Positioning idealism with the power of Waspada newspaper review of the van Leeuwen theory

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ABSTRACT

This research is motivated by the problem of conspiracy between idealism and power in the context of critical discourse analysis studies. The domination of power makes idealism lose its resonance as a pillar of truth and justice which is marked by resistance and trust from its readers. This needs to be studied academically with The van Leeuwen's theory in the perspective of critical discourse analysis. The purpose of this study is to photograph the relationship between power and idealism, marginalization, and conspiracies of the mass media and their readers. In Theo van Leeuwen's theory, a problem is analyzed by exclusion and inclusion based on ideology. This type of research is a qualitative research that describes descriptively the problems in the Nusantara column in the North Sumatran Waspada newspaper. The source of the research data was obtained from the Nusantara column in the Waspada newspaper by analyzing the items per sentence according to Theo van Leeuwen's theory.

Keywords: Idealism, Power, Critical Discourse Analysis

INTRODUCTION

Composing a discourse in the context of criticizing is very necessary in the academic world, it does not mean participating in the political world, but analyzing the substance of the message conveyed by a mass media. In linguistics, discourse analysis is defined as a reaction to formal linguistic forms that focus on the level of words, phrases, and sentences independently without looking at the elements of the language (Eriyanto, 2009). In other words, discourse analysis is a way of studying the process of communicating orally and in writing by interrogating data according to the theory used. Analytical methods are needed to investigate self-identity and culture in a discourse (Widiastuti, 2020).

To express the linguistic rules that construct discourse, discourse production, understanding of discourse, and symbols/symbols in discourse need to be owned by every discourse critic. Critical discourse analysis can be used to communicate a message to others by producing discourse as a way of communicating (Baryadi, 2002). The implications of critical discourse analysis in language studies are prioritized according to the scope of linguistics that can be measured according to the success of language studies.

Flower said that language studies were not focused on understanding the elements and systematic relationships of language reality as in linguistic studies, but focused on efforts to understand language as a text and a symptom of socio-cultural life (Aminuddin, 2002).

The majority of critical discourse analysis studies focus on social inequality, legitimacy, marginalization in social contexts through text and speech (Tannen et al, 2015). This situation requires an ideology in a mass media that is represented in the texts in the news, not following the tastes of those in power. From the point of view of empiricism, critical discourse analysis includes empirical studies that link discourse with social and cultural stratification (Humaira, 2018). That is,

critical discourse analysis breaks through the barriers of mass media in producing a text with a clear and balanced purpose.

Seed the meaning contained in the news texts semantically by finding their own concept for each critic. Semantic analysis is carried out by interpreting the problems, conditions, and events contained in the news text itself (Mogashoa, 2014). Fairclough calls the textual dimension, namely the analysis of discourse texts by describing the form and meaning of language (Wang, 2021). Discourse is produced and distributed by those who have the power to serve as a means of communication to maintain their power (Haris, 2010).

Ideology is formed by certain groups to generate and legitimize their domination. Fairclough (1995) suggests that critical discourse analysis includes practical or socio-cultural social analysis in a text as part of a means of continuous communication. In this case, discourse can be said to be a reproduction of the values contained in social and power relations to the production of texts (Bulan and Kasman, 2018).

Ideology can be used as an instrument to construct values in a power frame dominated by those who have power. This means that even conventions formed in social stratification will not apply when power is used as an instrument to construct values in the reading community. Ideology can contribute when power transforms continuously by mapping text structures in functional grammar (Wang, 2021). The practical dimension of discourse is used to interpret the relationship between texts as part of the communication process to produce, disseminate, and receive texts.

One of the critical discourse analysis models developed by Theo van Leuween which was built on Halliday's thinking and inspired by Whorf and Sapir's insight that reality can reconstruct different realities, communication can cover issues of gender, race, law, and politics as social practices in which actors can be linguistically restated in various grammatical codings (Tenorio, 2011; Bartesaghi, 2017). The position of the news here is the result of a journalist's writing in fact or something as it is, so that readers can interpret what has happened with their writing (Hura et al, 2020).

METHOD

This research includes descriptive qualitative research, namely the description in the form of words, phrases, sentences which are analyzed by Theo Van Leeuwen analysis model. In line with the opinion of Moleong (2005) explains that the descriptive research method is a method carried out by describing the data obtained without interpreting it with numbers, but prioritizing the depth of appreciation of the interactions between the concepts being studied empirically.

In this study, the research instrument is the researcher himself with other supporting instruments, such as an inventory format. Data was collected by identifying data, selecting data, and analyzing data. The contribution of researchers in textual analysis by interpreting relational values in news texts that relates to broader sociopolitics (Sipra, 2013).

This study focuses on text analysis by selecting aspects of language, discourse, and socio-cultural perspective as implementation. Analyze the linguistic structure that helps the speaker to spread his ideology effectively and get others to accept it. Critical discourse analysis here serves to reveal social practices such as domination, hegemony, exploitation of the oppressed victimization. Parameters of language analysis reveal that discourse can manifest the practice of discourse in social settings.

The data analysis used in this research is the agih method, which is an analytical method that uses the determinant element in the form of the language element itself (Sudaryanto, 1993). The analysis technique used is the basic technique for segmenting immediate constituents and advanced techniques in the form of replace, lesap, and mark reading techniques. The substitution technique is used to prove the similarity of the constituent classes, namely the substitution element and the substituted element in the cohesion of the substitution. The leaching technique is used to prove the nuclear content of the dissolved element. Markup reading technique is used to understand the relationship of meaning between clauses in writing the main title, explanatory name, subordinate title, share title, and expert title.

RESULTS AND DISCUSSION
Results
Grammatical Cohesion
The composition of a mass media consists of news, opinions, and advertisements. News written in newspapers is a reflection of the ideology of the journalists or mass media concerned so that by using the analysis of Theo Van Leeuwen's exclusion strategy, they can uncover the ideology reflected in the news (Bestari, Artawan, & Yasa, 2014). Referring to that, critical discourse analysis here is directed to the integration of outer structure and inner structure. The cohesiveness of a discourse will be interpreted by the presence of text network-forming tools. The text network tools are divided into references, substitutions, releases, and conjunctions (Bayardi, 2002). Therefore, grammatical cohesion is defined as the grammatical linkage between parts of discourse. The results of the analysis of the discourse "Youth Agents of Social Change" in terms of grammatical cohesion found four markers.

For further discussion, it is better to explain this discourse, consisting of ten interrelated paragraphs which indicate that the discourse is well organized. This is marked by the presence of grammatical cohesion markers between sentences that build paragraphs as part of the discourse. The analysis was carried out by coding the data from 1 to 10 according to the number of paragraphs. The results of the analysis are as follows.

Reference
Reference is a type of grammatical cohesion in the form of a certain lingual unit that points to another lingual unit that precedes or follows it. References are also used as a tool for inter-sentence cohesion in the discourse of "Youth, Agents of Social Change", which can be seen as follows.
  (a) Indonesia also has extraordinary youth potential. However, the youth who can bring this country and nation to glory are youth with character, ready to become agents of social change and not drown in the negative influences of social life. (D1)
  (b) Weak national insight is a threat. It is in the hands of the youth that it can be regrown so that the Unitary State of the Republic of Indonesia remains intact and awake. (D2)
  (c) He said that the role of youth in social change is strategic. Therefore, the Ministry of Social Affairs supports various efforts to create youth with a nationalist perspective, as well as agents of social change. (D5)
  (d) Strengthening national insight can be done in two ways. First, strengthening the nation's social cohesion by unifying ideals, unifying life goals and prioritizing the interests of the nation above personal and group interests. (D6)
Substitution
Substitution is grammatical cohesion in the form of replacing certain lingual units which are called other lingual units. In this cohesion, two elements are involved, namely the substituted element and the substitute element (Baryadi, 2002). Substitution as a marker of grammatical cohesion between sentences can serve to eliminate monotony (Darmini, 2003). This can be seen in the discourse on "Youth Social Change Agents" as follows.
  (a) Indonesia also has extraordinary youth potential. However, the youth who can bring this country and nation to glory are youth with character, ready to become agents of social change and not drown in the negative influences of social life. (D1)
  (b) First, strengthen the social cohesion of the nation by unifying the goals of life and prioritizing the interests of the nation above personal and group interests. Second, strengthen social adhesion. (D6)
  (c) Where the function is to glue the diversity of the nation's characteristics with a democratic system that is conducive to the progress of the nation and a government that is authoritative, clean and trustworthy, and strengthens a sense of pride as a component of the Indonesian nation. (D7)

Release/Ellipsis
Release/ellipsis is one type of grammatical cohesion in the form of the omission of certain elements (constituents) that have been mentioned. Ellipsis as a marker of grammatical cohesion in the discourse under study can be seen in the discourse "Youth Agents of Social Change".

(a) The relay of leadership and nation building in the future, is in the hands of youths who are moral, have character, and are ready to be at the forefront of social change towards a better Indonesia. (D3)

(b) Therefore, the Ministry of Social Affairs supports various efforts to create youth with an insight into nationalism , as well as agents of social change. (D5)

Conjunction

Conjunction is grammatical cohesion which is done by connecting one element to another (Darmini, 2003). The meaning of conjunctions between sentences varies depending on the semantic relationship caused by meeting one sentence with another sentence in the discourse. This can be seen in the discourse on "Youth Agents of Social Change" as follows.

(a) Indonesia also has extraordinary youth potential. However, the youth who can bring this country and nation to glory are youth with character, ready to become agents of social change and not drown in the negative influences of social life. (D1)

(b) He said that the role of youth in social change is strategic. Therefore, the Ministry of Social Affairs supports various efforts to create youth with a nationalist perspective, as well as agents of social change. (D5)

Van Leeuwen's Theory

In principle, critical discourse analysis focuses on the use of language in speech and writing as a form of social practice. Describing discourse as a social practice makes dialectical relationships between discourse events and situations, institutions, and social structures as their constituents (Qodrat, 2016). The critical discourse analysis model according to Theo van Leeuwen focuses on the process of an event and social actors being displayed in a news discourse. This model makes it possible to find out how an event and a group or person are marginalized in a news discourse, so that the ugliness is exposed and covers up those who do it.

This situation in media texts results in parties being intentionally omitted (exclusion) and involved (inclusion) in the construction of the definition of reality by journalists, so that the audience interprets a person or group badly (Oktavia and Frangky, 2016). The data obtained from the discourse analysis of "Youth Social Change Agents" are presented as follows.

Exclusion

Exclusion is a central issue in discourse analysis. The disappearance of social actors to protect themselves (Eriyanto, 2009). The discourse on "Youth Social Change Agents" is as follows.

(a) Social Minister Salim Assegaf Aljufri said the lack of national insight was a threat. **(active)/verb.**

(b) Weak national insight is a threat to the Unitary State of the Republic of Indonesia. **(passive)/nominalized**.

(c) The Ministry of Social Affairs supports various efforts to create youth with an insight into nationalism, as well as agents of social change. **(active)/verb**.

(d) Efforts to realize efforts to create youth with an insight into nationalism, as well as agents of social change. **(passive)/nominalized**.

(e) The Ministry of Social Affairs appreciates the congress with the theme 'Welcoming the revival of Indonesia's role in the world arena with prophetic intellectual movements and the spirit of Islam. **(active)/verb**.

(f) Welcoming the revival of Indonesia's role in the world arena with prophetic intellectual movements and the spirit of Islam. **(passive)/nominalized**.

Inclusion

Inclusion is a discourse strategy that is carried out when something, someone, or a group is displayed in the text. Inclusion consists of differentiation or indifferentiation, objectivation or abstraction, nomination or categorization, nomination or identification, determination or interdetermination, assimilation or individualization, association or dissociation. The identification of the discourse on "Youth Agents of Social Change" is shown as follows.

(a) Youth who can bring this country and nation to glory are youths who are not immersed in the negative influences of social life. **(indifference).**

(b) The youth who can bring this country and nation to glory are youth with character, ready to become agents of social change and not drown in the negative influences of social life. **(differentiation).**

(c) Gluing the diversity of the nation's characteristics with a democratic system that is conducive to the progress of the nation. **(objectivation).**

(d) Glue the diversity of the nation's characteristics with a democratic system that is conducive to the progress of the nation. **(abstraction).**

(e) The relay of leadership and development of this nation in the future, is in the hands of young people who are moral, with character, and ready to be at the forefront of social change towards a better Indonesia. **(categorization).**

(f) The relay of leadership and development of this nation in the future, is in the hands of the youth as the frontline in social change towards a better Indonesia. **(nomination).**

(g) The relay of leadership and development of this nation in the future is in the hands of youths who are moral, have character, are religious, have commitment, are capable of having a nationalist spirit, and are ready to be at the forefront of social change towards a better Indonesia. **(identification).**

Discussion

The discourse of youth social change agents consists of ten paragraphs, including the title in one opening sentence, which is printed using letters that are slightly larger than the ten paragraphs. Furthermore, the discourse writers of youth social change agents are vigilant journalists who have a code (dianw) written at the end of the discourse. The writing of the discourse was based on the VIII congress of the Indonesian Muslim Student Action Unit (KAMMI) at the Open University in Pondok Cabe, Pamulang, South Tangerang, Banten.

The Alert Newspaper is the largest and oldest newspaper in Medan, North Sumatra. This newspaper also includes the national general daily which has been published since January 11, 1947, the founders of H. Mohammad Said (1905-1995) and Hj. Ani Idrus (1918-1999), with ISSN: 0215-3017. The motto applied by this newspaper is for truth and justice.

The analysis that has been carried out on the discourse of youth agents of social change can be concluded as follows.

(a) The grammatical cohesion in the discourse of youth agents of social change is (1) reference, (2) substitution, (3) detachment, and (4) conjunction.

(b) Theo Van Leeuwen's theory in discourse has exclusion and inclusion components, consisting of verbs, nominalization, categorization, differentiation, differentiation, objectification, abstraction, and identification.

(c) The discourse of youth agents of social change can be concluded that the discourse is fictitious and systematic, because it can be found in terms of grammatical cohesion, as well as from the perspective of Theo Van Leeuwen's theory.

CONCLUSIONS

Based on the analysis that has been carried out on the discourse of youth agents of social change, it can be concluded as follows.

(a) The grammatical cohesion in the discourse of youth agents of social change is reference, substitution, detachment, and conjunction.

(b) Theo Van Leeuwen's theory in discourse has exclusion and inclusion components, consisting of verbs, nominalization, categorization, differentiation, differentiation, objectification, abstraction, and identification.

(c) The discourse of youth agents of social change can be concluded that the discourse is fictitious and systematic, because it can be found in terms of grammatical cohesion, as well as from the perspective of Theo Van Leeuwen's theory.

ACKNOWLEDGMENTS

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