

A CRITICAL DISCOURSE ANALYSIS OF NEWS REPORT FRAMING IN ANALISA AND SUMUT POS NEWSPAPER

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ABSTRAK

The current article provides a Critical Discourse Analysis (Forth, CDA) of news report of Corruption Eradication Commission (Forth, KPK). The same topic was reported in two different newspapers such as Analisa and Sumut Pos newspaper and was published on Sunday, 15th December 2014. Analisa and Sumut Pos newspaper are Local newspapers in Medan. The present study is done by using CDA perspective in order to explore the scope and nature of the two newspapers' ideologies, for instance, to support or against the group of people or institution and how the reporters' intervention is used in framing the news stories to make readers understand them in the way by the producer of the text. The methodology used is based on three elements in CDA's analysis namely: Descriptive (Text analysis), Interpretation (Processing analysis) and Explanation (Social analysis). The finding shows how the hidden ideologies framed by the producer of the text. The study shows how language is used in constructing certain ideologies and how these ideologies exercise a great deal of power in shaping the local reader's interpretation of the given facts. The perspectives presented tended to be in line with the beliefs held by the two newspaper's target reader.



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1. INTRODUCTION

1.1. Critical Discourse Analysis

Critical Discourse Analysis tend to know on the ideology of language used in society. By knowing the ideology, it will be showed how well the speaker or writer deliver the purpose of the information shared. Specifically, for the media, which reveal the biased language and raised the reader's consciousness of the way through which the language is manipulated.

Assuredly, the newspaper depicts different events and phenomena based on political and social perspective, subsequently, the mess media are embedded with hidden ideologies and manipulated discourse structure. Critical Discourse Analysis, in Gee's (2004, pp. 32-33) view is "an approach to language analysis that considers texts as parts of specific social practices that have political implications about issues of status, solidarity, and of distribution of social goods and power". In fact, "CDA examines

how texts represent and construct reality within a specific ideological system through implicit messages based on what is said and left unsaid" (Heros, 2009, p. 173)

It is evident that a number of language and discourses are transmitting to people through diverse types of media like internet, television, newspapers, advertising or radio broadcast among which the role of newspapers in ideological manipulation is prominent. Effectively, Fowler (1991) assumes that newspapers are not neutral in covering diverse events based on the viewpoints followed by them. The aforementioned issues were some incentives for conducting a study to reveal the differences between *Analisa* and *SUMUT Pos* newspaper in depicting the issue shared between attorney General's Office and Corruption Eradication Commission to determine the ideological differences between the two newspapers.

Newspapers particularly comprise significant resources for language teaching because of their authentic nature; it seems that the domain of education needs to make an investigation on the way social issues are depicted in the newspaper in order to reveal different perspectives and outlooks through which the issue to raise the consciousness of readers about the manipulated and hidden meaning of any text-written or spoken.

The main function of CDA, as introduced by Batstone (1995:198) is to "seek to reveal how texts are constructed so that particular (and potentially indoctrinating) perspectives can be expressed delicately and covertly." Furthermore, since discourse is language in use, the ultimate goal of CDA, as suggested by Woods and Kroger (2000: 206), "has been to link linguistic analysis to social analysis" in order to perceive how social power is linked to language. The current study adopts CDA as a method of analysis because it is an effective tool for the topic under discussion, for example, it focuses, as Van Dijk (2001:96) states, on "social problems, and especially the role of discourse in the production and reproduction of power abuse or domination." According to him, CDA begins with specifying a social problem and selecting the perspective of those who suffer most, and critically analyses those in power, those who are responsible and those who have the means and the opportunity to solve such problems. Such an approach, as Richardson (2007) argues, inevitably means that CDA takes an overt moral and political position to the social problem analyzed.

1.2 Critical Discourse Analysis and Ideology

The term "ideology" was originally coined by Antonie Destt de Tracey after the French Revolution to refer, as McLellan (1986:6) writes, to "a new science of ideas, an idea-logy, which would be the ground of all other sciences."

Linguistic ideology, on the other hand, is a systematic construct about how particular ways of using languages carry or are invested with certain

moral, social, and political values in order to have influence and control over the human behavior. Irvine (1989:50) defines language ideology as "the cultural system of ideas about social and linguistic relationships, together with their loading of moral and political interests."The role of CDA in ideology is to explore the nature and usage of biased language and how this usage of such language reflects and reinforces biased policies and attitudes. The current study attempts to contribute to the understanding of the ideological role of a language within the news discourse in constructing representations of society. European Scientific Journal March 2013 edition vol.9, No.8 ISSN: 1857 – 7881 (Print) e - ISSN 1857- 7431 311

But since news stories leave many things unsaid and news reporters tactically choose things to report in order to express their views, frequent use is made of 'implicatures' in order to suggest information not expressed explicitly in the text. Namely, they express themselves not only through what they say but also by how they say it. This is obviously manifested through framing; a frame, as Scott London (1993) writes, "is the central organizing idea of making sense of relevant events and suggesting what is at issue. News and information has no intrinsic value unless embedded in a meaningful context which organizes and lends it coherence. News stories can be understood as narratives, which include information and factual elements, to be sure, but also carry an implicit message." The framing of some issues by journalists, therefore, is intended to shape the way the public understands the causes of and the solutions to central political problems.

Pragmatic analysis considers not only what is said, but also why it is said and how it might be interpreted. These inferences are usually based on particular beliefs, opinions, and knowledge of some concrete situations. This study attempts to explore the stances, intentions, and ideologies of the two newspapers. Although objectivity is the chief occupational norm in journalism, yet the current study finds obvious evidence of bias in news reporting. Namely, the two newspapers are not simple reflection of the social facts but the manifestation of the specific ideologies. Each newspaper determines what the public believes to be important issues largely by paying attention to some problems and ignoring or paying minimal attention to others. By objectivity, the journalists mean that their coverage, as Schudson (2001: 150) argues, consists of "reporting something called 'news' without commenting on it, slanting it, or shaping its formulation in any way"

2. RESEARCH METHODOLOGY

The methodology used in conducting this study is analyzing the story as it was introduced by Fairclough, 1998. According to Fairclough, there are

three elements in CDA's analysis namely: Descriptive (Text analysis), Interpretation (Processing analysis) and Explanation (Social analysis) so these three must be passed to catch the ideology of the text.

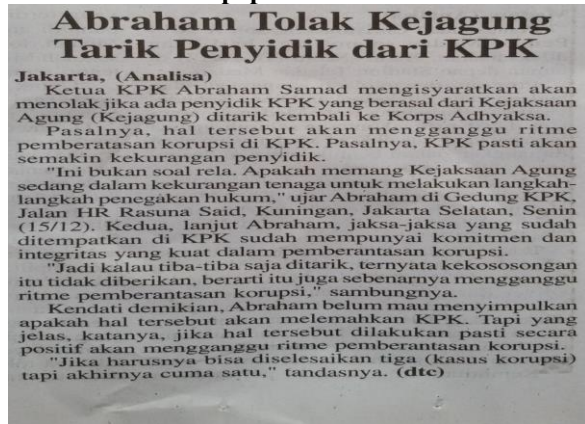
First, descriptive (text analysis), the text was divided into three parts such as, participant, process and circumstances. In short, the way how the word used by the editor can be seen clearly to the reader.

Second, interpretation (processing analysis), the text was analyzed by using theme analysis to find the theme in each sentence. Whether, the participants stated clearly or not.

Third, explanation (social analysis), the text which was analyzed by the previous analysis were explained generally in this part. The text was related to social context of the reader, to know the side of newspaper, for instance, to know where the newspaper stands for, either in recipient side or in client side. In purpose, to catch the ideology behind the news.

3. RESULT AND DISCUSSION

3.1.1 Analisa Newspaper



1. Description (Text analysis) is also grouped as experiential function because it is about how to represent the experience. Clause as a unit of experience has three elements, namely, process, participant(s) and circumstance(s).

3.1.2 Sumut Pos's Analysis



2. Description (Text analysis) is also grouped as experiential function because it is about how to represent the experience. Clause as a unit of

experience has three elements, namely, process, participant(s) and circumstance(s).



3.2 Interpretation (Processing analysis)

In English, the Theme is identified as the first order of the clausal elements (i. e. either the Process, Participant or Circumstance). While, Rheme is the part of clause after the Theme

- **THEME** **RHEME**
- **Your reporter** repeatedly interrupted her replies
- **Repeatedly** your reporter interrupted her replies

The analysis above underline the theme realization. The analysis of theme as follows:

From the analysis of theme above, Analisa reported only one material stated clearly at the first sentence. While, the rest was explained about time or the use of subordinate clause. In the other side, Sumut pos delivered 11 materials from 41 sentences. It means 30 more sentences started with the other elements of participants, such as verbal, relational, existential, behavioral and mental.

The participants mentioned clearly by these two newspapers. Such as, the exact name of KPK's head, secretary and the attorney general.

3.3 Explanation (Social Analysis)

Before we go further, these two newspapers used the active voice to state clearly of who performed a particular action and to whom. And Naming used was naturally the real name. And used direct quotation to deliver the news.

Explanation (social analysis) was analyzed by relating the text and context of the news. Based on the text, the analysis already mentioned by previous analysis on description and interpretation analysis. And can be conclude that, the used of words was standart and uncommon words. Nevertheless, the word 'Pincang' From Sumut Pos was the direct quote from the head of KPK. In sum, the word used were standart and common words.

The big differences also found from the leght of the news, that Sumut Pos was delivered the news in detail and deliver it clearly from the beginning until the end of the information. And the related fact to support their idea about the reason on that news. While Analisa was inform it in short

4. CONCLUSION

This brief analysis of two newspaper articles can be used as a tool to analyse based on CDA in depth. Based on the three-analysis found that Sumut Pos and Analisa used the standard words and direct quotation.

It is important to note, however, that this has not been an objective analysis: the analyst will inevitably come to the analysis with some degree of bias, and it is quite possible that some readers will disagree, for example, that certain choices of verbs in speech presentation provide a strong indication of the articles' ideological viewpoint. Readers could also point to instances of language use not analysed here, and suggest that analysis of these might have led to a different interpretation. What CDA does provide, though, is a level of replicability: the observations made in this analysis have drawn on evidence in the actual language of the articles, meaning that another researcher could carry out their own analysis of the exact same evidence, and provide arguments for their own interpretation.

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