

A CRITICAL DISCOURSE ANALYSIS OF ONLINE NEWS TEXTS: A CASE OF TRIBUN-TIMUR.COM

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ABSTRACT

This research aims to reveal the dimensions of texts, such as representation, relations, and identity, according to the Norman Fairclough discourse analysis displayed on the online news. Employing a qualitative content analysis, the researchers analyze the data by reading the news of the February 2019 ATKP cadet death portal online, implement the elements of the Norman Fairclough text dimension, and do the technique to record the results in the reporting of the death of the ATKP cadet in February 2019. This discourse's selection was based on the daily number of visits on Tribunnews.com portal viewers, reaching 3.9 million viewers. Hence, researchers believe that this discourse has a significant influence on readers and society in general and is fascinating to analyze. The study found that the news discussed contains three dimensions, namely representation, relations, identity. The results also showed that some text dimensions are on the news were relatively proportional in reporting the pros and cons of the event. Further, it showed the reality of violence in academic institutions and resulted in a cadet taking lives.

Keywords: *Critical Discourse Analysis, Linguistics, Online News Texts*

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INTRODUCTION

Language is simply a tool to convey something. Besides, language is an arbitrary verbal symbol system used by members of a language community to communicate and interact with each other based on their own culture. Harimurti (1993) states that a language is a system of symbols of arbitrary sound used by social group members to work together, communicate, and identify themselves.

According to Burton (in Maryandani, 2016), the media has a significant role in people's lives. It is because humans need information or news to strengthen a relationship with others. Besides, the media has influential power in shaping what the world is and can also be the primary source of ideas and opinions and influence the ways they think and act.

Further, mass media is the main tool in the mass communication system (Dwirahayu et al., 2019). According to Devito (in Mahmuddin & Halik, 2019), mass communication can be defined by focusing on the elements involved in the act of communication and linking it to mass media operations. The elements in

questions are the source, audience, message, process, and context. Compiling and producing messages in mass communication requires a very large cost because it works in a large and complicated institution and involves many people. Therefore, in writing news reporters must write news in fact or convey something as it is, because through the writing they wrote, the reader can interpret the circumstances that occur. Mass media has become one of the most important elements and cannot be separated from the phenomenon and social reality of society. When we talk about the contents of a mass media, in fact we have talked about a "Discourse". So, without realizing it, almost every day we have studied so many discourses formed by the public and the mass media itself.

Researchers have examined the use of online media as a means of mass communication in recent years. Some factors that encourage the increasingly widespread use of online media include (1) Ease of access, (2) Very cheap costs, (3) Access speed, (4) Nature of mobility, and (5) Availability of services. Most people prefer the internet as their primary source of information, personal media, or entertainment facilities.

One of the active media reporting on violence cases is *Tribun-timur.com* online portal of the *Tribun* media in February 2019 gave a brief report containing the chronology of Aldama's death. It said fast because in less than 24 hours. Several previous studies of Norman Fairclough have given some findings of the research. Putra & Triyono (2018) researched critical discourse analysis on *kompas.com* News: #2019Change the president movement. The result shows there are some linguistic aspects of diction that *kompas.com* used with that topic. This result indicates this movement would possibly threaten the government of Jokowi Widodo that will join (again) the presidential election in 2019.

Another research conducted by Montejo & Adriano (2018) found that ten discursive devices used in the headlines by media practitioners to attract attention from readers that may direct them to not just read the headline but also read the whole article, such as evaluative language, vocabulary, intensification, and quantification, immediacy, reference to emotion, reference to elite people, role labels, institutional agency, country, and events. Although the object under study is slightly different, researchers see a similarity in Montejo & Adriano's analysis which is applied to Fairclough's *Critical Discourse Analysis* (1995). Montejo & Adriano tried to compound the discursive devices used in the news headlines and explained the media practitioners' ideologies and insights. Montejo & Adriano collected thirty headlines from five major online news portals in the Philippines, such as ABS-CBN, CNN Philippines, GMA, Interaksyon, and Rappler.

Similarly, Lombardi (2018) has also critically reviewed the language used in online news headlines to report the Stoneman Douglas High School shooting, happening on February 14, 2018, in Florida, United States. By examining 50 online news headlines published by five of the most popular national and local news outlets, Lombardi (2018) analyzed how the words chosen by the journalists provide to generating particular perceptions or representations of the event. Lombardi (2018) used to carry out the research combined Fairclough's *Critical Discourse Analysis* (1995) with van Dijk's sociocultural approach (2006), resulting in three different but interrelated elements of a discourse. However, the research contexts of Montejo & Adriano (2018) and Lombardi (2018) have similarities in the form of news published online. Although the researchers examined news content in this

study, while Lombardi (2018) and Montejo & Adriano (2018) conducted research headlines on attracting readers, the context of the online news presented and the theory used in analyzing the data have similarities.

Meanwhile, Huda et al. (2020) analyzed the text's structure in the news texts of tempo.com entitled "Tolak Relokasi Ibu Kota", published in 2019, which highlighted the government's plan to relocate to the capital city of Indonesia. Huda et al. applied the descriptive qualitative model by adapting Dijk's approach (1985). The finding revealed that the journalists of tempo.com media formed a public opinion in the news negatively. The journalists used selected diction, cause-effect organization, and chosen speaker's indirect quotations to present news texts. Didin's research is the same as previous research, Gloria and Lombardi. However, Didin emphasized more on driving opinions on the content in the news. The researcher underlines that the research conducted by Didin has similarities in terms of analyzing the content of a news item. However, this study's fundamental difference is that researchers emphasize the dimensional elements found in Tribun.com news.

Some of the studies above illustrate that researchers use Critical Discourse Analysis (CDA) in analyzing the issues discussed. Putra & Triyono (2018) applied CDA and was associated with linguistics. Montejo & Adriano (2018) and Lombardi (2018) conducted a similar study, linking CDA and news headlines. The latest research, Huda et al., (2020) examined online news uploaded on tempo.com using van Dijk's approach. The previous studies have something to do with the research that the researchers are currently doing. The researchers raise an issue slightly different from the prior author but use comparatively the same approach. The researchers are interested in raising criminal news related to "The Death of ATKP cadet" because this has often happened in several official schools in Indonesia, including ATKP. This issue has also become a topic of conversation and has attracted attention from the public.

According to Ki Hajar Dewantara (in Maghvira, 2017), education is to guide all-natural forces that exist in children, so that they both as humans and as members of society can achieve the highest safety and happiness. In the tertiary institution of higher education, violence was repeated in the case of the death of ATKP cadet in the week of February 2019, experienced by 19-year-old Aldama Putra, from Untia sub-district in Makassar, until his death, became a headline in the print, electronic and online media. Not only was the news presented, but several mass media also carried articles about violence in the Makassar ATKP college. So, Tribun-timur.com portal also provides content that can be accessed through mobile devices that makes it easy for readers to get the latest information and access Tribun-timur.com print news in full through the online media. Therefore, in this study, researchers will examine further about the news of death of ATKP cadet in Tribun-timur.com news under the title A Critical Discourse Analysis of Online News Texts: A Case of Tribun-timur.com.

LITERATURE REVIEW

The Nature of Discourse

The word "discourse" is widely used by various fields of science ranging from linguistics, psychology, sociology, politics, communication, literature and so on. However, the specific understanding, definition, and limits of the term discourse is

very diverse. This is caused by differences in the scope and disciplines that use the term discourse.

According to Littlejohn (in Siswoko & Sriyanto, 2018), more precisely, discourse analysis is a study of the various functions (pragmatics) of language. We use language in continuity or string of discourse. Discourse analysis is born from the awareness that communication problems are not limited to the use of sentences or sentence parts, speech functions, but also include a more complex message structure called discourse (Anwar et al., 2020).

Besides, Fairclough (1995, in Darma, 2014) stated that discourse is a language used to represent a social practice, viewed from a certain perspective. Discourse is a communication process that uses symbols relating to the interpretation of events, within a broad social system. Text in the media is the result of the process of media discourse.

First, the supervisory function. The media is a medium that can be used for monitoring community activities in general. Second is the function of social learning. Mass communication's main function through mass media is conducting guiding and social education to the whole community. Third, as a function of information dissemination. Mass communication that relies on mass media has the main function of delivering information to the wider community. The fourth is the function of cultural transformation. This function becomes very important and is related to other functions, especially the social learning function, but the function of cultural transformation is more on its large task as part of global culture. Then, the fifth is the entertainment function. Another function of mass communication is entertainment, which is a complement to other functions. It is difficult to deny that in reality almost all media perform the function of entertainment. Television is the mass media that prioritizes entertainment. Nearly three-quarters of television broadcasts every day are entertainment shows.

Norman Fairclough Discourse Analysis Model

Norman Fairclough divides discourse analysis into three dimensions: Text, discourse practice, and sociocultural practice (Fairclough, 2012; 1992; 1995). In the Fairclough model, the text here is analyzed linguistically by looking at vocabulary, semantics, and sentence structure. He also included coherence and cohesiveness, how the words or sentences were combined to form understanding. All elements analyzed are used to look at the following three problems.

First, ideological that refers to certain representations that want to be displayed in the text, which generally carry a certain ideological content. This analysis basically wants to see how something is displayed in the text that may carry certain ideological contents. Second, relations, refer to the analysis of how the relationship construction between journalists and readers, such as whether the text is delivered informally or formally, openly or closely. Third, identity refers to the specific construction of the identity of journalists and readers and how personal and this identity is to be displayed. Discourse practice is a dimension related to the process of producing and consuming text. A news text is basically produced through different text production processes, such as how work patterns, work charts, and routines in producing news. Whereas sociocultural practice is a dimension related to context outside the text. The context here includes many things, such as the context of the situation, more broadly is the context of the media's practitioners in

relation to the community or culture and politics. These three dimensions can be illustrated with the following analytical framework:

Table 1
Critical Linguistic Text

Elements	Text
Discourse Practice	Views and news rooms
Sociocultural Practice	Literature study, tracing

As explained in the limitation of the problem in this study. This will analyze the text of obituaries of ATKP cadet in the text dimension. Fairclough sees text on various levels. A text shows how an object is described and how the relationship between objects is defined. There are three basic elements in the Fairclough model, which can be described in the following table. Each text basically, according to Fairclough can be described and analyzed from the three elements.

Table 2
Element Dimensions of Text by Norman Fairclough

Elements	To be seen
Representation	How events, people, groups, situations, circumstances, or whatever is displayed and described in the text
Relations	How relations between journalists, audiences, and news participants are displayed and described in the text
Identity	How identity journalists, audiences, and news participants are displayed and depicted in the text

Representation basically wants to see how a person, group, event, and activity are displayed in the text. Representation in the sense of Fairclough is seen from two things, namely how a person, group, and ideas are displayed in clauses and combinations or sequences between sentences.

The second one is relation. This aspect relates to how a person, group, event, and activity is displayed in the text, in this case the language used. According to Fairclough (2013), when something is displayed, the language user faces at least two choices. At the vocabulary level, vocabulary is used to display and describe something, which shows how something is included in a set of categories.

The last element is identity. The identity between these clauses has several forms of coherence. First, elaboration, one clause becomes an explanation of another clause. The second clause is the function of detailing or describing the clause that has been displayed first. Generally, this form is associated with the use of conjunctions such as "the", "then", or "later".

Hence, this research will take these three elements to see the overall results of how the media *Tribun-timur.com* constructs the reality as stated in the news text about the death of ATKP cadet. This research statement was made as a substitute for the research hypothesis. As for this study's statement, there is a representation, relations, identity that emerged from the discourse analysis of Norman Fairclough text dimensions in the news "The Death of ATKP cadet" February 2019 edition in *Tribun-timur.com* media.

RESEARCH METHOD

The research method used in this research is qualitative content analysis. The data obtained through this research is empirical data (observed). The data was taken from trusted sources: Tribun-timur.com. Tribun-timur.com. released news on 09 February 2019, and posted at 01:17 WIB entitled " *Penganiayaan di Kampus Akademi Teknik Keselamatan Penerbangan (ATKP) dan Politeknik Ilmu Pelayaran (PIP) Kota Makassar, dinilai warga sekitar, sudah menjadi hal biasa*", stating the details of the persecution around the Academy of Aviation Safety Engineering Academy (ATKP) quite clearly by the residents as a resource person that the famous lawyer Hotman Paris provided legal assistance in the case of Aldama's death. The next day, Tribun-timur.com. news at 20:29 WIB entitled " *Sepekan taruna ATKP Makassar tewas dianiaya seniorinya, begini penanganan kasusnya* ", conveying the details of the persecution of cadet in the first level of the Aviation Safety Engineering Academy (ATKP) clearly collected by the Makassar Police Criminal Investigation Unit.

Researchers collected research data through the media portal Tribun-timur.com and compared the news content with other media containing the same headlines to check the news's content validity. The research instruments are key in research to unveil the rationale in Norman Fairclough's critical discourse analysis research in the text dimensions on the death of ATKP cadet February 2019 edition issue. The researchers analyze the data using Critical Discourse Dimensions. The researchers will test the study by using three dimensions. The first dimension is representation. This dimension has five criteria, such as Choice of Words, Vocabulary, Grammar, Coherence, and Cohesion. This dimension will measure how a person, group, event, and activity are in a text.

Meanwhile, the second dimension, Relations, consecutively consists of participants such as political, community leaders, artists, entrepreneurs, and scholars in the text. Then, it also displays between journalists and participants in the text, and how audiences are placed (power, dominance) in the news. Lastly, identity comprises the way journalists place themselves from the part of the people or from parts of themselves, how journalists identify themselves from the part of the people or from parts of themselves, and the forms of relations between journalists, perpetrators, victims.

FINDINGS AND DISCUSSION

Findings

The following data is a model of Norman Fairclough's discourse on text dimensions:

1. First news text Title: *Penganiayaan di Kampus Akademi Teknik Keselamatan Penerbangan (ATKP) dan Politeknik Ilmu Pelayaran (PIP) Kota Makassar, dinilai warga sekitar, sudah menjadi hal biasa*, released on Saturday, February 9, 2019 at 01: 17 WIB.

a. Representation

The representation element is related to how a person, group, event, and activity are in a text (Fairclough, 1995; van Dijk, 2006). At least, there

are three types of representation in the news text related to the studied text. Also, the representation element regarding the postponement when the judge's decision was light, his party will accept an offer from Hotman Paris to accompany the legal process for Aldama's death. In the news issue, it is stated that:

Excerpt 1:

“Penganiayaan di Kampus Akademi Teknik Keselamatan Penerbangan (ATKP) dan Politeknik Ilmu Pelayaran (PIP) Kota Makassar, dinilai warga sekitar, sudah menjadi hal biasa.”

“Persecution at the College of the Aviation Safety Engineering Academy (ATKP) and the Makassar City Polytechnic of Sailing (PIP), according to residents, has become prevalent.”

The statement above means that the vocabulary used is a set of categories "persecution" meaning this news is classified in the reporting of persecution.

Excerpt 2:

“Lewat media sosial Facebook, kasus penganiayaan berujung kematian taruna junior tingkat satu, Aldama Putra (19) mulai diviralkan oleh warganet.”

“Through social media Facebook, a case of persecution that led to the death of junior cadet Aldama Putra (19) began to be made viral by netizens.”

The statement above means that journalists' choice of words is "neutralized" by many choices of words whose meaning is the same as telling just that journalists prefer the word viral.

Excerpt 3:

“Kalau nanti hukumannya tidak sesuai dengan perbuatannya pelaku, maka kita akan mengambil sikap terkait tawaran pak Hotman Paris,” jelasnya”.

“If later the sentence does not match the perpetrator's actions, then we will take a stand regarding Mr. Hotman Paris' offer,” he explained.”

It becomes the end of the news explaining that the legal policies related to violence cases on ATKP and PIP campuses will continue to provide appropriate punishment for suspects involved in such violence cases.

b. Relations

Excerpt 4:

“Kepada Tribun-timur.com, warga yang enggan disebutkan namanya itu menyebutkan bahwa kasus-kasus penganiayaan dilakukan senior terhadap junior di kampus ATKP dan PIP Makassar sudah jadi hal biasa.”

“To Tribun-timur.com, the resident, who declined to be named, said that cases of abuse by seniors on the ATKP and PIP Makassar colleges have become prevalent.”

It was explained that the relationship between journalists and participants was quite good. Both of them maintain the privacy of the source person and not just to get the desired answer.

Excerpt 5:

“Penganiayaan Junior oleh Senior Hal Biasa! Pengakuan Warga Sekitar Kampus ATKP dan PIP Makassar.”

“Junior abuse by seniors is a prevalent action! Based on recognition of residents around the College of ATKP and PIP Makassar.”

It was explained that the public is positioned as a power group because. In this news, the journalists present more arguments from citizens and make the headline with the citizens' opinions.

c. Identity

The built-up identity is an identity of an independent *Tribun-timur.com* and does not place itself in one of the parties published in the news. It is due to those who develop information that comes from facts. The relationship between journalists and victims is explicit because journalists cite data from the Makassar Police Criminal Investigation Unit.

2. Second news text title: *Sepekan taruna ATKP Makassar tewas dianiaya seniornya, begini penanganan kasusnya*, released on Sunday, February 10, 2019 at 20:19 WIB.

a. Representation

Excerpt 6:

“Sepekan taruna ATKP Makassar tewas dianiaya seniornya, begini penanganan kasusnya”

“A week after the ATKP Makassar cadet has been killed by his seniors, this is how the case is handled.”

It is explained that the choice of words used by journalists is "a week" many choices of words are the same meaning as a week like a week even a week only reporters use the word "a week" to sound more ordinary.

Excerpt 7:

“Aldama tewas dianiaya seniornya Muh. Rusdi (21) di kampus ATKP Makassar pekan lalu.”

“Aldama was killed by his senior, Muh. Rusdi (21) at the ATKP Makassar College last week.”

The quote above it is explained that the grammar delivered by *Tribun-timur.com* is displayed in the form of acts of violence. This is explained in the quotation which shows that there was action Violent committed by Muh. Rusdi.

b. Relations

Excerpt 8:

“Siapa saksi yang melihat Aldama dianiaya oleh Muh. Rusdi? Kopol Ujang enggan menyebutkan namanya.”

“Who is the witness who saw Aldama being tortured by Muh. Rusdi? Police Commissioner Ujang declined to give his name.”

It was explained that relationship displayed by journalists with participants who were included in the news, namely Kopol Ujang Darmawan. Reporters only enter the information they get from Ujang and protect the privacy conveyed by Kopol Ujang.

c. Identity

The built-up identity is the identity of the stands that is independent and does not place itself on one of the parties featured in the news (Gumperz, 1982). Participants are those who develop information source from facts. The relationship displayed between journalists and victims is classified as explicit because journalists cite data from theory Criminal Investigation Makassar Police.

When it is viewed from the headline published by *Tribun-timur.com*, it appears that this media does not seem to defend the first and second parties, as seen in the headline published by *Tribun-timur.com*:

Excerpt 9:

“Penganiayaan Junior oleh Senior Hal Biasa! Pengakuan Warga Sekitar Kampus ATKP dan PIP Makassar”, dan “Sepekan Taruna ATKP Makassar Tewas Dianiaya Senior, Begini Penanganan Kasusnya”

“Persecution at the College of the Aviation Safety Engineering Academy (ATKP) and the Makassar City Polytechnic of Sailing (PIP), according to residents, has become prevalent”, and “A week after the ATKP Makassar cadet has been killed by his seniors, this is how the case is handled”.

From this opinion, it represents what is desired by *Tribun-timur.com* in reporting violent conflict that occurred on the campus of ATKP and PIP. It does not tend to only report one side of the groups but both of them between victims and the perpetrator.

Based on the research results above, the researchers point that discussion of the results of this study shows the reality of the society. News “*Penganiayaan di Kampus Akademi Teknik Keselamatan Penerbangan (ATKP) dan Politeknik Ilmu Pelayaran (PIP) Kota Makassar, dinilai warga sekitar, sudah menjadi hal biasa, and “Sepekan taruna ATKP Makassar tewas dianiaya seniornya, begini penanganan kasusnya?”* shows the reality of violence that occurred in academic institutions and resulted in a cadet taking lives. The whole events illustrated in the news “Death of ATKP cadet” occurred in February 2019. People believe the truth of the news based on evidence contained in the online news portal *Tribun-timur.com*. Thus, by using the critical discourse of Norman Fairclough’s model, the

news discussed contains three dimensions: representation, relations, and identity (Fairclough, 1992, 1995, 2012).

Discussion

Previous research conducted by Huda et al. (2020), Lombardi (2018), Montejo & Adriano (2018), and Putra & Triyono (2018) focused on CDA on several specific aspects. Putra & Triyono's research focused more on the description of the micro, mezzo, and macro. They also explained the social, political, and cultural situation from the linguistic aspects in the Movement # 2019GantiPresiden between Legal Ambiguity and Political Syahwat text. The result showed that linguistic aspects involved in diction in the direct sentences used by Kompas.com with the theme # 2019GantiPresiden. They also utilized the situational level, the institutional level, and the social to strengthen the findings. In this research, the three elements used (representation, relations, and identity) also describe the aspects in the online news published by Tribun-timur.com. The difference in dimensions in the focus of this study is the richness of research related to CDA.

The results showed that several items showed different elements, but explained the same meaning. For example, Huda et al. (2020) used three structural analyzes, such as macro-structure, superstructure, and microstructure. These three structural analyzes have in common with the researchers' patterns, namely representations, relations, and identities. Meanwhile, the research conducted by Putra & Triyono (2018) used macro-, mezzo-, and microanalysis approaches. The findings were not slightly different from this study. Hence, the focus of the research study became the primary gap compared with the previous research. This research discusses more the death of APTK cadet that got much attention from the public. The researchers found that the analysis of several sentences in the online media did not insinuate either party, either the perpetrator or the victim. This case is different from the research findings conducted by Huda et al. (2020) that analyzed the content of a news item from tempo.com entitled "Reject the Capital Relocation," published in 2019. In their paper, the news text contained and tended to target one party negatively.

A thesis by Duanprakhon (2012) offers a similar approach, analyzing headlines of youth crime news published in Thailand to reveal the ideology put forward by the journalists when describing those who committed the crimes. The author describes how the words applied in the headlines produce a distinct ideological perception of the readers about who the young criminals are and who believes it without requiring them to further understand the situation by reading the entire narrative stated in the article. Applying three analysis sections of CDA, namely sociocultural practice, discursive practice, and text, the author explained that the language utilized in the headlines indicates certain contradictory ideologies of the news practitioners, and forms some negative social identities young offenders. The paper above is different from the focus on study though Duanprakhon (2012) uses the same analysis in interpreting these online news headlines.

From the explanation above, the researchers noticed that differences in the way the media view news content depends on several aspects, including aspects of representation, relations, and identity. If this aspect of the analysis is developed by

adding features of discourse and ideology, this research will surely be more comprehensive.

CONCLUSION AND SUGGESTION

In terms of the text dimension analysis, it was found that in reporting the news of junior persecution by seniors on the campus of ATKP and PIP, it showed that *Tribun-timur.com* was relatively proportional in reporting the pros and cons of the incident. This can be seen from the selection of speakers featured by the east stands. In addition, *Tribun-timur.com* shows that their ideology is understood as deviant acts that can be reflected in the news by *Tribun-timur.com*

Based on Norman Fairclough's discourse analysis, the study can categorize the three elements of representation, relationship, and identity in the news of "*Penganiayaan di Kampus Akademi Teknik Keselamatan Penerbangan (ATKP) dan Politeknik Ilmu Pelayaran (PIP) Kota Makassar, dinilai warga sekitar, sudah menjadi hal biasa*", and "*Sepekan taruna ATKP Makassar tewas dianiaya seniornya, begini penanganan kasusnya?*" as follows:

1. Representative elements of both news texts, including:
 - a. Representation of conflict of junior persecution by seniors at ATKP campus and MIP Makassar PIP, by reflecting the pros and cons between residents and the campus which involved many parties.
 - b. Representation of a person's actions, including acts of resistance, and actions of power. This action reflects news texts that preach residents or some parties who reject junior and senior maltreatment cases by strongly denying that the case is not persecution.
2. Relations element of both news texts, including relationships between journalists and news participants are very influential in the development of news of this persecution conflict. This relationship shows how the reporter's relationship with the ATKP and PIP campuses.
3. The Identity element of the two news texts, including journalists showing their identity does not agree with the violence at the ATKP and PIP campuses, this is stated from the results of news coverage by journalists who monitor the development of this case by presenting speakers with the authority to report always supporting what the speakers say.

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