

Karya Ilmiah

by Ayub Dwi Anggoro

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The Development of Teun Van Dijk Model: A Discourse Analysis Towards News Report of Jakarta Regional Election on Media Indonesia.com Published from November Until December 2016

Ayub Dwi Anggoro*

University Muhammadiyah of Ponorogo

Aziz Amin

University Sultan Zainal Abidin

Abstract

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The direct regional election of 2017 is one of the democracy parties celebrated by the people of Special Capital Region of Jakarta. As the capital of the country, this regional election brings special meaning for the people, communities, and parties participating in this election to become the highest sovereign of this region. Philosophically, it will be easier to win the next national election when a certain party becomes the sovereign of this Special Capital Region of Jakarta. In this case, news media has a very important role in providing good and useful information to the people and the community. The independence of media is expected to provide balanced, neutral information because it may greatly determine the quality of the ongoing regional election. As the opposite, there is also a possibility in which media is used as a tool to build political power. That is why there is a new phenomenon in which many media owners are involved and even actively participated in politics in Indonesia. The dynamics of the current communication technology development is started to be taken seriously by the media owners. They realize that it is not enough just to build media power that leads into conventional media only since it is no longer strategic. Therefore, they emphasize more on using online media to develop their media business. One of the advantages of using online media is that it can provide the new propaganda faster. In addition, as the media is having its power to build the public opinion, they got the power to directly lead the stakeholders to certain political interests. In this study, news report on Media Indonesia.com published in November and December was used as the object of study in order to identify the case of regional election in Jakarta. This study used a qualitative approach by developing a Critical Discourse Analysis Model of Teun A. Van Dijk Model. The objective of this study is to analyze and to describe the reporting scheme of political-related matter of regional direct election in Special Capital Region of Jakarta. The results of this study showed that in the scheme for the production of textual discourse, the cognition and the context are intervened by an ideology as its own dimension.

Keywords: Development of teun van dijk model; Political news; Media corporation.

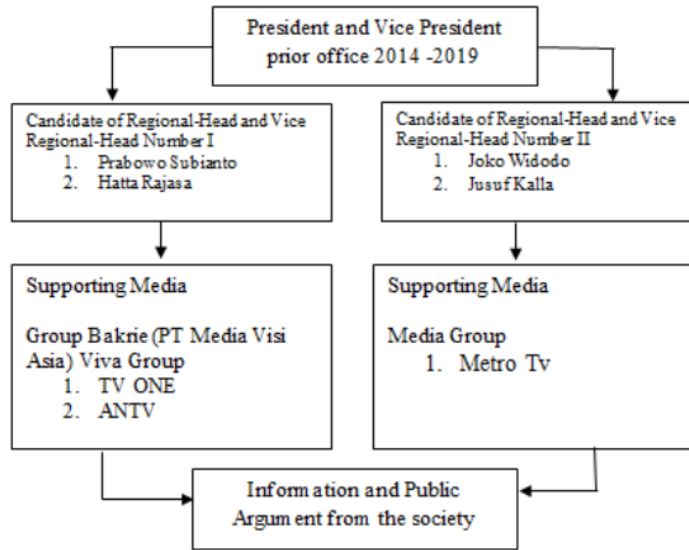
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1. Background of Study

Indonesia is a democratic country that runs its regional-head elections at the central, provincial, city and district levels directly. The phenomenon that emerges today, in the process of direct elections, is the involvement of media corps in political activity. The portrait took place a long time ago, before the democracy opened wide after the fall of Suharto's New Order regime. Soeharto's regime actually controls access to information circulating in Indonesia; the process lasted from 1967 until 1998 until the Soeharto regime was ousted by the popular movement. The process of the fall of Soeharto regime, gave rise to a new order of reform order. Media that was initially constrained and only a propaganda tool of the regime, now develop quickly. The freedom of the press at the fall time of the new order result many new media because it was so easy to set up media at that time. However, the spirit of freedom raises the phenomenon of "media liberalization". Media that is expected to have "social responsibility" value was born into an argument war of the existed political groups. The phenomenon of the media corporation came back in the political struggle in Indonesia, strongly portrayed in the direct presidential election of 2014. The strong indication of the research is reflected in the political landscape of the 2014 presidential election and media support, the involvement of media owners who are also the chairman of the party supporting the president and vice president at the time.

*Corresponding Author

Figure-1.1. Involvements of Media Corporate in Political Areas



The process of argument wars through the media corporation that took place in the presidential election then resulted a big block among Indonesian people. This is not good for Indonesian condition since Indonesia is a pluralistic country. The phenomenon of media corporations' involvement in the political sphere continues in regional elections, especially those areas that have a strategic role to succeed in the 2019 presidential election. The political elite is supported by the power of the media corporations vying to propagandize on candidates for leaders they propose. One of them is the direct regional head election in the capital city of Indonesia DKI Jakarta.

The elections of DKI Jakarta in 2017 are conducted for 2 (two) rounds because in the process of conducting the first voting, no one has an absolute majority (50%+1 vote) for a requirement to win the election of 1 (one) round Pilkada. In the first round of election voting, the couples Basuki and Djarot are in the first place, although they are, especially Basuki, sentenced to the blasphemy case. This becomes a plus point for Basuki and Djarot because from the beginning, the involvement has been supported by a large media corporation which also has a party namely Media group with National Democratic party under the command of Surya Paloh media group owner and also party chairman of Nasdem. Meanwhile, the other candidates have not received official support in the first round.

Table-1.1. Political power of corporate media support of the first round data from September to February, adapted from various sources

Candidate of Regional-Head and Vice Regional-Head Number I	Candidate of Regional-Head and Vice Regional-Head Number I	Candidate of Regional-Head and Vice Regional-Head Number I
1. Agus Harimurti Yudhoyono 2. Sylviana Murni	1. Basuki Tjahya Purnama 2. Djarot Saiful Hidayat	1. Anies Baswedan 2. Sandiaga uno
-	Official Support: Media Group	-
Result: 17,05%	Result: 42,99%	Result: 39,95%

Conducting further study of Teun Van Dijk Model Development by having Discussion Analysis of Election of Jakarta Election at Media Indonesia.com in October 2017, now the discourse analysis will be developed in November and December 2017 at Media Indonesia.com. The news in November and December Media Indonesia.com still raises the question of competition of 3 candidates of Gubernur and Vice Gubernur who will fight in elections DKI 2017, Agus Harimurti Yudhoyono - Sylviana Murni, Basuki Tjahya Purnama - Djarot Saiful Hidayat, Anies Rasyid Baswedan - Sandiaga Salahudin Uno. In October 2017, the news classification that took place in Media Indonesia was as follows:

No	Candidates	News Issues	News Frequency	Impression
1	Agus Harimurti Yudhoyono - Sylviana Murni	1. Issue of DKI Jakarta Regional Election candidates	1 news	Neutral
		2. Issue of electability and supports for candidates	2 news	Negative
		3. Issues of campaign and performance	1 news	Negative
		4. Issue of blasphemy	1 news	Neutral

2	Basuki Tjahya Purnama – Djarot Syaeful Hidayat	1. Issues of candidates registration of DKI Jakarta Regional-Head Election	2 news	Positive
		2. Issue of electability and supports for candidates	14 news	Positive
		3. Issues of campaign and performance	6 news	Positive
		4. Issue of blasphemy	2 news	Positive
3	Anies Baswedan Rasyid Sandiaga Uno	1. Issues of candidates registration of DKI Jakarta Regional-Head Election	1 news	Neutral
		2. Issue of electability and supports for candidates	3 news	Neutral
		3. Issues of campaign and performance	1 news	Neutral
		4. Issue of blasphemy	1 news	Neutral

Adopted from International Conference and Call for Paper of “Komunikasi Berkemajuan” (Anggoro and Amin, 2017).

From a series of reports that existed in November and December, the researcher adds a classification of issues raised by Media Indonesia.com. It is political promises in the campaign. Assessment model uses critical discourse analysis of Teun Van Dijk model. In a critical discourse analysis study, Van Dijk has a complete unit of analysis compared to the others. However, in this study, the researcher wants to complete the concept of analysis from Van Dijk by adding ideology element that stands independently as a system inside.

2. Literature Review

2.1. Text Product and Ideology

Globally, the political news begins with political events, both those involving organizations and political actors. It also begins with the construction of political reality to form certain meanings and images. First, it depends on the factor of the prevailing mass media system. The making of political discourse in the libertarian media system will be easier to do than authoritarian systems. External factors and internal media also influence the process of making political news. In addition, the device makes its own discourse (Hamad, 2004)

1. Relevance to phenomena and Stimulus (a point of view)

Stimulus is a phenomenon designed to achieve cognitive influences. First point of view can be seen if the phenomenon is relevant to the individual that is where the contextual influences are achieved when in the process is optimally large. Both points of view can be seen if phenomena are relevant to the individual, to where the effort required to optimally process them is small (Sperber and Wilson, 2009).

2.2. Discourse Analysis

Most cases that use the word discourse are the general notion that languages are arranged according to different patterns followed by speakers' utterance laid out according to different patterns followed by speakers' utterance as they take part in the domains of life social, for example in the domain of "medical discourse and political discourse". Thus "discourse analysis" is an analysis of the patterns (Jorgensen and Phillips, 2010).

According to Dijk (1977) argues that the general discourse is a text, context and evidence to describe empirically. Van Dijk points to a very important aspect, that discourse should be interpreted as action (Stefab, 2009).

2.3. Discourse and Ideology

According to Fiske (1990) the non-intrinsic meaning exists within the text itself. One who reads a news text does not find meaning in the text, what he finds and confronts directly is a message in the text. The meaning is in production through an active process and dynamic, either from the creator's side or the reader's audience.

2.4. Online Media

The definition of online media (online media) – also called cybermedia (siber media), Internet media (internet media), and new media (new media) – can be interpreted as a medium presented online web site (website) internet (Romli, 2012).

In the perspective of media studies or mass communication, online media becomes the object of studying the theory of "new media" (new media). It is a term referring to requests for access to content (content / information) anytime, anywhere, on any digital device as well as feedback interactive users, creative participation, and community building around media content, as well as the "real time" generation aspect. According to Chun, 2006 (Romli, 2012), new media is a simplification of the term to the form of media outside the five conventional media-television, radio, magazines, newspapers and movies. New media properties are fluids, individual connectivity and a means to share the role of control and freedom.

2.5. Mass Media and Construction of Reality

Political events have always attracted the attention of mass media as a cover story. This happens because politics is in the era of mediation (politics in the age of mediation), the mass media. In fact, political actors are always trying to attract journalists to get their media coverage (Hamad, 2004).

In the framework of forming public opinion, the mass media generally perform three activities at once. First, it uses the political symbols (language of politic). Second, it implements framing strategies. Third, it performs the function of the media agenda (agenda setting function). When these three actions are applied, a media may be influenced by various internal factors in the form of a specific editorial policy concerning a political force, the political interests of media managers, media relations with certain political forces, and external factors such as market pressures of readers or viewers, prevailing political systems and other external forces (Hamad, 2004)

3. Methodology

This study is a qualitative study, focused in the field of independent investigation. This study alludes to various disciplines, fields and themes. Under the umbrella of qualitative study, complicated and interrelated concepts and assumptions complete the qualitative study. The sub-theme includes a tradition closely related to positivism, Post Structuralism, and various perspectives or methods. A qualitative study links to cultural studies and interpretive (Norman and Denzin, 2009). All qualitative studies are philosophers, "the universal understanding stands that mankind is guided by noble abstract principles." (Norman and Denzin, 2009).

In a qualitative methodology, it uses an inductive approach to observe the empirical reality of a researcher. A researcher should not be with a blank mind without a concept or theory. Neuman pointed out that the way to do a study using an inductive approach is to utilize a theoretical framework as a reference for understanding a social reality. In inductive approach, by using the principles of concept formation and theoretical formulation prevailing in this approach, the theories within the theoretical framework experience accumulative reinforcement and / or enrichment in the field substantively. The concepts that exist within the theoretical framework are continuously used to understand the realities. These realities are from the use of this theory that are inductively formulated by new theories by a process called theorizing (Hamad, 2004).

The object of research is referred to Jakarta Head Election Done Jakarta in November and December 2017 at Media Indonesia.com. In the period of two months there are 5 (five) big issues rose in the news. Those are:

1. The issue of trustworthiness and support
2. The issue of campaign and performance
3. The issue of blasphemy
4. The Issues of Political Promises in the campaign

4. Discussion

4.1. Discourse Analysis of Candidate No. 1 Agus Yudhoyono – Sylviana Murni in November and December 2017

Structure	Analysis
A. Text	
1. Macrostructure	The results of identification and elaboration of news published by Media Indonesia.com in November and December related to above title and report content contains the theme concerning of electability and support issues, campaign and performance issues, and campaign promises issues during the campaign of candidate number 1, Agus Yudhoyono and Sylviana Murni in facing the first round of elections.
2. Superstructure	The result of identification and elaboration on the news published by Media Indonesia.com emphasizes on the scheme of news title and content informing about the condition of electability position of Agus Yudhoyono and Syviana Murni, the condition of candidate's supporters, and the campaign promises have been given. In this case, news content is analyzed by using an inverted pyramid scheme. For the leads, or the opening paragraph of a news, it depicts the passive progressive of the candidate's electability and the supporters' solidarity, the criticism towards Ahok's performance, and the political promises given. For body of the news, the supporting information, chronologies and supplementary data are written by quoting statements from the informants or sources informing the answers of the emerging issues as well as the undertaken work plans.
3. Microstructure	The results of semantic, syntactic, stylistic and rhetorical analysis mostly use parallelism and repetition. Parallelism is a language style in the form of alignment between phrases that occupy the same function, while repetition is a language style in the form of repetition of a word or group of words. In addition, the rhetoric language that is mostly used is deliberative rhetoric, which focuses on what will happen later when a current policy applies.
B. Social cognition	1 The reporters and editorials of Media Indonesia.com are incorporated in Media Group. Media Group itself consists of Media Indonesia, Media

	Indonesia.com, Lampung Post, Borneo News, Priority Tabloid, and Metro TV. The owner of the Media Group is Surya Paloh, who is also chairman of the Nasdem party.
C. Social context	<p>The news report by Media Indonesia.com published in November and December on the candidate's electability and support are based on the occurrence of these three events:</p> <ol style="list-style-type: none"> 1. The first event is the guerilla forum (<i>blusukan/</i> unannounced visit) to the electoral districts 2. The second event is the blasphemy phenomenon. 3. The absence of candidate number 1 in a debate forum organized by one of the private TV stations.

4.2. Discourse Analysis of Candidate No. 2 Basuki Tjahya Purnama – Djarot Saeful Hidayat in November and December 2017

Structure	Analysis
A. Text	
1. Macrostructure	The results of identification and elaboration of news published by Media Indonesia.com in November and December related to above title and report content contains the theme concerning of electability and support issues, campaign and performance issues, and campaign promises issues during the campaign of candidate number 2, Basuki Tjahya Purnama and Djarot Saiful Hidayat.
2. Superstructure	The result of identification and elaboration on the news published by Media Indonesia.com emphasizes on the scheme of news title and content informing about the condition of electability position of Basuki Tjahya Purnama and Djarot Saiful Hidayat, the condition of candidate's supporters, and the campaign promises have been given. In this case, news content is analyzed by using an inverted pyramid scheme. The news lead illustrates the high optimism of the candidate's electability and high number of the supportive groups that illustrates that the candidate is credible. For body of the news, the supporting information, chronologies and supplementary data are written by quoting statements from the informants or sources informing the candidate's high electability, positive, credible performance, and large number of supporting parties that is written by using positive provocative titles towards the candidate.
3. Microstructure	The results of semantic, syntactic, stylistic and rhetorical analysis mostly use climax and antithesis. The climax, also called as gradation, is the style of expressions and detail statements that periodically increase in quantity, quality, intensity, and value. Meanwhile, the antithesis is the language style that presents groups of words having meaning contradiction. In addition, the rhetoric language that is mostly used is demonstrative rhetoric, which focuses on epideictic, praising or humiliating discourse aiming for reinforcing the goodnesses or weaknesses of a person, institution or idea.
B. Social cognition	<p>1 The reporters and editorials of Media Indonesia.com are incorporated in Media Group. Media Group itself consists of Media Indonesia, Media Indonesia.com, Lampung Post, Borneo News, Priority Tabloid, and Metro TV. The owner of the Media Group is Surya Paloh, who is also the chairman of the Nasdem party.</p>
C. Social context	<p>The news report by Media Indonesia.com published in November and December on the candidate's electability and support are based on the occurrence of these three events:</p> <ol style="list-style-type: none"> 1. The first event is the guerilla forum (<i>blusukan/</i> unannounced visit) to the electoral districts and the winning post. 2. The second event is the blasphemy phenomenon. 3. The absence of candidate number 1 in a debate forum organized by one of the private TV stations.

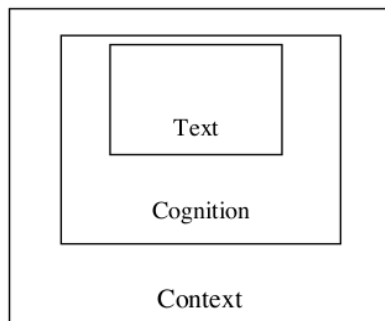
4.3. Discourse Analysis of Candidate No. 3 Anies Rasyid Baswedan – Sandiaga Salahudin Uno in November and December 2017

Structure	Analysis
A. Text	
1. Macrostructure	The results of identification and elaboration of news published by Media Indonesia.com in October related to above title and report content contains the theme concerning of electability and support issues, campaign and performance

	issues, and campaign promises issues during the campaign of candidate number 3, Anies Rasyid Baswedan and Sandiaga Salahudin Uno.
2. Superstructure	The result of identification and elaboration on the news published by Media Indonesia.com emphasizes on the scheme of news title and content informing about the uncertain condition of electability position of Anies Rasyid Baswedan and Sandiaga Salahudin Uno and the condition of candidate's supporters. Besides, the candidate is dominated by news report on campaign promises. In this case, news content is analyzed by using an inverted pyramid scheme. The news lead illustrates the high optimism of the candidate's electability and high number of the supportive groups that illustrates that the candidate is credible. For body of the news, the supporting information, chronologies and supplementary data are written by quoting statements from the informants or sources informing the large number of supporting parties, further campaign preparation, and campaign promises for Jakarta citizen.
3. Microstructure	The results of semantic, syntactic, stylistic and rhetorical analysis mostly use anticlimax. Anticlimax is the opposite of the climax, that is, the language style in the form of structured sentence and that the content decreases in quality, quantity of intensity. In addition, the rhetoric language that is mostly used is deliberative rhetoric, which focuses on what will happen later when a current policy applies.
B. Social cognition	¹ The reporters and editorials of Media Indonesia.com are incorporated in Media Group. Media Group itself consists of Media Indonesia, Media Indonesia.com, Lampung Post, Borneo News, Priority Tabloid, and Metro TV. The owner of the Media Group is Surya Paloh, who is also the chairman of the Nasdem party.
C. Social context	The news report by Media Indonesia.com published in November and December on the candidate's electability and support are based on the occurrence of these three events: <ol style="list-style-type: none"> 1. The first event is the guerilla forum (<i>blusukan</i>/ unannounced visit) to the electoral districts and the winning post. 2. The second event is the blasphemy phenomenon. 3. The absence of candidate number 1 in a debate forum organized by one of the private TV stations.

4.4. Theoretical Analysis

Van Dijk's discourse theory in Eriyanto: 2005: 225 can be described as follows:



Discourse, as proposed by Van Dijk, ⁶ is described with three dimensions; text, cognition and context. In the dimension of text, what is analyzed is the text structure and discourse strategy that is used to assert a particular theme. At the level of social cognition, what is studied is the process of producing a news text that involves the journalist's individual cognition. Meanwhile, context is a discourse that develops in the society.

The identification analysis of news report published by Media Indonesia.com in October concerning the electability and the support issues of the three candidates competing in the regional election of DKI Jakarta are elaborated as follows:

4.4.1. Text Dimension

In this dimension, Media Indonesia.com tries to build a focused text structure to give candidate Ahok-Djarot a better, more positive image than the other two candidates. Besides, it is further supported by the comparison of existing published news, in which it is dominated by the news related to the candidate Ahok - Djarot.

4.4.2. Cognitive Dimension

After conducting identification, it is assumed that Media Indonesia.com has a strong affiliation with Media Group owned by Surya Paloh, one of the leaders of the Nasdem Party, a party that support the candidate Ahok-Djarot couple.

4.4.3. Context Dimension

In the political context, it is important to build a positive image in public opinion of the competing candidate. In addition, it is also done to counter the negative opinions spread by political opponents. Phenomena in the news report of Media Indonesia.com perfectly coincide with two moments; the moment of registration of election participants and the moment of blasphemy that turns into the public spotlight. In this case, Media Indonesia.com becomes a tool to counter the growing public opinion concerning the negative news addressed to Basuki Tjahya Purnama (Ahok).

4.5. Interpretation of Theoretical Development

The ideological analysis included by Van Dijk in the dimensions of Text, Cognition and Context analysis may encounter a change under the current conditions in Indonesia. This change occurs because ideology has become an extended dimension of analysis aside from the three dimensions mentioned before. The phenomenon that currently occurs in Indonesia is that there are many media corporations owners who start participating in politics and use the company power for his political interests and purposes. In the report news published in Media Indonesia.com, ideology is interpreted as economic, political, social, and cultural interests of the media corporation. That is why the analysis cannot be integrated into the other dimensions since in this case, ideology is a large unit that has strong influence. This statement is also supported by the interview result with the editor of legal and security section of Media Indonesia.Com, Widy D Indiantari. She said:

"Media Indonesia tend to side with Ahok-Djarot, because Media Indonesia wants to educate the public that this candidate is the only acknowledged candidate having credible, good performance in leading Jakarta. Of course all those three candidates are good people, but once again, we want to tell many people to be wiser in using their voting right and not to be easily influenced by news or issues that may be untrue. Moreover, most of Indonesian people are still easily affected by these things. Maybe, they just simply believe in the campaign promises of other candidates whose electability or chances of success are still in doubt. In opposite, the candidate Ahok-Djarot still shows remarkable progress until now, although some political campaigns done by other parties mention the issue of blasphemy and social group as what is currently occurred".

From the interview, it can be concluded that the corporation ideology of Media Indonesia.com in the political term side with one of the candidates. Automatically, it affects the aspects of text, cognition and context dimension during the production of news discourse. Therefore, the analysis components will change into: ideology, text, cognition, and context.

6. Conclusion

From the description given, the conclusion that can be drawn are covering two concerns, the meaning of news and concept development that is explained as follows:

1. The meaning analysis of news under the theme of electability and support on the news report of regional election of DKI Jakarta by Media Indonesia.Com by using Teun Van Dijk scheme results in three dimensions analysis. In the text dimensions, it is found that the writing styles used to make news reports for each candidate are different. Scheme of text with positive image is dominated more on the candidate Basuki - Djarot. In addition, the dominance can be seen from the number of news published for candidate number 2. For the cognition dimension, the influence of political choice and the policies of the media owners becomes the main dominant in taking the framing choice of news. Meanwhile, in the context dimension, the registration moment of election candidates and the blasphemy issue that allegedly done by Basuki-Djarot serve as the news background.
2. In the development of Teun Van Dijk concept, ideology is set to be a new dimension in analyzing Text, Cognition and Context. From the discussion, it can be described that ideology is a separate unit that should stand separately since ideology has intervened in the dimensions of text, cognition and context.

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