

## CRITICAL DISCOURSE ANALYSIS OF FAIRCLOUGH ON THE NEWS REPORTING OF PDIP CHAIRMAN IN ONLINE MEDIA

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**Abstract.** Through critical discourse analysis, it is possible to find findings about ideology contained in a report in various existing media. This research is aimed to find out critical discourse analysis from the news of the chairman of PDIP Megawati who does not agree with the existence of a coalition in her party. The news was published by five online media. This research used qualitative methods as a basis for thinking and a critical paradigm was used as the point of view of this research. The theory used in this research is a three-dimensional model from Norman Fairclough, namely the microstructural, mesostructural, and macrostructural dimensions. The results of this research indicated that there are differences in the content of figure reporting in the four online media. Each media presented the same news topic with different framing according to the media's motivation and idealism.

**Keywords:** Critical Discourse Analysis, PDIP Chairman, Online Media.

### INTRODUCTION

The rapid development of technology has made it easier for humans to communicate. Communication is the process of sending and receiving symbols that contain meaning, whether in the form of information, thoughts, knowledge or others. The most important thing in communication is to generate shared understanding and requires understanding social processes. Along with the times, the way of communication has also changed. If messages can be of various types, then communication media can also vary.

Broadly speaking, the media is divided into two, namely modern media and traditional media. Modern media is media that conveys information or news accompanied by technological advances, for example, print media and electronic media. Meanwhile, traditional media is media that was used before technology developed.

Through the media, both individually and collectively can build perceptions of other parties. Apart from being a tool for conveying news, images, or general descriptions of many things, the media is also capable of being an institution that forms public opinion, even a pressure group for an idea that must be accepted by other parties (Sobur, 2009:31). The media has a big role in explaining events and how these events are interpreted and understood by the public. This can be seen from many media, especially internet-based online media, as a means of delivery that participates in the development of communication.

Online media is an institution that disseminates information products, in the form of virtual messages that can influence the public. Now every individual has broad access to various information/news. There are various online media sites, such as cnnindonesia.com, suara.com, sindonews.com, liputan6.com, and antaranews.com whose news can be easily enjoyed by the public. These online media aim to convey information to the public, both individuals and groups, about current events, such as information or news about politics.

Discourse is often related to the mass media. Media is a space where various ideologies are presented. This means that the media can be a means of disseminating the ideology of the ruling class, a tool for legitimacy and control over public discourse.

Critical discourse analysis is an effort or process to convey an explanation of a text (social reality) that will be or is being studied by a person or dominant group whose tendency is to have a specific goal to get what one wants.

Critical discourse analysis considers discourse – the use of language in speech and writing—as a form of 'social practice'. Explaining discourse as a social practice implies a dialectical relationship between discursive events and certain conditions, institutions, and the social structure that embodies them. The dialectical relationship is a two-way relationship; discursive events that are shaped by situations, institutions and social structures, but also shape these three aspects.

This research was focused on describing the news coverage in five online media, regarding the statement of the chairman of PDIP Megawati who does not agree with the coalition in her party, based on the three dimensional models of Fairclough, namely microstructural, mesostructural, and macrostructural dimensions.

News is a representation of the world in language practice. Because language is a semiotic code, language determines the side/image, social, and economic structure of what is represented. News is basically a constructed reality (Sudibyo, Hamad, Qodri, 2001:65). Furthermore, news is practical, namely a discourse that is far from a neutral reflection of social reality and empirical facts. The choice of certain linguistic forms in a news text, lexicalization or wording, for the choice of words, phrases, sentences, and so on has certain reasons. This linguistic choice is neither accidental nor arbitrary. Linguistic choices have certain perspectives, agendas, and ideologies. Thus, in a story there is interference in the construction of social reality. The literature of media texts in this research is reviewed from the perspective of language and the social world.

Critical discourse analysis focuses on discovering the dominant power in marginalizing and marginalizing groups that are not dominant. Therefore, the aim of critical discourse research is to criticize and transform unequal social relations, namely inequality caused by the domination of strong groups over weak groups. In other words, critical research aims to challenge false beliefs and ideas about society and criticize unequal systems of power and structures that dominate and oppress people. (Darma, 2014: 145).

This research used the critical discourse analysis theory of Norman Fairclough. In his theory, Fairclough theorizes the concept of discourse that combines several traditions, namely linguistics, interpretive traditions, and sociology. Therefore, Fairclough offered a discourse model that includes three dimensions of discourse analysis, namely the text dimension, discourse practice, dan sociocultural practice. (a) The dimensions of the text (microstructural) are analyzed linguistically, namely by looking at vocabulary, semantics, and syntax. (b) Discourse practice (mesostructural) is a dimension related to the process of text production and consumption. (c) Sociocultural practice (macrostructural) is a dimension related to the context outside the text (Eriyanto, 2003: 288).

These three dimensions are analyzed using three different stages of analysis, namely (1) description is used to analyze text, including cohesion and coherence, grammar, and diction, (2) interpretation is used to analyze text interpretation, including production, distribution, and consumption of text, and (3) explanations are used to analyze socio cultural practices covering situational, institutional, and social levels (Fairclough, 1995:58).

## RESEARCH METHOD

The method used in this research was a descriptive method and presented in the form of qualitative research. Djajusudarma (2006:10) stated that the qualitative method is a procedure that produces descriptive data, both orally and in writing, on phenomena that exist in society. In this method, the data is generated descriptively; then, the data obtained is not measured in terms of right and wrong, but is presented as it is in a systematic, factual, and accurate manner regarding the data, its nature, and its relation to phenomena.

The method used in this research was the method of listening. This is in line with Sudaryanto (2015: 203--205) who argued that in the listening method, basic techniques are used which include tapping techniques, observing with proficient involvement, observing freely with proficient involvement, recording, and taking notes. The stages of this research were divided into three stages, namely the data collection stage, the data classification stage, and the data analysis stage. The data analyzed in this research were in the form of news headlines in five online media about the chairman of PDIP Megawati who did not agree with the coalition of her party which was then analyzed based on Fairclough's theory.

The data acquisition stage in this research was carried out in the following way.

- 1) the author searches for and marks news about the chairman of PDIP Megawati who does not agree with the coalition of her party;
- 2) recorded news findings about the chairman of PDIP Megawati who did not agree with the coalition of her party; and
- 3) analyze the text based on a linguistic point of view, namely interpretation, where the author analyzes the process of production and interpretation of the text; and explaining whether the media is being neutral, cornering or taking the side of the chairman of the PDIP.

## RESULT AND ANALYSIS

Fairclough is concerned with "language as a social practice" as well as the idealism of the media in representing news and presenting it in news texts. In five online media (cnnindonesia.com, suara.com, sindonews.com, liputan6.com, and antaranews.com) which were reported on the chairman of PDIP Megawati who disagreed with her party coalition, there were differences in the presentation of the news which showed the positive and negative sides/images of the chairman of PDIP Megawati. Following are the data on the headlines of the news about the chairman of PDIP Megawati in the media and the format framework for Fairclough's critical discourse analysis in reporting on the chairman of PDIP Megawati who did not agree with the coalition in her party.

**Table 1.** Data on Megawati News Headlines.

Media	Title
cnnindonesia.com	(1) Megawati: If you're still talking about the coalition in PDIP, get out!
suara.com	(2) Indonesia Practicing Presidency, Megawati to PDIP Cadres: If you're still talking about the coalition, get out!
sindonews.com	(3) Cadres Dare to Talkabout Coalitions, Megawati: Get Out from PDIP
liputan6.com	(4) Megawati: If you're still talking about the coalition in PDIP, get out!
antaranews.com	(5) Megawati stated that coalitions do not exist in Indonesia's constitutional system

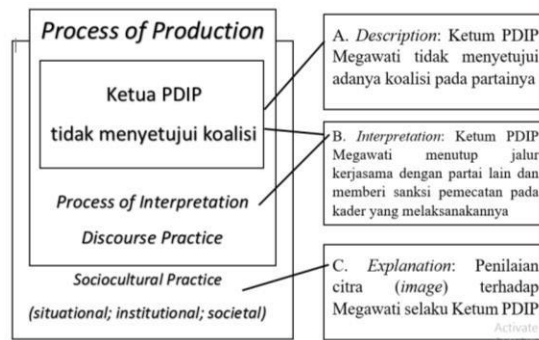


Fig. 1. Fairclough's analytical framework in news reporting on Megawati.

### 1.1 Microstructure Analysis

Based on the various language tools used by the media, in reporting on Megawati, there are two tools that mark the representation of a person's theme, namely through (1) vocabulary; diction (formal and non-formal vocabulary choices), euphemistic expressions and (2) grammar; grammar; syntactic function and news form.

Based on data 1 to 5, the news does not have euphemistic expressions. The end of the title ends with the word "Out!" which means leaving, showing Megawati's firm image in responding to her cadres who are discussing coalition issues. Data 1 to 4 are also dominated by active or direct sentences, which are interpreted as sentences that originate directly from Megawati. This shows Megawati's image as the party's top leader and the word "out!" shows Megawati's level of authority as the highest leader who has the right to fire cadres who are not in line with her principles.

Cnnindonesia.com, sindonews.com and liputan6.com contained headlines which led the reader to interpret that PDIP chairman Megawati was not willing to form a coalition with other parties. The reader then interprets that the PDIP chairman owns high confidence that his party is capable of advancing as a winner without any cooperation with other parties. The image formed through this interpretation is that the chairman of the PDIP, as the dominant ruling party, is too arrogant to win elections without cooperation with other parties.

The difference occurred in data 5. The data is a passive sentence. This created a different interpretation from data 1 to 4. Media antaranews.com interpreted that what Megawati meant was not to question cooperation between parties, but she questioned the use of the term coalition which does not exist in Indonesian constitution. Megawati highlighted her cadres who still misinterpreted the term and took firm action against cadres who did not understand the use of the term coalition. The media suara.com through the clause "Indonesia adheres to a presidency" shows that Megawati highlighted her party cadres' understanding of the constitution system. Megawati emphasized that there is no term coalition in the presidential system adopted by Indonesia.

The form of narrative written by cnnindonesia.com, suara.com, sindonews.com, liputan6.com, and antaranews.com is opinion news. In this case, the reporting news presented Megawati's opinion about the absence of the term coalition in a presidential system.

### 1.2 Mesostructural Analysis

In the analysis of the mesostructural dimension, interpretation is carried out on discourse processing, such as the process of spreading and using discourse, media profiles, editor procedures, and the way media workers produce texts.

#### 1.2.1 Cnnindonesia.com

The news site cnnindonesia.com was launched on 20 October 2014. CNN Indonesia provides local and international content, with a focus on general news, business, sports, technology and entertainment. Political reporting on the cnnindonesia.com site is not a priority. The headlines presented on the site are far from controversial, do not cause multiple interpretations, and are easy to understand

#### 1.2.2 suara.com

suara.com is a news portal that provides a variety of information ranging from political, legal, criminal, business, sports, as well as entertainment, lifestyle, automotive, and other events. Officially launched on 11 March 2014, the news portal managed by PT Arkadia Media Nusantara under the auspices of the parent company PT Arkadia Digital Media Tbk. In its report, suara.com carries the slogan "honest, balanced, independent". The news that is packaged on suara.com is delivered in light, straightforward language, without prejudice.

#### 1.2.3 sindonews.com

Media sindonews.com is a news website which was officially established on July 4, 2012 under the management of Media Nusantara Citra (MNC, through Sindo Media). The name "Sindo" on sindonews.com comes from Seputar Indonesia, an earlier news program on RCTI.

Media sindonews.com provides information on national, metropolitan, regional, economic, business, international, sports, football, automotive and technology news, which there was the addition of a lifestyle channel towards the end of 2014. Information is presented in the form of articles, photos and videos. The headlines presented on the site are far from controversial, not multi- interpreted, and easy to understand

#### 1.2.4 liputan6.com

Media liputan6.com is an internet news site that has existed since May 24, 2012. Initially, liputan6 was established on August 14, 2000 by PT Kreatif Media Karya to provide news based on television viewing that was broadcast on Liputan 6 SCTV. Liputan6.com news presentation highlights a case or event through a legal perspective and according to the rules. liputan6.com presents more actual crime, sports and political news

#### 1.2.5 antaranews.com

The ANTARA news portal ([www.antaranews.com](http://www.antaranews.com)) was launched in January 1996 with the aim of fulfilling the public's right to obtain accurate, complete and useful information immediately. This portal is presented in two languages so that the global community can find complete and credible information about Indonesia today.

### 1.3 Macrostructural Analysis

The third dimension is the macrostructural level analysis. This analysis is based on the opinion that the social context that exists outside the media actually influences how discourse is in the media. Socio-cultural practices, such as situational, institutional, and social levels influence media institutions and discourse. Situational level, related to production and the context of the situation. Institutional level, related to the influence of institutions internally and externally. The social level relates to a more macro situation, such as the political system, economic system, and community cultural system.

Megawati is the chairman of the PDIP party and also a former president of Indonesia. PDI- P is the dominant ruling party because it has successfully passed its cadre, whose status is not a general chairman, to become president. Therefore, Megawati's statement was widely discussed because it has contributed to every decision regarding presidential candidates. This statement interpreted Megawati's image as a leader who has more free authority. The headlines in three media outlets, namely [cnnindonesia.com](http://cnnindonesia.com), [sindonews.com](http://sindonews.com), and [liputan6.com](http://liputan6.com), allow readers to interpret Megawati's authority to fire any of her cadres who talk about coalitions. Apart from the media's alignment with the PDIP chairman, the reporting of the five online media is closely related to the existence of the media itself in raising the issue, regarding the chairman of the Indonesian Democratic Party of Struggle (PDIP) Megawati who does not agree with the coalition in her party

## CONCLUSION

Based on the research results, the authors concluded that critical discourse analysis emphasizes discourse as a form of interaction. Through critical discourse analysis, the use of spoken and written language then emerges as a form of social practice. Social practice in critical discourse analysis is related to events from a reality and social structure. The role of the media

cannot be separated from ideological practices, which means that the media presents a variety of news using certain constructions to attract readers' interest. Five media (cnnindonesia.com, suara.com, sindonews.com, liputan6.com, and antaranews.com) contextualized various kinds of reality through different characters, titles and discourses.

Viewing from Fairclough's theoretical analysis, PDIP chairman Megawati is the main object of the news. The media focuses on the image of the PDIP chairman Megawati to the public, whether it is a positive or negative image. cnnindonesia.com, sindonews.com, and liputan6.com emphasized on the sanction of the dismissal of PDIP cadres by Megawati for discussing coalition issues, while suara.com and antaranews.com focused on Megawati's concern about the use of the term coalition which has so far been misguided, as well as the lack of understanding of the Indonesian constitutional concept by PDIP cadres

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