

ABSTRACT

This study examines the representation of socioeconomic issues in Zohran Mamdani's political speeches across four stages of his political trajectory: the Democratic Mayoral Primary Speech, Mayoral Victory Speech, Inaugural Speech, and First 100-Day Speech. The study focuses on four socioeconomic issues, namely housing, public transportation, childcare, and class inequality. This study employs a qualitative research design grounded in Critical Discourse Analysis (CDA), using Fairclough's Three-Dimensional Model as the primary analytical framework. The analysis examines four linguistic features at the textual dimension, namely lexical choices, pronoun use, modality, and metaphors, followed by analysis of the discursive practice dimension through genre and context, interdiscursivity, and intertextuality, and the social practice dimension through ideological self-positioning, hegemonic naturalization, and structural antagonists. The findings show that the four socioeconomic issues follow a similar underlying pattern across Mamdani's political trajectory, moving from an early moral vision to a concrete policy promise, an institutional commitment, and a documented outcome. This progression is reflected in the linguistic patterns, where lexical choices move from aspirational to technocratic, pronoun use shifts from movement-based collectivity toward accountability-oriented collectivity, modality develops from promissory to reporting, and metaphors move from identity-defining to direction-defining. The analysis further reveals that the discursive function changes across the four stages, from mobilization in the campaign stage, to positioning in the victory stage, to legitimation in the inauguration stage, and to accountability in the governance stage. Despite these discursive shifts, Mamdani's ideological commitments remain consistent, while their function changes according to his changing institutional position and access to political power. Thus, the representation of socioeconomic issues demonstrates how language, ideology, and power are interconnected across the transition from seeking political authority to exercising it.

Keywords: *Critical Discourse Analysis; Fairclough's Three-Dimensional Model; Political discourse; Socioeconomic Representation; Zohran Mamdani*

ABSTRAK

Penelitian ini mengkaji representasi isu-isu sosial ekonomi dalam pidato politik Zohran Mamdani melalui empat tahap dalam perjalanan politiknya, yaitu *Democratic Mayoral Primary Speech*, *Mayoral Victory Speech*, *Inaugural Speech*, dan *First 100-Day Speech*. Penelitian ini berfokus pada empat isu sosial ekonomi, yaitu perumahan, transportasi publik, pengasuhan anak, dan ketimpangan kelas. Penelitian ini menggunakan desain penelitian kualitatif yang berlandaskan *Critical Discourse Analysis* (CDA), dengan *Fairclough's Three-Dimensional Model* sebagai kerangka analisis utama. Analisis penelitian mencakup empat fitur linguistik pada dimensi tekstual, yaitu *lexical choices*, *pronoun use*, *modality*, dan *metaphors*, yang kemudian dilanjutkan dengan analisis dimensi praktik diskursif melalui *genre and context*, *interdiscursivity*, dan *intertextuality*, serta dimensi praktik sosial melalui *ideological self-positioning*, *hegemonic naturalization*, dan *structural antagonists*. Hasil penelitian menunjukkan bahwa keempat isu sosial ekonomi mengikuti pola mendasar yang serupa sepanjang perjalanan politik Mamdani, yaitu bergerak dari visi moral awal menuju janji kebijakan yang konkret, komitmen institusional, dan hasil yang terdokumentasi. Perkembangan tersebut tercermin dalam pola linguistik, yaitu *lexical choices* bergerak dari aspiratif menuju teknokratis, *pronoun use* bergeser dari kolektivitas berbasis gerakan menuju kolektivitas yang berorientasi pada akuntabilitas, *modality* berkembang dari bentuk yang bersifat promesif menuju pelaporan, dan *metaphors* bergerak dari pembentukan identitas menuju penunjukan arah. Analisis lebih lanjut menunjukkan bahwa fungsi diskursif berubah pada keempat tahap tersebut, yaitu dari *mobilization* pada tahap *campaign*, menjadi *positioning* pada tahap *victory*, *legitimation* pada tahap *inauguration*, dan *accountability* pada tahap *governance*. Meskipun terjadi pergeseran diskursif tersebut, komitmen ideologis Mamdani tetap konsisten, sementara fungsinya berubah sesuai dengan perubahan posisi institusional dan aksesnya terhadap kekuasaan politik. Dengan demikian, representasi isu-isu sosial ekonomi menunjukkan bagaimana bahasa, ideologi, dan kekuasaan saling berkaitan dalam proses transisi dari upaya memperoleh otoritas politik menuju pelaksanaan otoritas tersebut.

Kata Kunci: *Critical Discourse Analysis; Model Tiga Dimensi Fairclough; Wacana Politik; Representasi Sosial-Ekonomi; Zohran Mamdani.*