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Critical Discourse Analysis of Mgdalenaf's Choices on MSMEs during the Covid-19 Pandemic

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Abstract

This study focuses on how the discourse on helping Micro, Small and Medium Enterprises (MSMEs) during the Covid-19 pandemic is shown on the food vlogger Mgdalenaf. MSMEs are in the spotlight because they are an important sector in the Indonesian economy that has been affected by the Covid-19 pandemic. One of the Indonesian food vloggers with almost 4 million followers on the YouTube channel; since the end of 2020, Mgdalenaf has broadcast programs to help MSMEs in the Jabodetabek area. In 2021, Mgdalenaf and the team were trying to reach a wider range of MSMEs affected by the Covid-19 Pandemic in Java-Bali. MSMEs themselves are the pillars of the Indonesian economy because 60% of Indonesia's GDP comes from MSMEs. Discourse to help MSMEs through its broadcasts. The researcher aims to reveal the critical discourse raised by the creator of the food vlogger Mgdalenaf related to the issue of helping MSMEs using van Dijk's critical discourse analysis through three components of analysis, namely text, social cognition and social analysis. The results of this study, the text describes the experiences of SMEs amid the Covid-19 Pandemic. In the context of social cognition, creators have a role to play in helping the affected MSMEs. While the social analysis raised is the dominance of the existing discourse in society, MSMEs represent the lower middle-class economy, which is currently difficult to carry out the production, distribution and consumption processes. In addition, the discourse that emerged was to revive MSMEs as a driver of the community's economy, and women were also able to contribute to the economy's running.

Keywords:

Critical Discourse Analysis, Foodvlogger, Mgdalenaf, MSMEs, Van Dijk, YouTube.

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Introduction

The problem raised in this research proposal is a critical discourse analysis of helping micro, small and medium enterprises (MSMEs) during the Covid-19 pandemic on the Mgdalenaf food vlogger YouTube channel entitled Mgdalenaf's MSME Choices. MSMEs are one of the trade sectors affected by the Covid-19 pandemic. The sector that relies on the people's economy plays a strategic role (Sugiri, 2020), contributes to economic growth (Marlinah, 2020) and also creates jobs for people in Indonesia (Lestari & EI, 2020).

When the economic crisis occurred in 1998, MSMEs could survive firmly to become strong and superior economic actors (Silaningsih & Utami, 2018). A legal basis in Law Number 20 of 2008 shows that the Government of the Republic of Indonesia is serious about supporting national economic growth through the empowerment and development of MSMEs (Marlinah, 2020).

The tough and superior nature of MSMEs has been tested again with the presence of the Covid-19 Pandemic since early March 2020 in Indonesia. The number of people confirmed positive as of February 16, 2021 was around

1.23 million cases (Task Force for the Acceleration of Handling COVID-19 of the Republic of Indonesia, 2021). With the increasing number of cases, the Government has implemented several policies to reduce the rate of Covid-19 cases in Indonesia, including restrictions on community activities.

However, this also has an impact on MSMEs. The decline in people's purchasing power, the difficulty of capital, the problem of distribution, the issue of raw materials, decreased production and even the threat of layoffs are factors that MSME actors feel during this pandemic (Handayani and Dedi, 2017).

Realizing the importance of MSMEs for developing the national economy, food vlogger Mgdalenaf through shows on the YouTube Channel, began to explore the discourse to support MSMEs so that they could get back up. Magdalena Fridawati or Mgdalenaf is an Indonesian food vlogger with 3.39 million subscribers. Almost all shows on his YouTube channel review various spicy foods in a slightly violent way or *bar-bar* (Elv, 2019).

In 2020, Mgdalenaf focused on reviewing food to support MSMEs, where this activity focuses on stories, efforts and difficulties experienced by MSME actors (Bellion, 2020). This is based on receiving complaints from traders during the pandemic through the direct message feature of the Instagram account @mgdalenaf, as many as 796 MSME complaints in one day. Mgdalenaf's account was flooded with stories by traders because one of the shows suddenly flooded the traders who were reviewed with orders. Therefore, Mgdalenaf feels that she has the power to mobilize his followers #gegaramagda to help these struggling traders.

Based on the description above, this study aims to attempt to uncover critical discourses on selected MSME shows on the Mgdalenaf YouTube Channel. Furthermore, this research needs to be done because the pandemic has disrupted many economic sectors, including MSMEs. Therefore, the role of social media is crucial to mobilize massive masses, especially during a pandemic like this. Mgdalenaf as a content creator in these shows, is a figure that needs attention and is interesting to study, primarily through the issues she raises.

Literature Review

YouTube as a Communication Media

Humans need the presence of social media in this digital era because it is used to interact with other humans (Hajar, 2019). So that communication is no longer limited by space and time. YouTube is one of the engaging digital platforms and is widely used by the public. Its audio-visual nature and various features make almost a third of internet users worldwide watch YouTube videos.

YouTube is used for various activities, one of which is a communication medium. Communication media in multiple fields, including education (Pratiwi & Puspito Hapsari, 2020), marketing (Muliansyah, D., & Rahmayanti, 2019), da'wah (Hajar, 2019), to the community (Faiqah et al., 2016). This is because YouTube can reach the wider community, is easily accessible, and can be watched repeatedly and anywhere. YouTube is a product of mass communication that has succeeded in elaborating the process of production and distribution of messages by utilizing technology to impact the dissemination of broadly sustainable messages.

Mass communication media have effects, including affective effects, cognitive effects, and conative effects (Liliweri, 1991). This effective effect is related to a change in certain messages after consuming media, such as sad, angry, or happy after watching a video. Cognitive effects are related to the distribution of information, knowledge, and abilities obtained when someone watches a video. The conative product describes a person's ability to decide between accepting or rejecting a particular situation after watching a video.

Hajar's research entitled YouTube as Da'wah Communication in Makassar City shows that YouTube helps carry out da'wah and is considered effective (Hajar, 2019). In addition, the study also illustrates that YouTube is a good means of communication, especially in the implementation of preaching strategies. Therefore, based on previous studies related to YouTube as a great communication medium, researchers hope to be able to contribute to science with the topic of public communication in the digital era, one of which is through YouTube media.

Research Methodology

This study uses qualitative research methods with data taken from uploads of YouTube food vlogger Mgdalenaf with the theme of helping SMEs. In the first stage, the researcher chose the upload with the highest number of viewers from Mgdalenaf's Choice MSME shows. There were obtained five shows entitled:

Table 1. Video titles based on the most number of likes
October 8, 2021, data

No	Video Title	Video Upload Date
1	Yang Doyan Selingkuh Sini Gw Suapin – 3.770.556 viewers	March 17, 2021

2.	Dibacok Pas Jual Nasi Goreng! Gimana kondisinya Sekarang? – 1.839.848 viewers	March 10, 2021
3.	Perempuan Sadis Jualannya Jg Sadis Banget!!! – 2.244.090 viewers	May 6, 2021
4.	Seenak ini Omset 0 Rupiah!?!? – 1.593.021 viewers	April 28, 2021
5.	Mau Beli Kepiting Malah Dimarahin Gaes:””””) – 1.557.264 viewers	April 16, 2021

The second stage, which the researcher carried out, was an attempt to find the message construction, food and image of the show as well as the motivation that was born from the food vlogger Mgdalenaf through research instruments and documentation studies to obtain data support in this study.

The analysis process that will be carried out in this research is to apply the critical discourse analysis of Teun A. Van Dijk, or social cognition (Lado, 2014). Based on Dijk, the study will analyze five shows that support MSMEs on the Mgdalenaf food vlogger program through three components: text, social cognition and social analysis.

According to Eriyanto, Dijk’s version of the critical discourse analysis technique does not only look at the text (micro) and context (macro) but also looks at social cognition (meso) where which connects text and context. Furthermore, social cognition has two meanings, namely, showing how the stages of text produced by journalists/media and social cognition among the public are absorbed by journalists/media and used to make news texts. The critical discourse analysis (awak) model of Van Dijk’s model is visualized as follows.

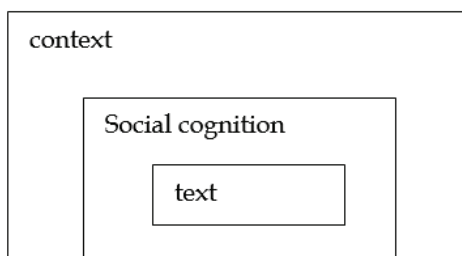


Figure 1. Teun A. Van Dijk’s critical discourse analysis model.

In addition to the description of Van Dijk’s model above, the researcher will describe the parts of Van Dijk’s discourse:

Table 2. Text Structure

Discourse Structure	Things to observe	Element
Macrostructure	Thematic	Topics
Superstructure	Schematic	Scheme
Microstructure – Meaning	Semantics	Background, Detail, Presupposition
	Syntax	Sentence form, coherence, pronoun
	Stylistic	Lexicon
	Rhetorical	Graphic, Metaphor, Expression

Results and Discussion

The Audience Factor and the Lack of News about MSMEs during the Pandemic

The development of mass media, one of which is that YouTube provides an opportunity for every audience to get whatever information they want. YouTube is a means of knowledge for people who want to add life skills through existing tutorial shows. In addition, YouTube media also satisfies the audience’s desire with delicious food shows that make viewers tempted to taste it. In this case, the creator can provide education related to the issues raised in a fun way. On the other hand, the effort to satisfy the audience’s desire with knowledge or other kinds of food remains a system of capitalism. A large number of viewers is one of the factors for creators to get ads through their impressions. The number of followers (subscribers) and viewers may become one of the weapons to get a lot of ads.

Impressions related to a food review on YouTube can excite the audience to be interested, try, buy and make long lines at a food stall. Not infrequently, the previously quiet stalls are suddenly crowded after being visited by these food vloggers. This is one indicator where the show can move the audience’s hearts. So many food vloggers have a mission to revitalize these stalls or help promote them.

YouTube also has specific criteria for how the creator can make money from his shows while satisfying the audience through delicious food. Among them are highlighting food to make it look attractive and attractive, having recipes that are easy to follow, showing easy access to stall locations, and having its audience segmentation. But expanding information beyond recipes is both exciting and challenging for creators. Creators are required to bring up interesting stories around these food reviews, which aim to get the potential for the arrival of a new au-

dience. In the context of capitalism, people are so tired of the various activities that they need light shows to be understood and entertained simultaneously. So that these culinary shows not only spoil the visuals that are rich in information but also help the audience spend their free time.

Mgdalenaf in Mgdalenaf's selection of MSMEs

Based on an analysis of five videos made by Mgdalenaf regarding SMEs affected during the Covid-19 Pandemic using the critical discourse analysis of the Teun A. Van Dijk model, several things were found, including:

1) Text

Macro Structure (Topic)

The topic raised on the Mgdalenaf Food vlogger show has a big topic: helping MSMEs. However, each broadcast has specific characteristics of the topic raised, including the first video discussing Seblak with a spicy taste that can be used to vent anger toward people who are unfaithful/cheating.

The second video is about women struggling to develop a business in the Covid-19 Pandemic. The theme of the third video is the return of Mgdalenaf, uploading a video review of food to help MSMEs in Java and Bali. The music for the fourth video is about stalls with a turnover of Rp. 0 even though it has good food taste.

Finally, the fifth video raises the topic of legendary seafood stalls that have to open and close due to large-scale social restrictions (PSBB)/enforcement of regulations on community activities (PPKM).

Superstructure (Scheme)

In this section, the superstructure discusses how the text becomes unified. Before discussing this further, the research will examine the title. The title in the analyzed video is entitled Mgdalenaf's Choice MSME. The text in this video is supported by the sub-topics, namely (1) "YANG DOYAN SELINGKUH SINI GW SUAPIN!"; (2) "PEREMPUAN SADIS JUALANNYA JG SADIS BANGET!!!"; (3) "DIBACOK PAS JUALAN NASI GORENG! GIMANA KONDISINYA SEKARANG?"; (4) "SEENAK INI OMSET 0 RUPIAH!?!?", dan (5) "MAU BELI KEPITING MALAH DIMARAHIN GAES :''''''''''". After the title, an opening leads the audience to the core of this video by explaining the story, content and closing challenges.

Microstructure (Semantics-Background, Detail, Presupposition)

In five videos of food vlogger, Mgdalenaf found all parts of the microstructure consisting of background, details, intent and presuppositions. The setting is a way to determine what the creator wants to convey. Detail controls the information displayed by the creator, while the

intent is related to the truth used to display the basic desires, attitudes or beliefs. Then, the presupposition is defined as a way to support an opinion by including a verifiable premise.

The five selected MSME videos show a similar background: Mgdalenaf's efforts to promote MSMEs affected by the Covid-19 Pandemic. Each video presents different experiences, details, intentions and presuppositions.

Micro Structure (Syntax-Sentence form, coherence, pronouns)

In this syntactic element, text elements are analyzed based on sentence form, coherence and pronouns. The form of a sentence is a structure that at least consists of a subject and a predicate and has intonation so that the message can be interpreted as a whole.

Coherence describes the logical bond that arises from the influence of one sentence on another. The types of coherence are as follows (Goziyah & Insani, 2018):

1. The two sentences present a contradictory relationship.
2. Two sentences present a generic-specific or generic-specific relationship.
3. The two sentences present a close relationship in one discourse that is raised.
4. The two sentences present a causal relationship in one discourse.
5. In two sentences, it presents the purpose of discourse.
6. In two sentences, it presents a similar reference value in one discourse that is raised.

Pronouns are defined as words used based on other nouns (nouns). The types of pronouns consist of the first person, the second person and the third person, such as we or they.

Based on the analysis of the five videos that have been selected, the overall display of supporting narration and image visualization. The narrative description delivered by the presenter can present the message in its entirety. Coherence is found in all uploaded videos. The type of coherence often encountered is a goal relationship in the content of discourse, cause and effect, and shows a similar reference value. The pronoun that is often encountered is the word we.

Microstructure (Stylistic-Lexicon)

The lexicon is used on all videos uploaded by Mgdalenaf.

This is because this video's creator conveys the video's content in an easier language.

Microstructure (Rhetorical - Graphics, Metaphors, Expressions)

In the entire video that is shown, it presents additional graphic visualizations that strengthen the narration or dialogue delivered by the host (*pembawa acara*).

The second graphic element that is displayed is the highlight of the selection of titles related to the topics discussed in each video.

The element of metaphor displays an effort to provide an understanding of a text. The use of this symbolic element relates to expressions in

the form of proverbs, advice, wise words to interpretations of the scriptures. Two of the five videos shown do not display the element of metaphor. Expressions can be seen clearly from the visualization in the Help MSMEs video.

Table 3. Video Analysis Titled *Yang Doyan Selingkuh Sini Gw Suapin*

Discourse structure	Element	Analysis Results
Macro	Topics	The theme or topic raised in this video is about MSMEs who continue to sell when income decreases during the Covid-19 Pandemic and do not lay off their employees. In addition, another issue raised was about the sales location is in a strategic place with a variety of flavours but also being affected by the Covid-19 Pandemic. One of the spicy enough <i>seblak</i> menus can be used to vent anger toward cheating or unfaithful people.
Superstructure	Schematic	<p>The schematic elements used in this video are arranged coherently. The title section provides a related summary of the topic being raised, namely the rise of infidelity cases on social media so that it has become one of the menu names by <i>seblak</i> traders.</p> <p>The opening section explains that this <i>seblak</i> stall has a multilevel spicy flavour variant. Story-wise, the contents and closings tell about this <i>seblak</i> stall surviving in a pandemic without having to do layoffs and the taste of very spicy food to the decoration of the stall with Mgdalenaf's Choice MSME Banner by the team.</p>
Micro	Semantics	The background section in this video discusses the condition of the sales turnover of <i>seblak</i> which decreased by 50% during the Covid-19 pandemic and is associated with a hot issue in society, namely infidelity. In detail, Mgdalenaf found one of the small MSME traders affected by the Covid-19 pandemic in Indonesia. The purpose section of explaining the strategic location does not deny that many traders are still affected by the Covid-19 pandemic. Although the food taste is quite good and there is no employee reduction. In addition, food vendors make many innovations to increase sales, one of which is by using issues currently hot in the community. The presupposition section explains that a claim from an opinion leader is needed to increase sales, or in this case, food vloggers who are seen by the public. This can be seen from the provision of Mgdalenaf's Mgdalenaf MSME banners. So that MSMEs with this strategic location can be visited by many customers.
Micro	Syntax	The sentence form of this video displays information from the seller and the presenter through clear visualizations. This shows that the coherence part in this video is generic-specific, where the Covid-19 pandemic has impacted MSMEs. So that the whole video is coherently describing the chronological things experienced by MSME traders. In addition, a strategic location and sales during the Covid-19 pandemic do not guarantee that the shop will continue to sell well. The pronoun part explains your word as a substitute for an unfaithful person.
Micro	Stylistic (word selection)	The lexicon describes the word fond of cheating as a hyperbole of an unfaithful person.
Micro	Rhetoric (how to say it)	The addition of a visual effect explained the surprised expression of the seller when Mgdalenaf visited him and when he saw the various sambals offered. The element of metaphor is not found in this video.

Table 4. Video Analysis Titled *Perempuan Sadis Jualannya Jg Sadis Banget!!!*

Discourse Structure	Element	Analysis Results
Macro	Topics	The topic raised in this video is tough women who persist in developing the Food and Beverages (FnB) business during the Covid-19 Pandemic.
Superstructure	Schematic	The schematic elements used in this video represent a coherent depiction of the issue or topic raised. The summary of the title describes a woman who sells sadistic food in the form of meatballs with a sauce consisting of 20 kg of cayenne pepper. As for the opening video, Mgdalenaf invites one of the most successful women as an entrepreneur and influencer, Sarah Kiehl, to taste food in Malang with her. Sarah said FnB business is down 70% during the Covid-19 pandemic. In terms of story, the content and closing explain some MSMEs in Malang that are worth trying, including <i>Rujak Manis Ananas Pak Bejo</i> and <i>Warung Bakso Gilang</i> with sadistic sauce. It also explained how the sellers and Sarah Kiehl managed their business during this Covid-19 pandemic. The video closes with the giving of Mgdalenaf's Choice MSME banner as a form of an invitation to the public that the recommended cuisine is worth a try.
Micro	Semantics	<p>The background section discusses women during the Covid-19 Pandemic, many of whom struggle to survive and manage businesses.</p> <p>The detail section of Mgdalenaf found one woman selling meatballs who could survive during the Covid-19 pandemic and one of the female entrepreneurs who succeeded in carrying out business innovations in developing her business. Meanwhile, the Mgdalenaf section states that women have a perfect role in building a business, so there is no need to worry about people who encounter this. The presupposition section discusses that women can be one of the milestones in advancing the economy, so through this show, the community has an excellent example of female entrepreneurs.</p>
Micro	Syntax	The sentence form of this video is to explain an inductive pattern, or in other ways, it is interpreted as a presentation of a relationship that is specific-generic because it displays a description of the efforts made by these women in developing a business and then it is concluded that many strategies have been adopted to survive during the pandemic. The coherence section explains how difficult it is for women to stay in business. The part of word wonder woman explains that this woman is great.
Micro	Stylistic	The lexicon explains the meaning of wonder woman as an expression that these women are great.
Micro	Rhetorical	The addition of narration and visuals reinforces Mgdalenaf and Sarah Kiehl's explanations in this video. The element of metaphor explains the discourse using the phrase " <i>cocotte tonggo</i> ".

Table 5. Analysis of Titled Videos *Dibacok Pas Jual Nasi Goreng! Gimana kondisinya Sekarang?*

Discourse Structure	Element	Analysis Results
Macrostructure	Topics	The topic raised in this video is about the return of Mgdalenaf after 2 months of not showing on YouTube. The claim made by Mgdalenaf that in 2020 he succeeded in helping MSMEs in Jabotabek. Now, he wants to help MSMEs on the islands of Java and Bali. Health protocols include checking body temperature, antigen testing and injection of Vitamin C for the Mgdalenaf crew. <i>Teh Pucuk Harum</i> is one of the main sponsors of this program. Where the company will provide banners and renovation of culinary locations visited. The culinary business he visited was a place of business that had gone viral because of a robbery case that caused injuries to the seller's arm.
Superstructure	Schematic	The scheme adopted in this video is to describe the video presentation coherently. The summary element in the video's title represents a trader who has been hacked and wants to show his current condition. The opening part of the video, describes a snippet of the seller's story regarding what happened to him. The story, content and closing describe the Mgdalenaf team, who are ready to assist in the promotion of MSMEs in Java and Bali with the support of <i>Teh Pucuk Harum</i> as the main sponsor of this activity. The story of the traders who were hacked was MSMEs who were assisted by the Mgdalenaf team.
Microstructure mean	Semantics	The background discusses the condition of a fried rice seller who was hacked by robbers and lost his cellphone. In addition, this video is the beginning of the return of Mgdalenaf to help MSMEs in Java-Bali. The detail section discusses the chronology of the robbery caught on CCTV and the activity of reviewing food and supporting MSMEs by providing the Mgdalenaf MSME banner as a sign that this culinary is a recommendation which Mgdalenaf followers should try. The purpose of this video is about Mgdalenaf's success in helping MSMEs so that he wants to make an even more significant impact. MSME actors who have stories can attract the attention of the viewers. The presupposition element shows that the loss of the seller's cellphone will interfere with the buying and selling process of food and communication. This program can help MSMEs, especially those with difficulty getting customers or profiting from sales amid this Covid-19 Pandemic.
	Syntax	The form of the sentence in this narrative displays information from the seller and is clarified by visually describing the situation. The coherence section explains causality or cause and effect where the existence of policies affects the increase in crime that disrupts the security of MSMEs when selling. The pronoun element explains that we are a substitute for Mr and Mrs Seller. The pronoun element describes the word PSBB as a regulation implemented by the government to limit community activities during the Covid-19 pandemic.
	Stylistic (word choice)	The lexicon element used in this video is to apply vocabulary in a foreign language Stronger than ever, which means tougher than before.
	Rhetoric (how to say it)	The addition of narration and visuals reinforces Mgdalenaf's explanation. The element of metaphor is not found in this video.

Table 6. Video Analysis Titled *Seenak ini Omset 0 Rupiah!?!?*

Discourse Structure	Element	Analysis Results
Macro	Topics	This video's theme or topic is food stalls with a turnover of 0 Rupiah with good taste.
Superstructure	Schematic	The schematic analysis in this video describes the goal of the video creator coherently. This is presented based on the title used to provide a summary related to businesses that do not have income even though they offer good food. The opening section explained that the location of this place to eat was strategic and clean but empty of visitors. The story, content and closing sections explain how to cook with a process that is still maintained, the innovations made so that the stalls are not empty by selling the <i>Sego Banting</i> menu for Rp. 10,000, to decorate the room by giving the Mgdalenaf's selection MSME banner.
Micro	Semantics	The semantic elements in this video provide some insight. First, the background element discussed in this video is about a shop with a strategic location that has been established since 1984 but has few buyers and has a turnover of 0 rupiah during the Covid-19 Pandemic. Second, the detail element provides an overview in the video; Mgdalenaf visited the legendary fried duck food stall that opened in 1984. Since there were no visitors, the seller innovated by selling <i>Sego Banting</i> for Rp. 10,000 so that the shop was busy again. Third, this video's purpose is to inform the public that many sellers may find their stalls or businesses not selling well during the Covid-19 Pandemic. Fourth, the presupposition of legendary Warungs is usually crowded, but company during the Covid-19 pandemic has broken this.
Micro	Syntax	The sentence form in the narration used in this video refers to the chronology of how the stall conditions were deserted during the Pandemic with a sad tone until finally, the stall had no visitors. Coherence confirms the purpose of the topic raised. Mgdalenaf's repetition illustrates that this food stall serves good taste but lacks visitors. The word element of <i>Sego Banting</i> is one of the menus representing that the food stall owner offers food at an affordable price.
Micro	Stylistic	The stylistic element in this video is illustrated by the Lexicon element, which explains the word 0 Rupiah, which is a form of irony from the lack of visitors in a delicious and strategic stall.
Micro	Rhetorical	Graphic elements describe how the situation is. There is no symbolic element in this video.

Table 7. Video Analysis Titled *Mau Beli Kepiting Malah Dimarahin Gaes: """"*)

Discourse Structure	Element	Analysis Results
Marco	Topics	The topic raised in this video is about MSMEs that have to experience shop openings and closings because of the implementation of PPKM.
Superstructure	Schematic	The schematic elements in this video provide an overview of the issues presented coherently. Based on the title, it summarises how sad Mgdalenaf wants to eat crab but gets scolded by the seller. However, it's just a way for the creator to get the audience's attention. What wants to be presented is the impact of the PPKM implementation which has made the legendary seafood stall that has been open since 1984 empty of buyers. For the story, the content and the closing describe the special menus at this stall, the turnover that fell from Rp. 3,500,000 to Rp. 500,000, the origin of the name Pak Jenggot which is the name of the father who sells, to the decoration of the Mgdalenaf Mgdalenaf's selection MSME banner decoration.
Micro	Semantics	The semantic elements in this video provide some insight. First, in the background section discussed in this video, there is a legendary seafood stall in Yogyakarta which is empty of visitors and is affected by the PPKM regulation. Second, the detail section explains the experience of closing a shop and decreasing turnover during this Covid-19 Pandemic. Third, the purpose section explains how traders who have been selling for a long time have also experienced the impact of the Covid-19 Pandemic. Finally, in the presupposition section explaining that the Covid-19 pandemic has attacked many aspects, even sellers in strategic locations, Mgdalenaf thought about the fate of stalls in remote areas that might also be affected by this pandemic.
Micro	Syntax	The syntactic elements in this video describe the narrative raised by the creator. The form of the sentence in this narrative displays information from the seller and is clarified by visually representing the situation. The coherence section explains causality or causation where a policy's existence affects a food stall's operation. The pronoun element explains that we are a substitute for Mr and Mrs Seller.
Micro	Stylistic	The lexicon describing the word nostalgia is a form of acknowledgement that this warung is visited by people who have come to this shop from childhood to adulthood.
Micro	Rhetorical	The graphic element emphasizes that Mgdalenaf was scolded by the seller when he ordered crabs that had run out. The aspect of metaphor is not found in this video.

Social Cognition

In analyzing Van Dijk's critical discourse, the role of the creator should not be abandoned because it is the creator who creates the message for the audience. The results of the researcher's analysis linking text analysis with the point of view of the video creator are as follows:

is the responsibility of all stakeholders no exception with what has been done by Mgdalenaf. As a person with an educational background in UI Legal Studies, it strengthens that what he does is not only limited to increasing the number of viewers on YouTube or knowing every article in the law but being able to be present to create opportunities to awaken MSMEs in Indonesia.

Element	The Result
Person Schema	Mgdalenaf views MSME actors in the culinary field are a group affected by the Covid-19 pandemic. According to Mgdalenaf, she has been helping MSMEs for a long time. Still, during the Covid-19 Pandemic, she focused on stories related to how traders run their businesses, and the obstacles faced when selling during the Pandemic. Covid-19. So, Mgdalenaf carries the concept of the MSME program entitled "Mgdalenaf's Selection MSMEs". Some MSMEs experienced a decrease in their daily income or income.
Self Schema	Mgdalenaf is one of the influencers who can contribute to the community so that they feel they have to make a positive contribution economically and socially in collaboration with various parties.
Role Schema	MSMEs are affected by the pandemic, so sales have decreased and affected the income and costs of culinary production offered. Mgdalenaf is an influencer who can move his followers to buy MSME products through impressions from his social media. This effort is to help street vendors or small businesses engaged in the culinary field. In addition, this effort is carried out to build the side of humanism to revive the culinary business that has been affected by the implementation of the PSBB/PPKM.
Event Schema	Based on Mgdalenaf's presentation in the Malay News Indonesia media (Nug, 2021), the selection criteria for Mgdalenaf's MSMEs were seen from the curation process and the selection made by Mgdalenaf. Among them: MSMEs that experienced a drastic drop in sales turnover experienced robberies of women who struggled to live. The provision of Mgdalenaf's Mgdalenaf MSME banner is proof that this MSME culinary product is worthy of being tried by the general public so that with the crowds of buyers, they can contribute to the income of culinary MSME actors.

Social Analysis

Social analysis in the Mgdalenaf shows connects with the existing discourse in society by examining various sources that can reproduce the discourse through books, state documents, speeches and other types. As for this matter, we will see how the practices of power and their correlation with the discourse are raised.

The discourse of MSMEs driving the community's economy

The Covid-19 pandemic has had a significant impact on SMEs in the country. MSMEs are an important sector in the economy of Indonesia. Article 33, paragraph 1 of the Law stated that "The economy is structured as a joint effort based on the principle of kinship". Through this elaboration further confirms that the decline of MSMEs

From a critical analysis point of view, Mgdalenaf carries out its role as an audience mobilizer in helping MSMEs affected by the Covid-19 Pandemic. Based on the explanation presented by MSMEs, they experienced difficulties making loan instalments and payments for electricity, gas and paying employees. In addition, the obstacles encountered were problems for MSME actors obtaining raw materials and capital, decreasing customers and hampering the distribution and production process. If these obstacles continue to be ignored, the existence of MSMEs as a driver of the Indonesian economy will fade. The key to the success of the National Economic Recovery (PEN) lies with MSME actors because "MSMEs are strong, sovereign nations."

Women's Discourse as Economic Heroes

As usual shows on YouTube. The team conducted a selection process both from the theme and performers. Mgdalenaf, who is also a woman and also a creator, presents a different show. Although three of the five units of the analysis show men as subjects in the video, the presence of women gives a deep meaning.

Women are unique figures who can provide a positive performance for the sustainability of MSMEs. As stated by the Ministry of Women's Empowerment and Child Protection of the Republic of Indonesia (KPPPA), women's contribution to MSMEs is shown by increasing sources of income, living standards, family and community welfare (KEMENPPPA, 2020). The presence of sellers of seblak, meatballs and Sarah Kiehl are examples of women who can make a significant impact on family income and create new jobs.

Conclusion

Mgdalenaf's Mgdalenaf selected MSME shows on the Youtube channel, mainly showing the discourse developing in the community during the Covid-19 Pandemic. The presence of testimonies from shop owners is to show how deep the losses caused by the Covid-19 pandemic are and confirm that MSMEs, which have been the pillars of the economy in Indonesia, have become a sector that has been greatly affected both in terms of production, distribution and consumption.

Based on the analysis conducted by the author through the critical discourse analysis of the Teun A. Van Dijk model it can be interpreted as follows. The text confirms how MSMEs face various difficulties during this Covid-19 Pandemic. Starting from the PPKM implemented by the government, the problem of getting buyers, rampant crime, and women who must come down to develop their businesses during the Covid-19 Pandemic. For creators, the presence of these shows is an effort to open attention and attract audiences to sell merchandise or buy products sold by these sellers. In addition, creators as part of society must excite the unrest experienced by MSME actors.

They show the discourse in society, where MSMEs are groups that act as drivers of the people's economy and are affected by the Covid-19 Pandemic. MSMEs represent the economic situation of the people in the lower middle class, where this class of society faces financial difficulties. The practices of screening Mgdalenaf's selected MSMEs are the failure of the state's role in strengthening "MSMEs are strong, Sovereign Nation."

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