

THEO VAN LEEUWEN'S CRITICAL DISCOURSE ANALYSIS OF THEO VAN LEEUWEN'S NEWS OF MURDER BY "FORMER CEO OF AMAZON"

1st Marzuanti Indah Lestari¹, 2nd Anwar Effendi²

{marzuantiindah.2021@student.uny.ac.id¹, anwar@uny.ac.id²}

Program Studi Magister Pendidikan Bahasa dan Sastra Indonesia, Fakultas Bahasa dan Seni, Universitas Negeri Yogyakarta¹, Program Studi Magister Pendidikan Bahasa dan Sastra Indonesia, Fakultas Bahasa dan Seni, Universitas Negeri Yogyakarta²

Abstract. This study aims to analyze the use of Theo Van Leeuwen's theory in the news on the crime of murder by the former CEO of Amazon published on tempo.com. This news uses Theo Van Leeuwen's inclusion theory. The method used is the discourse analysis model of Theo Van Leeuwen. Data collection was carried out in three stages, namely (1) reading and understanding the discourse contained in the criminal news about the murder by the former CEO of Amazon which was published in the online news tempo.com. with the aim of gaining an understanding of the content of the discourse under study, (2) marking parts of the discourse related to Theo Van Leeuwen's inclusion theory, and (3) collecting sentences in discourse related to Theo Van Leeuwen's inclusion theory by using a data inventory format. Data analysis was carried out descriptively. Based on the results of research conducted on criminal news about the murder by the former CEO of Amazon which was published on online news tribun news.com, it can be concluded that the criminal news on the murder by the former CEO of Amazon which was published on tempo.com used Theo Van Leeuwen's inclusion theory, including assimilation- individualization, determination-indetermination, objectivity-abstraction, and differentiations. From this theory, it can be stated that in writing criminal news about murders on the online news tempo.com, journalists do not marginalize the victims and do not hide the perpetrators.

Keywords: Critical Discourse Analysis, Models, Theo Van Leeuwen.

INTRODUCTION

Seeing increasingly sophisticated technological developments, Indonesian people have begun to enter the information society era, where information is the main subject that must be obtained by the community (Himawan et al., 2022). The mass media is the most anticipated tool for the public to obtain accurate, important, interesting and of course factual information (Oktavia & Silitonga, 2016). Not only has a role as a provider of information, the mass media also has an educational function and also an influencing function. What is meant by influencing is giving influence or public opinion in seeing the existing reality. How does the media actually interpret the existing reality to be accepted by the community.

A media has a very important role, then how does a media construct an existing reality and also how does the media represent the reality of a conflict to Indonesian society. The media certainly plays a role in this discourse, especially in the writing of news that is successfully published. One of the most important agents in defining a group is the media (Eriyanto, 2011).

Through news that is continuously disseminated, the media indirectly forms understanding and awareness in the heads of the audience about something (Erawati et al., 2022). Discourse made by the media can legitimize a thing or group and delegitimize or marginalize other groups. Presentation of a news can not be separated from the ideology of the media and journalists from the media. The choice of words used by journalists in every news text is not merely a

coincidence, but ideologically it also shows how a person interprets facts or reality. The choice of words used shows certain traits and ideologies. Media owners have their own ideology that can influence journalists to write in their newspapers. Journalists are directly tasked with constructing existing realities and the public only knows the true events through journalists' writings (Musyafa'ah, 2017).

Mass media is one of the media that uses language as a tool to spread social values in society (Himawan & Zamzani, 2022). This statement is in line with one of the five functions that the mass media has in people's lives, namely monitoring, interpretation, connection, dissemination of values, and entertainment. Of all these functions, the function of spreading social values/functions is the most important function and shows the power of the mass media in influencing society. Through this social function, the media can inherit certain norms or values to society.

Based on a more in-depth view of the relationship between language and the mass media in the development of social life, it appears that language as a basic element in information in the mass media has a central role in spreading group ideology so that it is hegemonic in the broad social structure (Yusman, 2017). Language becomes a hidden weapon used by those in power to suppress those who experience social inequality. Language and media are the two forces that build reality. This reality is manifested for the benefit of certain authority centers which are then intertwined with the interests of the survival of the media itself.

In linguistics, there is a branch that focuses attention and studies on language in social life, namely discourse analysis. The term discourse analysis has a very diverse meaning, considering that this term is used in various fields of science such as social, political, psychological, communication, and others. In the field of language, discourse analysis is the study of the structure of messages in communication. Specifically, discourse analysis is a study of the various (pragmatic) functions of language (Ginancar & Widyastuti, 2022).

Discourse analysis was born from the awareness that the problems in communication are not only limited to the use of sentences or parts of sentences, speech functions, but also include more complex message structures. Therefore, this analysis cannot be limited to the description of language forms that are not bound by the purpose or function designed to use these forms in human affairs (Sobur, 2001).

From a communication perspective, discourse analysis is one of the options used for media content. Through discourse analysis, we will find out how the content of media texts is, and find out how the message is conveyed to us through phrases, sentences, metaphors, and so on. Eriyanto (2001) added that by looking at how the linguistic structure is built, discourse analysis can better see the hidden meaning of a text. From this understanding, it can be seen that linguistics and communication science are interrelated in this discourse analysis study, bearing in mind that all texts studied as mass media content are in the form of language.

The center of discourse studies is emancipatory, that is, it takes sides with those who are marginalized, marginalized, and are not given the opportunity to speak out on the basis of race, skin color, religion, gender, or social class. Discourse is more critical of the inequalities that occur in society. One of the characteristics of this discourse analysis is seeing the text as a form of interaction. A discourse can be seen not only as a form of statement, but can also be seen as a form of statement, accusation or threat. Discourse can be used to delegitimize, discriminate, or marginalize a particular person, group, or idea in the mass media.

Hardiman (via Sunarto, 2001:20) adds that the key concept to understand this critical theory is criticism. Criticism is a program to formulate a theory that is emancipatory in nature about modern culture and society. Their criticisms are directed at various areas of modern society such as art, science, economics, politics, social, culture, especially in fields in which ideologies have been veiled that benefit certain parties as well as alienate the individual humans within them.

In applying critical discourse analysis (Critical Discourse Analysis), there are several well-known figures as pioneers of this theory and carrying out their own research models, including: Roger Fowler, Robert Hodge, Gunther Kress, and Tony Trew, Theo Van Leeuwen, Sara Mills, Teun A. Van Dijk, and Norman Fairclough. One of the discourse analysis models used to

detect and examine how a group or a person is marginalized in a discourse is discourse analysis using Theo Van Leeuwen's model. (Eriyanto, 2001).

Theo Van Leeuwen created an analytical model that can be used to see how social events and actors are portrayed in the media, and how a group that does not have access becomes a party that is continuously marginalized (Paramita, 2019). According to Van Leeuwen, the marginalization of certain social groups can be seen based on the presence of these groups in a discourse. Some were issued in the discussion (exclusion) and some were presented in the discussion (inclusion) (Eriyanto, 2001).

In particular, Theo Van Leeuwen revealed that language is a reflection of ideology so that by studying the language that is reflected in texts, ideology can be dismantled. Theo Van Leeuwen introduces this discourse analysis model to detect and examine how a group or a person is marginalized in a discourse. This opinion refers to discourse and power. Eriyanto (2001) states that power does not only operate through formal channels, laws and state institutions with the power to prohibit and punish, but also operates through a series of discourses to define a group as wrong or bad. This marginalization can be seen from the presence or absence of this group or person in the text.

Pringgandani (2014: 2) reveals that Van Leeuwen introduces a model of critical discourse analysis with two problems, namely; (1) Exclusion Process Exclusion is a central issue in discourse analysis that the process of exclusion is the process of how one particular group or social actor is not involved in a process of discussion or discourse. In this case, the elimination of these social actors has a specific purpose. Thus, news readers need to criticize how each of these groups is presented in the text. Is it in a news text, are there any groups or actors that are excluded from the news, and what discourse strategies are used for that. In this case, the production process can directly change the public's understanding of it and legitimize certain positions of reasoning, for example in news about rape.

In the news, whether men and women are shown as a whole or if there are parties excluded from the text, then the understanding that emerges is that it is not the men who are wrong. However, rape is a problem of the woman herself which causes rape (Eriyanto, 2008, 173). The exclusion process is divided into three including passivation, nominalization, and substitution of clauses, (2) Inclusion Process. The process of inclusion (inclusion) is a process related to the question of how each party or group is shown through news using certain words, sentences, information, or arrangement of sentence forms as well as certain ways of telling stories, each group is interpreted in a text (Darma, 2014: 121). The inclusion process is divided into seven of the seven processes as follows; (a) differentiations. Differentiation is an event or a social actor that can be displayed in the text independently as a unique or distinctive event, but can also be contrasted by displaying other events or actors in the text. Indifference is an event or a social actor that can be displayed in the text independently as a unique or distinctive event. (b) objectivation-abstraction. This element of discourse relates to the question of whether information about an event or actor is displayed by giving concrete instructions or what is displayed is an abstraction, the meaning received by the audience will be different because by making abstractions of events or actors who are actually qualitatively small in number it seems that there are many. Mention in this form of abstraction, according to van Leeuwen, is often not caused by journalists' ignorance of certain information, but often more as a journalist's discourse strategy to present something.

(c) nomination-categorization. Nomination is news about an actor (a person/group) or about a problem that is not shown clearly. Categorization is news about actors (a person/group) or about a problem that is displayed clearly. The actor is shown as is or what is called a category of social actors. This category can vary, showing characteristics, physical form, and so on; (d) nomination-identification. This discourse strategy is almost similar to categorization, namely how a particular group, event, or action is defined. The difference is in this identification discourse strategy, the process of defining it is done by giving a clause as an explanation. Here there are two propositions, where the second proposition is an explanation or description of the first proposition; (e) Ideterminations. Determination is an actor that is not clearly stated, while indetermination is an actor or event that is stated clearly, while determination is an actor that is not clearly stated; (f) assimilation-individualization. Individualization is a social actor whose category is reported

clearly, while assimilation is a social actor whose category is not clear; (f) associations. Association is an actor or a party that is not shown alone, but is connected with another larger group, while dissociation is an actor or a party shown alone.

Discourse or text can be divided into two, namely spoken and written discourse. Oral discourse can be in electronic media, while written discourse is in print media. One of the print media is newspapers. This is in accordance with the opinion (Alfanika, 2016) that oral discourse can be seen in electronic media, while written discourse can be seen in print media. One of the print media is newspapers. To find out the latest information about something that is happening, people will read newspaper stories. Newspapers contain news, opinion, and advertisements. The news written in newspapers is a reflection of the ideology of the journalist or mass media concerned so that by using Theo Van Leeuwen's exclusion strategy analysis, one can dismantle the ideology reflected in the news (Bestari, Artawan, & Yasa, 2014).

News is the result of journalists' writing, in writing news it must be factual or something as it is so that readers can interpret what has happened with the writing. According to (Oktavia & Silitonga, 2016) reveals the purpose of the news, how to put oneself in the position of journalists by following the structure of meaning of journalists so that the forms of distribution and production of ideology and power that are disguised in editorials can be known. This is in line with (Anrial, 2016) which reveals journalists or journalists are someone who carries out journalism activities or people who regularly write news (in the form of reports) and their writing is sent/published in the mass media regularly to be conveyed to the public.

Unlike the incidents found in the field, not all journalists write news according to actual events, sometimes including power in their writing. That is, journalists write news to report on influential or powerful people. They will not dare to badmouth the perpetrator for fear of being reprimanded.

By not reporting on the people in power as they are, news writers have included power in their news. If there is power in it, it has violated the journalist's press code of ethics. In accordance with the opinion (Mardikantoro, 2014) the function of the press is the earliest and most importantly also as a transmitter of information. However, currently the press has a broad function, not only to convey information, but also to educate, entertain and influence. Meanwhile, according to (Ardianto, 2012) the process of forming news, on the contrary, is a complicated process and many factors have the potential to influence it. In conveying news, journalists first know the duties and functions of a journalist's press and the ethics in conveying the news. This, in accordance with the opinion (Jubei, 2018) states that the task and function of the press is to realize all these desires through its media, both print media, such as newspapers, magazines and tabloids and electronics, such as radio, television and the internet.

Based on this description, as a whole this research will examine the strategies used by journalists to present or include actors in the news they will write. Is there an element of power in his writing that causes other groups to be marginalized or vilified? To see how discourse writers present actors in discourse in the form of news, the writer uses the theory put forward by Theo Van Leeuwen. The news that will be analyzed is the news of the murder by the former CEO of Amazon that was published in the online news tempo.com. The reason the author took this news is because this news is the latest news which is quite viral in May-June 2022 and can be analyzed with Theo Van Leeuwen's theory.

In this regard, relevant and earlier research was conducted by (Paramita, 2019) with his research entitled *Critical Discussion Analysis In Online News Tempo. Co About Pilpers 2019*, (Alfaritsi et al., 2020) with his research entitled *Critical Discourse Analysis of News 'About Social Distance, How the Government Prevents the Spread of the Corona Virus' at Detik.Com*, (Firmansyah, 2018) with his research entitled *The Social Dimension in Tere Liye's Country of the Bastards Novel (Critical Discourse Analysis Perspective)*. Some of these studies have succeeded in studying various texts, using the perspective of Critical Discourse Analysis. There are various theories used in the above studies. One thing that differs is that in the three studies, no one has studied texts using the critical discourse analysis approach of Theo Van Leeuwen's model. Considering that based on the results of searches conducted, AWK studies using Theo Van

Leeuwen's theory are still rare. This becomes a novelty and also a uniqueness shown in this study, so that this research can be said to be different from previous research.

RESEARCH METHOD

This type of research is a type of qualitative research using Theo Van Leeuwen's discourse analysis method. Qualitative research is research that is used to find, describe and explain the data studied (Sugiyono, 2015). The descriptive method in this study was used to find out, describe, and analyze data related to Theo Van Leeuwen's inclusion theory of criminal news about the murder by the former CEO of Amazon which was published on *tempo.com*.

In this study, the researchers themselves acted as research instruments and were assisted by other supporting instruments, such as inventory formats and books on Theo Van Leeuwen's inclusion theory. To determine the research focus, several stages can be carried out, namely collecting data, identifying data, selecting data, and analyzing data. That is, to collect data, interpret data, and select data, researchers have more roles. The data used in this study are phrases, clauses, and sentences related to Theo Van Leeuwen's inclusion theory in the discourse on murder in online news *tribune news.com*. The source of the data used in this study is the news on the murder by the former CEO of Amazon published on *tempo.com*.

The data collection techniques used in this study were (1) reading and understanding the discourse on the murder by the former CEO of Amazon that was published on *tempo.com*, aiming to understand the contents of the discourse being examined, (2) marking the parts about the murder related to Theo Van Leeuwen's inclusion theory in the news on the murder by the former CEO of Amazon published on *tempo.com*., (3) inventorying sentences in discourse related to the theory of inclusion of Theo Van Leeuwen in the news on the murder by the former CEO of Amazon published on *tempo.com*.

The data were analyzed by means of (1) identifying the data according to Theo Van Leeuwen's inclusion theory in the news on the murder by the former Amazon CEO published on *tempo.com*., (2) classifying the data based on the theory that became, (3) analyzing the data by record phrases, clauses, or sentences related to Theo Van Leeuwen's inclusion theory in the news of the murder by the former Amazon CEO published on *tempo.com*., (4) interpret the data that has been analyzed according to Theo Van Leeuwen's inclusion theory, and finally (5) conclude the results of the data description by writing a report.

RESULT AND ANALYSIS

The use of Theo Van Leeuwen's theory in crime news about murder in online news *tribune news.com* found eight sentences using inclusion, namely the discourse strategies of assimilation-individualization, determination-indetermination, objectivity-abstraction, and differentiation-indifference. The description of each of the theories found will be explained below.

1.1 Asimilasi-Individualisasi

Individualization is a social actor whose category is clearly stated, while assimilation is a social actor whose category is not clear (Amin et al., 2016). Assimilation occurs when it is not a specific category of social actor that is mentioned in the news, but the community or social group to which the person belongs. This discourse strategy is related to certain actors that are displayed in the text with clear categories or not.

Data 1 The following sentences use the assimilation theory.

Pérez Sagaón was shot in the head by a motorcyclist in Mexico City in front of his two children in his car.

This sentence is an example of assimilation because in the quote the perpetrator of the shooting is not shown clearly, but the perpetrator/actor is only referred to as a "motorcyclist".

Data 2 The following sentences use individualization theory.

Juan Carlos García, former CEO of Amazon Mexico, is alleged to have hired two assassins for US\$9,000 or around Rp.132 million, to shoot his wife dead in 2019.

This quote includes examples of individualization because the social actor reported is clearly indicated by his category, namely the former CEO of Amazon.

1.2 Determination-Indetermination

In reporting, actors or events are often clearly stated, but often it is also not clear (anonymous). In this case, this anonymity could be because journalists have not obtained sufficient evidence to write, so it is safer to write anonymously. Not only that, it could also be because there is a structural fear if the clear category of a social actor can be mentioned in a text. However, whatever the reason for forming this anonymity, there is a different impression when it is accepted by the public. This is because anonymity actually makes a non-specific generalization. In this case, the generalization effect will be even greater if anonymous is used in the plural, such as many people, and some people.

Data 3 The following sentences use the theory of determination.

One of the killers recently testified in court.

This quote includes an example of determination because the social actor reported was shown anonymously, namely one of the killers.

Data 4 The following sentences use the theory of determination.

A man suddenly walked up to a car that had stopped at a traffic light and shot him.

This quote includes an example of determination because the social actor reported is shown anonymously, namely a man.

1.3 Objectivity-Abstraction

This discourse element relates to the question of whether information about an event or social actor is displayed by giving concrete instructions or is what is displayed abstract. In this case, the number of a student demonstration can be said to indicate a clear number, you can also make an abstraction like hundreds, thousands, or a lot. Thus, the meaning received by the audience will be different because by making abstractions of events or actors that are actually quantitatively small in number, the abstractions are communicated as if there are many of them.

Based on this, the audience will perceive a difference between what is clearly stated and what is made in the form of an abstraction. Mention in terms of this abstraction, Theo Van Leeuwen explained that it is often not caused by journalists' ignorance of certain information, but often more as a journalist's discourse strategy to present something.

The following 5 sentence data uses objectivation theory.

García is a fugitive and warrants for his arrest have been issued in 190 countries after he was accused of masterminding the murder of his wife Abril Pérez Sagoón.

This quote is an example of objectification because the sentence contains words that give clearer instructions to the reader, namely being a fugitive and the mastermind behind the murder of his wife.

1.4 Differentiation-Indifferentiation

An event or a social actor can be displayed in the text independently, as a unique or distinctive event, but can also be contrasted by displaying other events or actors in the text. In this case, the presence of inclusions of events or groups other than those reported, according to Van Leeuwen, can be a good marker of how a group or event is represented in a text. The presence of

the group or other events indirectly shows that the group cannot be compared with other groups. This is a discourse strategy of how a group is cornered by presenting another group or discourse that is seen as more dominant or better.

In another form, this differentiation often creates certain prejudices, especially by drawing a line between "us" and "them", we are good while they are bad. In this case, Van Leeuwen (in Eriyanto, 2008: 180) argues that the description of us and them is a particular discourse strategy to present the reality of how through certain discourse strategies a group is excluded, marginalized, and considered bad.

Data 6 The following sentences use the theory of differentiation

One of the assassins hired to kill Pérez testified in a Mexico City court and pleaded not guilty. He said that García offered him an additional US\$2500 or around Rp.367 million rupiah to kill his wife before the trial.

The quote is an example of differentiation because in the sentence there are two contrasting sentences that the real killer is Garcia because he was paid US\$2500 by Garcia so he is innocent.

Data 7 The following sentences use the theory of differentiation

Pérez Sagaón filed for divorce after García accused him of trying to kill her while sleeping with a baseball bat. But it was García who then hit him with it in January 2019.

This quote is an example of differentiation because in the sentence there are two contrasting sentences which seem to give the perception that Garcia killed his wife because he was sued for divorce.

Data 8 The following sentences use the theory of differentiation

Several days after the murder García allegedly fled Mexico and entered the United States by crossing on foot to San Diego via Tijuana. García denied the charges and claimed innocence in a letter he sent to Mexico City officials in 2019.

The quote is an example of differentiation because in the sentence there are two sentences that contrast and declare one's innocence.

Based on these data, it can be seen that in writing the news, journalists clearly state and explain the perpetrators of the murder. This can be seen as a whole, from the data obtained from the news, it can be concluded that in writing news, it is no longer on the side of the actor, but the journalist who writes the news is on the side of the victim. To find out the journalists' bias towards the victims can be seen from the chronology of events, statements of eyewitnesses, and the evidence found in the murder incident.

Table 1. data summary

Theo Van Leeuwen's theory (Inclusion)	Aspect	Number of Sentences
Asimilasi-Individualisasi	Asimilasi	1
	Individualisasi	1
Determination-Indetermination	Determination	2
Objectivity-Abstraction	Objectivity	1
Differentiation-Indifferentiation	Differentiation	3

CONCLUSION

Based on the research findings from some of this data and the discussion that has been done, it can be concluded that Theo Van Leeuwen's inclusion theory found in the crime news about the murder by the former Amazon CEO on tempo.com online news, there are eight sentences using the discourse strategy as follows, (1) the use of assimilation-individualization

discourse strategies, (2) the use of determination-indetermination discourse strategies, (3) the use of objectivity-abstraction discourse strategies, and (4) the use of differentiation-indifference discourse strategies.

Based on the findings, it can be concluded that in writing criminal news about the murder by the former Amazon CEO in online news tempo.com, journalists are no longer on the side of the actor or perpetrator, but journalists are more on the side of the victim. The journalists' bias towards the victims can be seen from the chronology of events, statements of eyewitnesses, and the evidence found in the murders.

The findings of this research are expected to have a positive impact on writing news and to develop knowledge, especially in analyzing critical discourse. Provide advice to readers and also to several parties as follows: (1) readers, when reading information in online news, do not immediately accept and believe the information written. Instead, readers are more critical in receiving information by reading a lot of literature or many sources, not just one source. (2) for academics, who are interested in researching critical discourse analysis, it is hoped that they can develop discourse analysis with other theories so that it is beneficial for the world of education, especially Indonesian Language Education.

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