

ABSTRACT

*Language is not merely a tool for communication but also a battleground of power. In this context, the researcher seeks to examine the propaganda discourse presented in the main report of *Tempo* magazine, January 14, 2024 edition. Propaganda, in this sense, refers to a deliberate and systematic effort to shape perceptions, control cognition, and directly manipulate behavior to elicit responses aligned with the propagandist's goals. The study aims to analyze the image-building and branding of *Tempo* as an independent ideological media outlet. The researcher employs Van Dijk's critical discourse analysis theory, utilizing a qualitative method with a critical discourse analysis approach through three dimensions: Macro, Superstructure, and Micro. This study is expected to serve as a reference for communication studies, particularly in the areas of propaganda, media, and mass media in political reporting. Practically, the research aims to enhance media literacy among the public, strengthen political participation, and sharpen the role of media in supporting the democratic process. The findings of the study indicate that the main report of the January 14, 2024 edition of *Tempo* magazine asserts its position as an independent media outlet with in-depth and measured analysis. On a Macro level, the report focuses on the dynamics of the presidential election, discussing allegations of President Jokowi's involvement in supporting the Prabowo-Gibran ticket, challenges to electability, and the strategies of 2024 presidential candidates. With a well-organized Superstructure comprising titles, introductions, main content, and conclusions, the report is systematically constructed. On a Micro level, deductive-inductive syntax creates a logical flow, while stylistics enrich the narrative with political terminology, enabling the construction of a complex yet structured political discourse.*

Keywords : *2024 Presidential Election, Discourse, Media Politics, Tempo, Van Dijk's Critical Discourse Analysis.*