories he brought in the " friends " segment story ". The access in question here is access in the form of stories the mystical coming with by itself via Hirotada's email which stories which will be later will become material For Contents content from " friends " segment the story " that himself . Then YouTube Hirotada Radifan is also considered has power , namely in the number of subscribers , which is 3 million subscribers. This make every content Hirotada including " friends " content The story is eagerly awaited by the audience.

Segmen This present with cheerful demeanor but still contain element tense and scary. The narrative that is delivered is also experience real experience experienced by the sender stories (*followers* and *subscribers* from Hirotada Radifan). No only it's on display " Friends "segment Story " a little

Lots tucked away message about cause and effect from a things to do that can be done made into learning for the audience .

CONCLUSIONS AND RECOMMENDATIONS

From the explanation above , we can taken conclusion that discourse in “ Friends ” segment Story ” on youtube channel Hirotada Radiant This can found in Teun A. Van Dijk's discourse which includes element text, cognition social, and context social, impressions or existing narrative in “ Friends ” segment Story ” on youtube channel Hirotada Radiant is shows that contain narrative horror some of which contain element mystical, which narrative the based on experience real from the senders. Although brought with a cheerful mood and several times interspersed with jokes, the show in the " Friends " segment The story " still " give element suspenseful and scary because of Use of supportive and appropriate background audio with atmosphere the story that is brought .

However truly, mystical Actually No always related with scary things . Mystical No always related with horror. mystical is terms used For describe experience or phenomena involving connection between the physical world and the supernatural world or spiritual. This Can covers spiritual experiences , events that are not can explained with logic or knowledge knowledge conventional , or connection with things that are spiritual or metaphysical.

Mystical can refers to various type experiences , practices , and beliefs , including trust in things like reincarnation, karma, telepathy, or communication with the supernatural world. Many followers tradition mystical consider experience they as something positive and full meaning, and that No always relate with afraid or horror.

One of for example is Kejawen, as explained on the YouTube channel Pegawai The street entitled "THE REAL MEANING OF KEJAWEN!!!". In the video explain meaning from Javanese . Javanese is matter mystic who has characteristic mystical, which is Javanese can interpreted as rule in life, good with fellow humans, ancestors, and to Almighty God. Although nature mystical, Javanese No contain element horror or scary.

However, in context entertainment, such as on Hirotada's YouTube channel Radiant specifically “ Friends ” segment The story " still " describe matter mystical often depicted with the scary elements or gripping, which creates association between mystical and horror in imagination popular. But , it is important For remember that mystical as draft That wide and can covers various different experiences and views.

Based on results from discussion analysis Teun A. Van Dijk's discourse on Hirotada's YouTube Channel Radiant Segmen " Friend Story ”, can concluded that study This use third dimensions that exist in Van Dijk's theory. There is discourse on Hirotada's YouTube Channel broadcast Radiant “ Friends ” Segment Story ”. Every dimensions own elements that help researcher For analyze discourse in shows – shows The results of the data findings listed in accordance with need study.

In terms of dimensions text, divided become three structure that in each its structure own role For determine discourse on the show segment this. In the structure macro, theme common in the “ Friends ” segment The story " is

experience mystical and horror experienced by *followers* and *subscribers* from Hirotada Radifan . On the superstructure which is schematic or flow , in " Friends " segment Story " on youtube channel Hirotada Radiant namely started with impressive bumper *opening creepy* , then to be continued with a disclaimer regarding Contents from " Friends " show Story " , new Then greeted cheerfully by greetings Hirotada Radifan who started it the story that will brought . No only that , during bring story , show in the " Friends " segment The story " is also accompanied by with illustration images and also supporting *backsound audio* atmosphere.

Furthermore structure micro. Structure micro inside consists of from syntax , stylistics and rhetoric. Each the elements contained therein help analyze that on the show " Friends " segment Story " on youtube channel Hirotada Radiant contain the discourse that is told straight on the side mystical and horror However behind story mystical and horror the brought with mood or cheerful atmosphere.

Then cognition social. Cognition social media on the show " Friends " segment Story " on youtube channel Hirotada Radiant there is element mystical and horror experiences experienced by his *followers* and *subscribers* - which then experience the narrated in video form. Next in the context social, moment This Lots once a person who likes impressions mystical and horror. Through impressions said, can test trust audience to something that smells mystical and horror. No only that, without realized , display horror and mystical can give suggestion to the audience to what is shown. No rare, audience impressions horror and mystical become feel afraid. However No Rarely do people consider impressions mystical and horror presented by the creator only as entertainment solely.

From the explanation above , in impressions " Friends " segment Story " on Hirotada's YouTube Channel Radiant there are two discourses namely discourse mystical and horror . In the discourse mystical describe the experience concerned with custom customs by a tribe, then there are also related ones with trust to something that is astray like trust creature supernatural. While discourse horror , namely How sender story experience things outside related reasoning with creature not visible eyes , will but in context disturbed and not allied.

In a number of context entertainment, including on platforms like YouTube, shows like " Friends Story " by Hirotada Radifan, elements mystical often depicted with the scary elements or gripping For create tension and entertainment for viewers. This is general in the horror genre , where the stories mystical often meant For make viewer feel afraid or surprised.

Important For understand that in the entertainment world, especially in the horror genre, the elements mystical often used as tool narrative For create dramatic and interesting effects. This is choice creative manufacturer content For entertain audience them . However , as has been explained in the discussion, the concept mystical That broad and encompassing various different experiences and views in life real.

Important For understand difference between representation mystical in context entertainment and meaning Actually from mystical as phenomenon or

belief . In life everyday, people have diverse views and beliefs related with mystical , and this Can varies from person to person. Most of the people involved in mystical No always experience things scary or gripping, as it often is displayed in entertainment .

FURTHER STUDY

Future research is expected to further explore this material.

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