

**DISCURSIVE STRATEGIES ON “BOYOLALI FACES” ISSUE BY THE
JAKARTA POST ONLINE MASS MEDIA**

THESIS

By:
Izzah Qurrota Aini
NIM 15320031



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2019**

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JAKARTA POST ONLINE MASS MEDIA
THESIS**

Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang

In Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra (S.S.)

By:

Izzah Qurrota Aini
NIM 15320031

Advisor:

Zainur Rofiq, M.A.
NIP 19861018201802011180



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2019**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled **“Discursive Strategies on “Boyolali Faces” Issue by The Jakarta Post Online Mass Media”** is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 31 December 2019

The researcher




Izzah Qurrota Aini
NIM 15310031

APPROVAL SHEET


This to certify that Izzah Qurrota Aini's thesis entitled **Discursive Strategies on "Boyolali Faces" Issue by The Jakarta Post Online Mass Media** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra (S.S.)*.

Malang, 31 December 2019

Approved by
Advisor,




Zainur Rofiq, M.A.
NIDT 19861018201802011180

The Head of Department
of English Literature,


Rina Sari, M.Pd.
NIP 197506102006042002

Acknowledged by

Dean,



Dr. H. Stafivah, M.A.
NIP 196609101991032002

LEGITIMATION SHEET

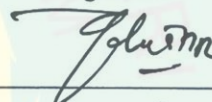
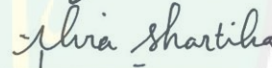
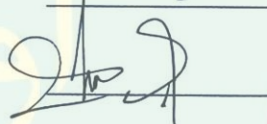
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The Board of Examiners

1. **Hj. Galuh Nur Rohmah, M. Pd., M. Ed.**
NIP 19740211199803200 (Main Examiner)
2. **Mira Shartika, M. A.**
NIDT 19790308201802012177 (Chair)
3. **Zainur Rofiq, M.A.**
NIDT 19861018201802011180 (Advisor)

Signatures

Approved by

Dean of Faculty of Humanities



Dr. Hj. Syafiyah, M.A.
NIP 196609101991032002

MOTTO

لَا تَدْخُلُوا مِنْ بَابٍ وَاحِدٍ وَادْخُلُوا مِنْ أَبْوَابٍ مُتَفَرِّقَةٍ

"do not enter from one gate but enter from different gates"

(QS. Yusuf: 67)



DEDICATION

This thesis is dedicated to:
My beloved mother and my beloved father



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All praise is to Allah, the Lord of the world, the Mater and the Creator of everything in the universe, the Destroyer of all oppressors, and the Hope of all oppressed. *Shalawat* and *salam* are also delivered to Muhammad SAW the prophet of *ummah* who has inherited Islam as a peace and blessing to the entire universe. Due to the mercy He gives through His chosen prophet, I am finally able to accomplish this thesis.

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Finally, I, as ordinary human being, do realise the imperfections and weakness found in the thesis I write. Therefore, any criticism and suggestions are mostly welcome. Hopefully, this study can provide an insight for students of Department of English Literature and to open up a brand new academic discussion to conduct similar research.

Malang, December 31, 2019

The researcher,

Izzah Qurrota Aini

ABSTRACT

Aini, Izzah Qurrota. 2019. *Discursive Strategies on “Boyolali Faces” Issue by The Jakarta Post Online Mass Media*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Zainur Rofiq, M.A.

Keywords : Online Media, Discursive Strategy, Critical Discourse Analysis

Online media has been developed very rapidly over time. Its speed in reporting the events exceeded its predecessor's media, namely printed newspapers. Not only fast, online media also makes the issues increasingly worsen or even vice versa. One of the issues that was developed by the online media was the Boyolali issue. Each media was different in packaging the issue because it was influenced by the ideology and media owners that could be seen from the news framing conducted by the media. The ease of delivering news or issues was often misused by certain parties by distributing the information that was not balanced. Therefore, this research is a research that focuses on the discursive strategies contained in online media through a discourse approach.

This research was descriptive analytic research using discourse analysis which adopted the Teun A. van Dijk's discourse model towards news about Prabowo in the Boyolali issue at the 2019 presidential election campaign by The Jakarta Post online media. The research aimed to analyze what the discursive strategies were used in Prabowo's reporting on the Boyolali issue and to analyze how journalists presented the news that indicated the discursive strategies which were used as the strategies to influence people's thinking and their perspectives through the discourse structure of news text.

The result of this study revealed that The Jakarta Post journalist used discursive strategy to increase the information deliveries and acceptance in writing news about “Boyolali Faces” issue. By using those strategies, the journalist can convince to the readers that the news was credible. This online media might have been trying to present the news objectively and impartially. However, what was unavoidable in the text was what the journalist wrote reflected a certain ideology. The ideology of The Jakarta Post online media practically was used to build the bad image of Prabowo in the society. In this research was that the whole process of the text and social context, that The Jakarta Post online media which the issue was about “Boyolali Faces” issue was stating the bad image of Prabowo through their news and contents, it indirectly will affect public opinion to vote for Jokowi.

ABSTRAK

Aini, Izzah Qurrota. 2019. *Strategi Diskursif Pada Isu “Tampang Boyolali” oleh Media Massa Online The Jakarta Post*. Skripsi Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Zainur Rofiq, M.A.

Kata Kunci: Media Online, Strategi Diskursif, Analisis Wacana Kritis

Media online mengalami perkembangan yang sangat pesat seiring berjalannya waktu, kecepatannya dalam memberitakan peristiwa melampaui media pendahulunya yaitu surat kabar. Tidak hanya cepat, media online juga membuat isu-isu semakin menjadi atau bahkan sebaliknya. Salah satu isu yang berkembang saat itu yaitu issue Boyolali. Setiap media berbeda-beda dalam mengemas isu tersebut, hal itu dipengaruhi oleh ideology dan pemilik media yang terlihat dari pembingkai berita yang dilakukan oleh media tersebut. Kemudahan penyampaian berita atau isu ini sering disalahgunakan oleh pihak-pihak tertentu dengan menyebarkan informasi yang kurang berimbang. Oleh karena itu, penelitian ini merupakan penelitian pengkajian strategi diskursif yang terdapat di dalam media online melalui pendekatan diskursus.

Penelitian ini merupakan studi deskriptif-kualitatif dengan menggunakan analisis wacana yang mengadopsi model wacana Teun A. van Dijk, terhadap berita seputar Prabowo dalam isu Boyolali pada kampanye pilpres 2019 di The Jakarta Post media online. Tujuan penelitian ini adalah untuk menganalisis apa saja strategi diskursif yang digunakan pada pemberitaan Prabowo mengenai issue Boyolali dan untuk menganalisis bagaimana jurnalis menyajikan berita yang mengindikasikan strategi diskursif yang digunakan sebagai strategi untuk mempengaruhi pemikiran orang dan sudut pandang mereka melalui struktur wacana teks berita.

Hasil penelitian ini menunjukkan bahwa jurnalis The Jakarta Post menggunakan strategi diskursif untuk meningkatkan pengiriman dan penerimaan informasi dalam penulisan berita tentang isu “Tampang Boyolali”. Dengan menggunakan strategi-strategi tersebut, wartawan dapat meyakinkan pembaca bahwa berita tersebut adalah berita yang kredibel. Media online ini mungkin terlihat berusaha menyajikan berita secara objektif dan tidak memihak. Namun, apa yang tidak terhindarkan dalam teks yang ditulis oleh jurnalis yakni mencerminkan ideology tertentu. Ideologi yang ada pada media online ini terkait berita isu Boyolali secara praktis digunakan untuk membangun citra negatif terhadap Prabowo di mata masyarakat. Pada penelitian ini, yakni keseluruhan proses analisis teks dan konteks sosial, terkait isu “Tampang Boyolali” menggambarkan citra negatif seorang Prabowo melalui beritanya, ini secara tidak langsung akan memberikan efek pada pemikiran khalayak untuk memilih Jokowi.

مستخلص البحث

عين، عزة قرة. 2019. الاستراتيجية الإستطردادية في القضية "المظهر بويولالي" عن وسائل الإعلام الإنترنت جاكارتا فوست (*The Jakarta Post*). البحث العلمي. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: زين الراقق الماجستير.

الكلمات المفتاحيات: وسائل الإعلام الإنترنت، الاستراتيجية الإستطردادية، التحليل الخطاب النقدي.

يهدف هذا البحث لتعبير كيف تمثيل الصحفي وسائل الإعلام الإنترنت جاكارتا فوست (*The Jakarta Post*) في عرض الأخبار عن قول فرابوو في القضية "المظهر بويولالي". تقني جاكارتا فوست (*The Jakarta Post*) في عرض الخبر، يصبح النقطة الرئيسية للتحليل، لأن بفهم التقني، يستطيع القارئ ان يعمق الخبر الذي يعبر جميعه.

يتضمن هذا البحث، الوصفي لأن وصف الاستراتيجية الإستطردادية في عرض الخبر عن القضية بويولالي. ينقسم هذا البحث، النوعي لأن بياناته الكلمات. يستخدم هذا البحث النظرية طيون أ. فان ديجك (Teun A. van Dijk) 1998 لتحليل كيف الصحفي يعرض الخبر الذي يدلّ الاستراتيجية الإستطردادية التي تستخدم ستراتيجا لأثر فكرة الأشخاص ورايهم يمر على الهيكل الخطاب النص الخبر.

يدلّ حاصل البحث أنّ الصحفي جاكارتا فوست (*The Jakarta Post*) يستخدم الاستراتيجية الإستطردادية لإرتفاع التصويل والقبول الإخباري في الكتابة الأخبار عن القضية "المظهر بويولالي". باستخدام تلك السراتيجيات، يستطيع الصحفي ان يوقن القارئ أنّ ذلك الخبر هو الخبر الموثوق. تمكن هذه وسائل الإعلام الإنترنت ظهرا لتعاهد ان تعرض الخبر تجرديا ولاتشايح. بل، أي ما التي لاتدخر في النص الذي يكتب الصحفي، تتدبر إيديولوجيا الخاص. في هذا الحال، ينحاز جاكارتا فوست (*The Jakarta Post*) ان يملك الإيديولوجيا تشددا واستقرازيا. يقترح للباحث التالي لإفعال دراسة البحث عن المسألي والصراع الحساس في الوسائل الأخرى. أستدلّ لتحليل النص عن الاستراتيجية الإستطردادية التي تستخدم الخبر أو الأخر الذي يحلل التمثيل الممثل الإجتماعي باجتماع نظريتين مختلفين. سوى تلك، ستنتفع إذا تتبين هذه عملية التحليل السراتيجي لتحليل الإفتتاحية في التعبير كيف هذا السراتيجي يساعد المحرر ليستطيع ان أبلغ رسالتهم.

TABLE OF CONTENT

Discursive Strategies On “Boyolali Faces” Issue By The Jakarta Post Online Mass Media	i
Discursive Strategies On “Boyolali Faces” Issue By The Jakarta Post Online Mass Media	ii
Statement Of Academic Integrity.....	iii
Approval Sheet.....	iv
Legitimation Sheet	v
Motto	vi
Dedication	vii
Acknowledgement.....	viii
Abstract	x
Abstrak	xi
مستخلص البحث	xii
Table Of Content.....	xiii
CHAPTER I: INTRODUCTION	1
A. Background of the Study	1
B. Problems of the Study	6
C. Objective of the Study	7
D. Significance of the Study	7
E. Scope and Limitation	8
F. Definition of Key Terms	9
G. Previous Studies.....	9
H. Research Method	12
1. Research Design.....	13
2. Research Instrument.....	14
3. Data Source	14
4. Data Collection.....	14
5. Data Analysis	15

CHAPTER II: REVIEW OF RELATED LITERATURE	16
A. Critical Discourse Analysis (CDA).....	16
B. Critical Discourse Analysis's Framework	19
C. Teun A. Van Dijk's Cognitive Approach	25
D. Discursive Strategy	36
CHAPTER III: FINDINGS AND DISCUSSION	41
A. Findings	41
B. Discussion	70
CHAPTER IV: CONCLUSION AND SUGGESTION	77
A. Conclusion	77
B. Suggestion.....	78
REFERENCES.....	80
CURRICULUM VITAE	83
APPENDIX	

CHAPTER I

INTRODUCTION

This chapter deals with the background of the study, problems of the study, objective of the study, significance of the study, scope and limitation, definition of key terms, previous studies, and research method at the end of this chapter to ease the readers in understanding the common term used in the study.

A. Background of the Study

Today, the mass media has an important role in the lives of Indonesian people. The mass media become a source of information that can shape public opinions, always presenting a variety of actual information and consumed by the public at large. Besides, the media presents information that can cause people to believe in all the information presented.

On the other hand, the information received by the public is not fully or completely absorbed, so that it will cause message distortion. With the occurrence of distortion and disinformation, it will be able to produce the wrong attitude. This wrong attitude will later have a negative impact on society. In this regard, Sobur (2015, p. 31) explains that "the media is in a dual position, in the sense that it can exert "positive" or "negative" influences. Of course, these normative attributes are very relative, depending on the dimensions of importance represented."

The basic question is whether the media portray the world as facts (the state of the world) based on the human minds or the media create their

understanding of the world based on the tendency of organizations understanding and media management (Umaimah, 2013). 2019 will be an unforgettable year for the Indonesian people where Indonesia is in the political year. We know that 2019 is a big democratic event, namely the Presidential and Vice Presidential election.

In preparing for such an election, it is very common for each candidate to prepare a 'political competition' considering that there is usually more than one candidate of the leader. In a country that adopts a democratic system, political campaigns are very important in introducing candidates to the public. Political campaigns are understood as organized efforts that seek to influence the process of decision making in certain groups. Intending to win certain elections, each candidate needs to consider good strategy and planning to attract the attention of voters to vote for them. According to Fatimah (2018), it has become common practice that every candidate in a campaign is always touting certain issues/topics. This strategy and planning are very important because they determine the candidate's victory in the election process.

The political year is also an easy target for the mass media where the media actively continue to report the blunder statement stated by one of the presidential candidates such as Prabowo Subianto. At that time, Prabowo Subianto was one of the candidates for the 2019 presidential and vice-presidential candidates along with his deputy Sandiaga Uno. Like the activities carried out by Jokowi-Ma'ruf Amin, the rival pairs, Prabowo-Sandi has also taken to the field to introduce the program to the community.

Not long ago, a video of Prabowo's speech went viral while he was campaigning in Boyolali. During the inauguration of the office of the Prabowo-Sandi winning agency, Prabowo delivered a speech saying the joke about "Boyolali Faces". The joke was conveyed by Prabowo Subianto in front of his volunteers who at that time was discussing the issue of community welfare in Boyolali. He was only joking by saying that the faces of Boyolali people were not that of rich people. Controversy began to emerge after the video's footage of Prabowo's speech circulated on social media. However, despite being denied and straightened out by the number of Prabowo-Sandi winning teams, many parties still did not accept Parbowo's joke. It also reaped many questions, protests and criticisms from the community.

Beginning in November 2018, the news about Prabowo Subianto warmly reported and graced the political rubric pages to headlines in print, electronic and online mass media. Likewise, other controversy speeches, one of the controversial statements was about what he said if he did not win the election, then Indonesia would collapse in 2030, certainly reaping a lot of criticism and widely reported in the mass media, (The Jakarta Post, Tuesday edition December 18, 2018). Almost all media in November were busy with the news of Prabowo's nomination as president which was full of controversy, including *The Jakarta Post*.

After 32 years of being driven by the New Order regime, from 1998 up to now it has been difficult to find a media in Indonesia that is truly independent in each election. The reason is that more and more entrepreneurs are involved

in practical politics and have media businesses. In his research entitled "Media and Political Persuasion: The Role of Media in Indonesian Presidential Campaign 2001-2009", researcher of the Indonesian Institute of Sciences (LIPI) Wasito Raharjo Jati noted that the media as a political propaganda machine truly occur after the reform. In "Partisan Journalism: Review of the Behavior of Mass Media in Legislative Election and Indonesian Presidential Election of 2014" (2016), Bambang Winarso also added that he found exploitation of the media, both online, print and electronic, (radio and television) that is used to win the presidential candidate.

In the 2014 presidential election, presidential candidates and vice presidential candidate Prabowo Subianto-Hatta Rajasa and other candidates, Joko Widodo-Jusuf Kalla each of them received support from various mass media. One of them which support the Joko Widodo and Jusuf Kalla pair at that time is The Jakarta Post media. It is interestingly, that the 2014 Jakarta Post online page mentioned a statement that they were affiliated with Jokowi. They openly declare that they said their endorsement is for the candidacy of Joko 'Jokowi' Widodo and Jusuf Kalla as president and vice president in the July 9 election. In addition, they also said that it is an endorsement they don't take lightly (*The Jakarta Post*, Friday edition, July 4, 2014).

The Jakarta Post Newspaper is the only national newspaper published in English from Indonesia which included influential online media. The mass media like *The Jakarta post* has a strategic role to process and spread an issue, idea or other problem into public opinion. This daily review of national

and international news in the fields of politics, economy, social, culture and sports. The information provided is up to date.

In the field of politics, the existence of framing from *The Jakarta Post* as a partisan media against Jokowi's candidate in 2014 is suspected to be still attached and inherent so as there will be a possibility of bias reporting. We know that in 2019, they were reunited with a political situation where they were again nominated as presidential candidates in which Joko Widodo as incumbent and Prabowo was on the opposition side. Besides, the existence of a viral video of Prabowo remark which is a kind of sensitive issue towards Boyolalian people, so that *the Jakarta Post* website may be able to fry the issue in the presidential election this year.

From this case, the researcher prefers to deliver the issue about 'Boyolali Faces' because this issue has become tremendously big in society. Moreover, *Thejakartapost.com* may be still having inherent political affiliation in this 2019 round of presidential election and they also have a role in Prabowo issue tries to report this issue through their portal media.

Some previous studies have been conducted using CDA's theories. First, Putra (2015) who focuses on describing the discursive strategies in the power relations used by Donald Trump in his political campaigns. Second, Muhammad (2018) discussed the strategies that are used in hoax news, which is on the Hoax-Slayer online site, using a news discourse approach based on Van Dijk's discourse theory. Third, Abdullah (2014) who focuses on some key issues in approaches to research on mass media texts from a discourse

analytical perspective. Fourth, Ramanathan & Hoon (2015) who discusses the role of mass media in the production of reality over social context. another relevant study is carried out by Affandi (2018) who focuses on cutting the diplomatic by several Middle East with Qatar and the support of CNN online media to Qatar in publishing news.

Based on those previous studies, the researchers' idea emerged to reveal a discursive strategy using van Dijk's critical discourse analysis (CDA) reporting from the coverage of news discourse, especially social and political news on The Jakarta Post online media. This is interesting to be studied because it aims to find the construction or image formation that appears in political news in the mass media, especially online mass media. The images appeared in the mass media will be a reference material for the society in making choices when participating in the next democratic event. Furthermore, this is not only understood as a study of linguistic aspects but is related to the context of existing discourse, including certain objectives of the power practice.

B. Problems of the Study

Based on the background of the study above, the present study attempts to formulate the following question:

1. What are the discursive strategies of online mass media in reporting Prabowo Subianto's statement?
2. How are the discursive strategies of online media discourse conveyed in reporting on Prabowo Subianto's statement?

C. Objective of the Study

Based on the research question above, there are some objectives achieved in this study:

1. The purpose of this study is to explore the discursive strategies used in the news of Prabowo Subianto on online mass media.
2. This study also aims to find out the discursive strategies developed in the coverage of Prabowo Subianto's statements on online mass media to reveal the representation of online mass media in reporting Prabowo Subianto's statement.

D. Significance of the Study

The study of critical discourse analysis through mass media has been conducted by many people in this world in almost all the aspects of human being's life. We frequently found the study of critical discourse analysis that is applied in the study of online mass media news. Theoretically, this study is expected to generate the use of critical discourse analysis (CDA) on online mass media reflected the prabowo subianto's statement and provides the contribution to the academic study in particular about discursive strategies in the news on politics carried out by the mass media, especially online media, which is now beginning to mushroom along with the progress and development of information and communication technology. This study will be also expected to be able to contribute to the development of research in the field of linguistic disciplines particularly online media related to media text

analysis especially Teun A. Van Dijk's Critical Discourse Analysis (CDA) method in presenting news and construction of media messages.

As a practical significance, the result of this study can be a helpful reference for the next researchers to elaborate on this study with a similar issue. The results of this study are expected to add to the list of studies on the research of media. Adding references to students and stakeholders in the context of media analysis and as a form of concern for problems in government. For some extent, practically, this study is suggested to make the reader more aware and selective towards what they read in online media and add insight to the Indonesian people in seeing a problem regarding blunder statement that is reported through online media, not only seeing the explicit side but also seeing the implicit side. It also contributes to deepening insight and understanding of discourse. This study is also expected to provide an overview of the discourse displayed by The Jakarta Post about reporting related to the government.

E. Scope and Limitation

The subject in this study is taken from an online mass media from different date to find the different styles in delivering the reporting. This study is limited to one online mass media, The Jakarta Post, under the perspective of Van Dijk's Critical Discourse Analysis. In addition, the researcher chooses the news related to Prabowo Subianto's statement. The technique that is used in this study is technical library research that only focuses on the coverage of Prabowo Subianto's issue, specifically the news

related to Boyolali's issue was posted in November 2018. From the data source, the text structure was analyzed in this study to review the representation that is portrayed in the news of online mass media.

F. Definition of Key Terms

Online Mass Media	: Diversified media technologies that are intended to reach a large audience by the internet and mobile mass communication.
Framing	: How something is presented to the audience influences the choices people make about how to process that information.
Discursive Strategy	: How the discourse influences the recipients.
Critical Discourse Analysis	: A type of discourse analytical research that primarily studies about social power abuse, domination, and inequality that are formed, produced, and opposed by texts and talks in social and political contexts.

G. Previous Studies

There are several studies carried out on the news and the topic. The first study is of Abdullah (2014) entitled *Mass Media Discourse: A Critical Analysis Research Agenda*. This study focuses on some key issues in approaches to research on mass media texts from a discourse analytical

perspective and to present a rationale, as well as a Critical Discourse Analysis (henceforth, CDA) framework for the analysis of mass media discourse. It considers several areas of critical research interest in mass media discourse locally and elsewhere.

The analysis of this article goes around the examples of actual CDA research on mass media discourse are reviewed in terms of topics of apparent popular interest among practitioners such as racist discourse in news reporting, language of globalization and neo-capitalism, and war news reporting, before listing methodological, as well as topical agenda by a major proponent in the field for further work. This journal article also attempts to conclude that CDA's multidisciplinary approach to research on mass media discourse helps reveal hidden socio-political issues and agenda in various areas of language as social practice and in doing so potentially empowers the individual and social groups.

The second study is of Ramanathan & Hoon (2015) entitled *Application of Critical Discourse Analysis in Media Discourse Studies*. It discusses the role of mass media in the production of reality over social context. Since it was found that CDA has gained popularity in the field of discourse studies and the increasing number of studies, CDA has applied to investigate the discursivity of text, interaction, and social context, to explore the relationship between language and ideology, and to examine how dominating ideologies oppress the less powerful. Based on the result of this research, it can be concluded that mass media play a significant role in the production of beliefs, prejudice,

and domination over the social context as mass media tend to marginalize *Others* and misconstrue an event. Bearing this notion, it is evident that CDA is a powerful tool in deconstructing texts as it scrutinizes the intended ideological representations.

The third study is of Putra (2015) entitled Power Relation on Donald Trump's Political Campaign 2015. This study focuses on describing the discursive strategies in the power relations used by Donald Trump in his political campaigns. This study uses van Dijk's (1993) critical discourse analysis theory to indicate an utterance because there is a power relation as a discursive way to influence people's point of view of things. From this study, it can be concluded that Donald Trump reflects his power relation toward people by using the discursive strategy of discourse structure that generally aims to discursively delegitimize other people, races, and also politicians through victimizing, underestimating even discriminating others in making him more powerful than them.

The fourth previous study is Muhammad (2018) entitled Discursive Strategies on Health Fake News in Hoax-Slayer Website. It discusses the strategies that are used in hoax news, which is on the Hoax-Slayer online site, using a news discourse approach which will then be categorized into eleven categories based on Van Dijk's discourse theory. Based on the result, it can be concluded that those strategies were used is to give the reader the impression that the news which is read is reliable.

Another relevant study is carried out by Affandi (2018) entitled Discursive Strategies on Qatar's Issue by CNN Online News. It discusses about cutting the diplomatic by several the Middle East with Qatar. This study discusses the support of CNN's online media to Qatar in publishing news. The news presents after the Mideast cut the diplomacy relation. The Mideast thinks that Qatar gives donate to the country which is indicating as a terrorist. Because of this case, the country that is America thinks that this case may be a problem for their goals in Mideast. Therefore, some media report the case, especially CNN which is the international media of America. besides, this study attempts to find analyze how the journalist presents the news as a way to influence the people's point of view based on some theory of mass media and critical discourse analysis proposed by Teun A. Van Dijk.

The previous studies mentioned discuss some topics using critical discourse analysis approach. Meanwhile, this study discusses the process of text formation and how discursive strategies which cover the process of text production can have an important role in making people's point of views by considering what is said in the text and how meanings and opinions are delivered and emphasized.

H. Research Method

This sub-chapter covers the explanation of the research method. It consists of the descriptive research design, research instrument, data source, data collection, and data analysis as follows:

1. Research Design

This study is descriptive qualitative research since the researcher employed description in elaborating the finding and results. The descriptive method was aimed to systematically draw descriptions of the phenomenon in critical discourse analysis (CDA) concerning the discursive strategies on media text. Therefore, this study analyzed and discussed the data that has been collected from the existing data sources to describe the discursive structure in online mass media.

This research employs the theory of critical discourse analysis (CDA) proposed by Teun A. Van Dijk within an ideological construction perspective in analyzing the work. The study is expected to portray how the text structure and discourse strategies are used in the coverage on *The Jakarta Post*'s online mass media.

To support the analysis process, the writer incorporates the methodology with some notions and ideas which have been justified by any language linguist. Since then, the data were collected by focusing on the nature of the particular phenomenon being studied. Therefore, this study involves the documents of media text analysis in the data collection. In this case, the data analyzed gained from the selection process of the whole text based on the theory applied. Meanwhile, the data presentation of this research methodology tends to display straight forward descriptive findings and discussion of the data informational contents which are organized in a sequence and logical way.

2. Research Instrument

For this research, the researcher herself will be the instrument of this study since the researcher read and take not to what relevance from the news text and describe the finding.

3. Data Source

The data source is limited to one online mass media. The data will be taken from online newspaper texts from *The Jakarta Post*. The selected transcription of online mass media of *The Jakarta Post* was downloaded from the Internet and analyzed to show how mass media process the issue regarding Prabowo Subianto's statements in the release of news and discourse production. In this case, the selections of the model, word choices, utterances, phrases, clauses, sentences, discourses, and text transcription that are used will be studied.

4. Data Collection

The data will be collected through the following techniques:

- a. Collecting and reading the news from online mass media
The Jakarta Post.
- b. Selecting the relevant text related to Prabowo Subianto's statements.
- c. Identifying language structure aspect (word choices, vocabularies, sentences, coherence, logical reasoning aspect, etc.).
- d. Identifying and investigate discursive elements.

- e. Collecting the theory and other relevant information for analyzing data.

5. Data Analysis

Practically, the process of data analysis starts after the data are already collected in the form of text which includes sentences, phrases or words to exclude some other parts of the text which are not relevant. It is done to specify the data in determining the category and the focus of research on critical discourse analysis (CDA) itself. Afterward, the data are classified into several major forms of critical discourse analysis (CDA), express text structure to observe the practice of language use from text structure, then it is elaborated and argued its reason on why and how it can be so. Thus, the final stage of data analysis is to conclude on the data according to the theories mentioned above.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter covers the review and elaboration of the related literature on the theories employed and closely related studies. Theories used to analyze the discursive strategies on “Boyolali Faces” issue by *The Jakarta Post*’s online mass media in this study are the theory of Critical Discourse Analysis proposed by Teun A. Van Dijk.

A. Critical Discourse Analysis (CDA)

Critical discourse analysis according to Aliah (2009, p. 49) is “an attempt or process of decomposition to provide clarity of a text (social reality) that is willing or being studied by a person or dominant group which has a specific purpose to obtain what is desired. Critical discourse analysis examines the efforts of social forces, dominance, and interests that are reproduced and defended through the texts whose discussion is connected with social and political contexts having goals and assumptions.”

This point of view illustrates to us that papers on political discourse, both directly and indirectly, both through the media, such as content analysis, through surveys, or interviews, are multilevel analyzes. That is, the analysis of political discourse does not merely discuss the things that are spoken or written (talk and text), but also covers all the contexts that surround them.

According to Van Dijk, Critical Discourse Analysis places more emphasis on the socio-historical aspects surrounding the structure of the text. Thus, the

purpose of this analysis is to find out more deeply about the socio-cultural aspects that surround the entire text including understanding various matters concerning the organizational structure and ways of working in text production. Meanwhile, the media are now changing people's lives so that they form hyper-reality which is a functional part of various social structures, especially the presence of television and the internet that take over human social functions (Bungin, 2003).

The purpose of critical discourse analysis according to Habermas (via Aliah, 2009, p. 53) is “to develop ideological assumptions that are contained behind the words in the text or speech in various forms of power. Critical discourse analysis intends to systematically explore the interrelationships between wider discursive practices, texts, events, and socio-culture.”

According to Eriyanto (2011), the main approach in critical discourse analysis (CDA)), namely one of them is the analysis of critical language (Critical Linguistic), is to see how grammatical language carries certain ideological positions and meanings. In other words, ideological aspects were observed by looking at the choice of language and grammatical structure used. Language, both the choice of words and grammatical structure, is understood as a choice, which is chosen by someone to be expressed a certain ideological meaning. This ideology generally shows how one group tries to win public support, and how another group tries to be marginalized through the use of certain grammatical language and structure. Language is a

categorization system, where certain vocabularies can be chosen which will cause certain meanings.

Analysis of media discourse usually uses a multilevel analysis approach. In this context, Fairclough stated that a researcher, besides paying attention to textual matters, he must also pay attention to matters that are contextual and extra media. He proposed the concept of intertextuality analysis with the term "Critical Discourse Analysis". This approach is called "discourse" because it is a concept used by social science experts, researchers and linguists. While it is called "critical" because its existence is recognized, both in social practice in general and the use of language specifically, it has a causal relationship that has been realized even in normal conditions. This discourse always refers to the use of language, both oral and written (Fairclough, 1995).

The construction of reality through the media places the problem of representation as a major issue in critical research. However, in contrast to the pluralist view which sees reality as something that exists and is formed by itself, is a critical tradition that reality is produced by the representation of the dominant social forces which exist in society. The critical paradigm not only changes the view of reality that is seen as natural, but also argues that the media is the main key of the power struggle, through which the values of dominant groups are established, made influential, and determine what the public wants.

In the formation of reality, there are two points. The first is that language is understood as a signification system. This reality can be signified

differently in the same event. Different meanings can be attached to the same event. Second, tagging politics is how social practices form meaning, control, and determine the meaning. The role of the media in signifying events or reality in a particular view, and showing how the power of ideology plays a role, ideology becomes the field where the struggle of groups in society. However, such a position also shows that ideology is inherent in social production, media production, and cultural systems.

Media and news viewed from a critical paradigm have their point of view on news, which are sourced from how the news is produced and how the position of journalists and media concerned in the whole process of news production. In the analysis of news texts, the critical paradigm is primarily having the point of view that news is not something neutral, and becomes a public space of opposing views in society. On the contrary, the media is a space where the dominant group spreads its influence by marginalizing other non-dominant groups.

B. Critical Discourse Analysis's Framework

In recent years the word discourse has often appeared both the oral statement and written statement. This word usually appears when someone gives an oral or written statement as a response to a particular topic. The topic is not only related to one particular field but also in almost many fields, such as politics, social, culture, art, and so on.

In discourse analysis, there are three points of view regarding language. "First, language is seen as a bridge between humans and objects outside

themselves so that discourse analysis is used to describe the rules of sentences, language, and mutual understanding. Discourse is measured by consideration of truth or untruth according to syntax and semantics” (Eriyanto, 2006, p. 4). “The second view, the subject as a central factor in the activities of discourse and social relations. Thus, discourse analysis is intended as an analysis to uncover certain intentions and meanings” (Eriyanto, 2006, p. 5). “The third view, language is understood as a representation that has a role in setting up certain subjects, certain discourse themes, and strategies in them so as discourse analysis is used to uncover the power in every language process. This discourse analysis is known as critical discourse analysis because it uses a critical perspective” (Eriyanto, 2006, p. 6). Eriyanto (2012) added that discourse can be detected because systematically an idea, opinion, concept, and view of life are formed in a particular context so that it influences certain ways of thinking and acting.

In the discourse study, it is necessary to know the relationship between discourse and the reality. Reality in discourse is understood as a set of constructs formed through discourse. Whereas according to Foucault, reality itself cannot be defined if we do not have access to the formation of discursive structures. Eriyanto added in the book of "Discourse Analysis", concerning the structure of discourse from reality is not seen as an abstract and closed system.

Discussion on discourse, Sobur (2009) in his book entitled "The Analysis of Media Text" describes the notion of discourse as a series of words or a

series of speech acts that express a thing (subject) which is presented regularly, systematically, in a coherent unit, formed by elements segmental and non-segmental language. Sobur added that based on Foucault's opinion, the notion of discourse is divided into three types, namely discourse seen from the theoretical conceptual level, usage context, and explanation method (Sobur, 2009).

According to Eriyanto (in Sobur, 2009), concisely and simply manner, discourse theory describes an event that occurs as a sentence or statement is formed. Because that is called discourse analysis. Eriyanto (2012) also explains that in the critical discourse analysis (CDA), discourse is not understood as a mere language study but in the end, discourse analysis does use language in the text to be analyzed, yet the language analyzed is somewhat different from language studies in traditional linguistic terms. Further, Eriyanto stated that the language analyzed not by describing it from a linguistic aspect only, but also by relating it to the context. The context referred to by Eriyanto is the language used for certain purposes and practices, including the practice of power.

By following that, Eriyanto (2012) explained the opinions of Fairclough and Wodak that the practice of discourse might display ideological effects: it could produce and reproduce unbalanced power relations between social classes, men and women, the majority and minority groups through which the differences are represented in social positions displayed. Discourse analysis

also sees language as an important factor, namely how language is used to see power imbalances in society occur.

In the second part, a brief introduction to critical discourse analysis has been introduced. In this section, it will present the following critical discourse analysis and functions and some of the pioneers of critical discourse analysis. Quoting what was presented in the discourse analysis book (Eriyanto: 2006), the following are the things that characterize a critical discourse analysis which is adapted from the writings of Teun A. van Dijk, Fairclough, and Wodak:

1. Action

The first principle, discourse is understood as action and discourse is also understood as a form of interaction so as the discourse is something that aims, for example, whether to influence, argue, persuade, disprove, and so on. Discourse is also something that is expressed consciously and controlled.

2. Context

Critical discourse analysis considers the context of the discourse, such as background, situation, events, and conditions. Context includes all situations and things outside the text and influences the use of language, such as participants in language, situations in which the text is produced, functions intended and so on.

There are several important contexts because they influence the production of discourse. First, discourse participants, whose background

is producing discourse. Gender, age, education, social class, ethnicity, religion, in the relevant audience in describing the discourse. Second, certain social settings, such as place, time, the position of speaker and listener or physical environment are contexts that are useful for understanding a discourse.

Referring to Cook's (1990) opinion, in the discourse analysis also examines the context of communication such as who communicates with whom and why; in what kind of audience and situation; through what medium; how are the different types of communication developments; and relationships for each party.

Meanwhile, Syafi'ie (1990) in (Lubis, 1993) distinguishes the context in the use of language into four types: (1) the physical context which includes the place where language is used in communication, the objects presented in the communication event, and actions or behavior from the roles in that communication; (2) the epistemic context or background knowledge that is shared by both the speaker and listener; (3) linguistic context consisting of sentences or utterances that precede one sentence or certain utterances in a communication event; and (4) social context, namely social relations and settings that complement the relationship between speakers and listeners.

3. Historical

To be able to understand a text discourse it can be done by giving the historical context in which the text was created. Therefore, when

analyzing the text, it needs to be understood why the discourse is developed like that, why is the language used like that, and so on.

4. Power

Critical discourse analysis also considers the power element in the analysis. Here, every discourse that appears in the form of text, conversation or whatever, is not seen as something natural and neutral but is a form of power struggle.

All discourses appear in the form of text, conversation, or whatever is seen as a form of power struggle. The concept of power is one of the keys to the relationship between discourse and society. The relationship between power and discourse can be seen from what is called control. Control in a discourse can be in the form of control over the context and control of the discourse structure. Control over the context for example, it can be seen from who is allowed or must talk while the other position is the listener or who agrees. While control of the discourse structure can be seen from someone who has more power can determine which part needs to be displayed and which part is not and how it should be displayed.

5. Ideology

Discourse is used as a tool by the dominant group to persuade and communicate their power to make it look legitimate and correct from the point of view of the audience. A text, conversation, and others are forms of certain ideological practices. According to ideological theories, it is said that ideology is built by dominant groups aimed to reproduce and

legitimize their dominance. The main strategy is to build awareness of the audience that domination can be accepted as *taken for granted*.

C. Teun A. Van Dijk's Cognitive Approach

Teun A. Van Dijk's discourse model is the most commonly used discourse analysis model. In the dimensions of the text under study is how the text structure and discourse strategies are used to confirm a particular theme. Complex problems are described by Teun A. Van Dijk. Teun A.

The essence of Van Dijk's analysis above is to combine the three dimensions of the discourse into one unit of analysis. In the text dimension, what is examined is how the text structure and the discourse strategy used to confirm a particular theme. At the level of social cognition, the process of producing news texts is studied which involves individual cognition from journalists. At this level, it is used to explain how a text is produced by individuals or groups of text makers. How to monitor or see a social reality that utter to a certain text. While the third aspect, the context learns the building of discourse that develops in society about a problem. Van Dijk's social analysis looks at how the text is connected further with the social structure and knowledge that develops in society over a discourse.

This study uses textual analysis that focuses only on the text. in the text dimension, what is examined is the text structure. Van Dijk utilizes and takes the linguistic analysis of vocabulary, sentences, propositions, and paragraphs to explain and interpret a text. Eriyanto explained that Van Dijk's analysis here links textual analysis which focuses attention solely on the text to a more

comprehensive analysis of how the news text is produced both in relation to individuals and societies.

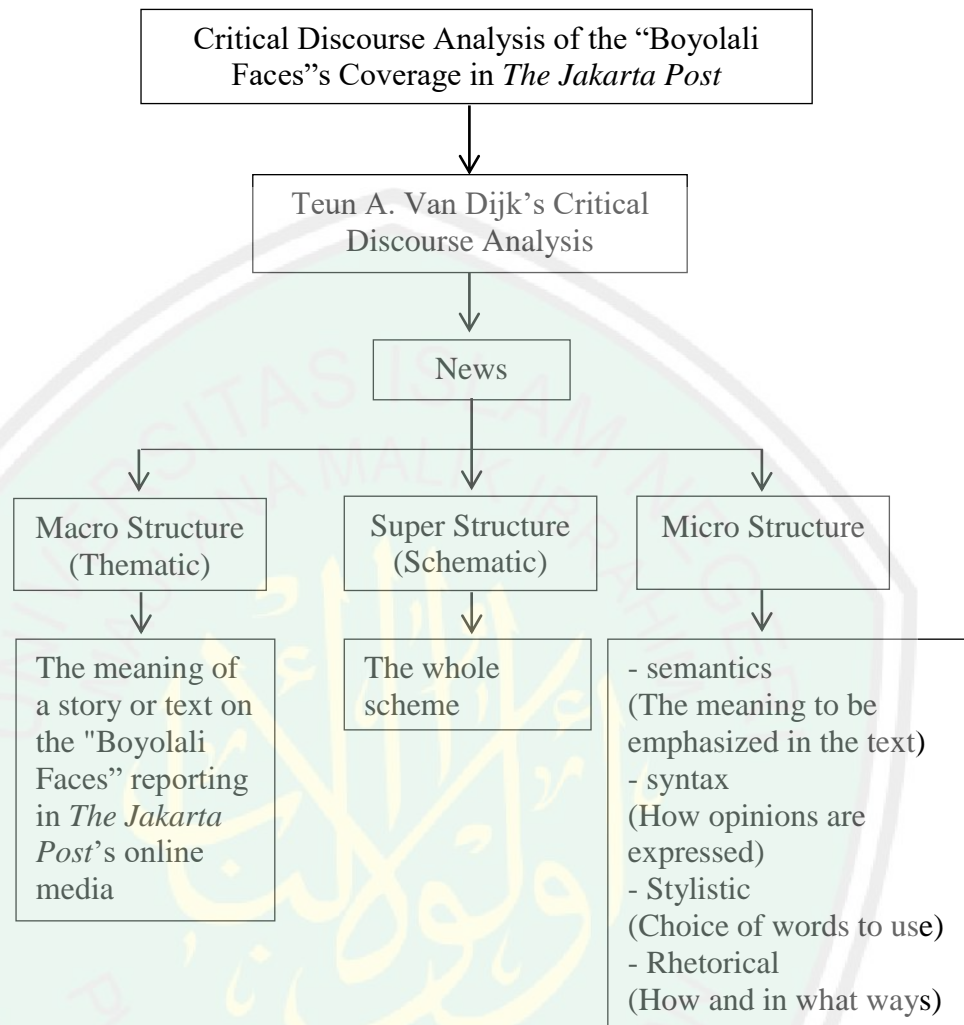
Dijk's (1998) text level sees the text consisting of several structures which are interrelated. He divided it into three levels. First, macrostructure. This is the global meaning of a text that can be observed by looking at the topic or theme which becomes a highlight in the news. Second, the superstructure. This is a discourse structure related to the framework of a text. Third, microstructure is a discourse meaning that can be observed from a small part of a text, namely sentences, propositions, clauses, paraphrases, and images.

The structure of discourse can be simplified in the following tables:

Discourse Structure	The thing to be observed	Element
Macro Structure	THEMATIC (what is said?)	Topic
Superstructure	SCHEMATIC (How are opinions arranged?)	Schema
Micro Structure	SEMANTIC (The meaning that wants to be emphasized in the text)	Setting (Details, Purposes, presuppositions, nominalization)
Micro Structure	SYNTAX (How Are Opinions Delivered?)	Tenses, Coherence, pronouns
Micro Structure	STYLISTIC (What word choices are used?)	Lexicons
Micro Structure	RHETORIC (How and in what ways is the emphasis done?)	Graphic (Metaphor, Expression)

Source: Eryanto, *Analisis Wacana Pengantar Analisis Teks Media* (2001, p. 228)

Framework



The following is an explanation of the elements of the discourse structure of Teun A. Van Dijk:

1. Thematic

This thematic element refers to a representation of a text. in the Large Indonesian Language Dictionary (KBBI), the theme is "the subject matter, the basis of the story, which is spoken, which is used as the basis of writing". Themes can also be referred to as core ideas, summaries, or the main ones from a text. While the topic is the subject

of discussion (KBBI, 2012, p. 581). Eriyanto explained the topic of describing what journalists want to express in their coverage. Topics show the dominant, strong and most important concepts in terms of news. Therefore, it is often referred to as a theme or topic. Text is not only defined to reflect a coherent general view. Van Dijk mentions this as global coherence, that is, parts of the text if they are referred to as pointing to a general idea point, and between parts supporting each other to describe the general topic. Topics will be supported by one subtopics and other subtopics that support each other to form general topics. Subtopic is also supported by a series of facts displayed which point and explain subtopics so that they support each other with other parts, the text as a whole form coherent and intact texts.

2. Schematic

Schemes are scientifically interpreted as a scheme, draft/design or sketch. Eriyanto explained the important meaning of schematics according to Van Dijk is the strategy of journalists to support certain topics to be conveyed by arranging parts in a certain order. Schematic gives which pressure takes precedence and which parts can later as a strategy for hiding important information. The concealment was carried out by placing it at the end to make it seem less prominent.

Likewise, in thematic structures, this superstructure in Van Dijk's point of view is seen as a coherent unity. What is expressed in the first superstructure will be followed and supported by other parts of the

news. What is revealed in the *lead* and becomes the main idea in the news text will be followed and supported by another part of other news schemes as in the story and quote.

3. Semantic

Semantic is knowledge about the details and shifting the meaning of the word (KBBI, 2012, p. 471). In general terms, Sobur explains semantic as a linguistics study that examine the meaning of lingual units, both lexical and grammatical meaning. The semantics in the Van Dijk scheme are categorized as local meanings, namely the meanings that emerge from interfaith relations, the relationship between propositions that build a particular structure in a textual structure. Sobur simplifies that semantic does not only define which parts are important from the discourse structure but also leads to a certain side of an event (Sobur, 2009, p. 78).

The *Background* is a part of the news which can affect the semantic (meaning) that want to display. Eriyanto (2012) provides a deeper explanation that the setting can be a justification for the ideas put forward in a text. Therefore, the background of the text is a useful element because it can dismantle what the intention is to be conveyed by the journalist, sometimes the main intent or content is not revealed in the text, but by looking at what is displayed, we can analyze what the real purpose of the reporter is. The setting of events is used to provide a basis for the purpose in which the text is taken and this is an

ideological reflection, where journalists can provide backgrounds or not, depending on their interests.

The detailed discourse element relates to the control of the information displayed by someone. The detail element is the strategy of how reporters express their attitude inherently. The attitude or discourse developed by journalists sometimes does not need to be delivered openly, but from the details of which parts are developed and which are reported in great detail, will illustrate how the discourse developed by the media.

Almost similar to details, *the purpose* sees the information that benefits the communicator will be explained explicitly and clearly. Conversely, adverse information will be described disguisedly, implicitly and hidden. The ultimate goal is that the public is only presented with information that benefits communicators. Favorable information is presented, with strict words, and points directly to the facts. Meanwhile, adverse information is presented with disguised, euphemistic and convoluted words.

The presupposition element is a statement used to support the meaning of a text. If background means an effort to support an opinion by giving a background, then presupposition is an effort to support the opinion by giving a premise that is believed to be true. *Presuppositions* come with statements that are deemed reliable so there is no question. News texts generally contain a lot of presuppositions; this presumption

is a fact that has not been proven truthfully but is used as a basis to support certain ideas.

Although in the form of an assumption, the *presupposition* is generally based on the idea of *common sense*, presuppositions that make sense or logically so that even though the truth is not (yet to occur) the truth is not questioned. People have already received it.

Another form is by nominalizing which can give suggestions to the public about generalization. Elements that are almost the same as nominalization are abstractions, related to the question of whether the communicator views the object as something that stands alone or as a group (community) (Sobur, 2009, p. 81).

4. Syntax

In general, syntax means knowledge of the arrangement of words and sentences. Quoting Sobur (2009, p. 80), the strategy to present yourself positively and opponents negatively, is also done by political manipulation using syntax (sentences) such as the use of pronouns, word rules, use of specific syntactic categories, use of active or passive sentences, laying out clauses, and using complex sentences.

Sentences are syntactic aspects related to logical thinking, namely the principle of causality where he asks whether A explains B or B which explains A. The logic of causality if translated into language is the arrangement of the subject (which explains) and the predicate (which is explained).

This sentence form is not only a technical matter of grammatical truth but determines the meaning formed by the arrangement of sentences. In an active structured sentence, someone becomes the subject of his/her expression, whereas, in a passive sentence, someone becomes the object of his/her statement.

In addition, included in the *sentence form* is whether the news uses a deductive or inductive form. Deductive is a form of writing sentences in which the core sentence (general) is placed on the face, then followed by additional information (specifically) placed later. In contrast, an inductive form is a form of writing in which the core sentence is placed at the end after additional information. In deductive sentences, the conspicuous aspect is more pronounced, while in the inductive form, the core of the sentence is placed disguised or hidden.

In discourse analysis, *coherence* of linkages or interwoven relationships, propositions or sentences is in the text. Two sentences that describe different facts can be connected so that they appear coherent. Thus, even related facts can be related when someone connects them.

This *coherence* can easily be observed including the conjunctions used to connect facts whether two sentences seen as a causal relationship (cause and effect), the relationship of circumstances, time, conditions and so on. Coherence provides an impression to the audience how two facts are abstracted and connected. Coherence is an

element that describes how events are linked or seen as mutually exclusive by journalists.

The *pronoun* element is an element for manipulating language by creating an imaginative community. *Pronouns* are tools used by communicators to show where the position of a person in a discourse is. In expressing his/her attitude, someone can use the pronoun "I" / "us" which illustrates that the attitude is merely the official attitude of the communicator. However, when using the pronoun "we" cause that attitude as a representation of a shared attitude in a particular community. The boundary between the communicator and the audience intentionally omitted to show what becomes the attitude of the communicator is also the attitude of the community as a whole.

5. Stylistic

The stylistic research center is a *style*, which is a method used by a speaker or writer to express his/her purpose by using language as a medium (Sobur, 2009). This element, namely the *lexicon*, indicates how a person makes a selection of the various possible words available. A fact generally consists of several words that refer to facts. The choice of words used is not only by accident, but also ideologically shows how a person is interpreted to facts/reality. The choice of words used shows certain attitudes and ideologies. The same event can be described with different word choices (Eriyanto, 2012).

6. Rhetoric/rhetorical

The discourse that is a rhetorical strategy is a *graphic* element which is part of examining what is emphasized or highlighted (which means it is considered as the important one) by someone who can be observed by the text. In news discourse, this *graphic* usually appears through other parts of writing that are made compared to other writings. The use of bold, italicized, underlined usage, letters made with larger sizes, including the use of captions, rasters, graphics, images or tables to support the importance of a message. This highlighted section emphasizes the importance of the part to the audience. The different printed part is the part that is considered important by the communicator, where he wants the audience to pay more attention to that part.

Graphic elements provide cognitive effects, in the sense that it controls attention and interest intensively and shows whether a piece of information is important and interesting so as it must be centered/focused. Through images, photos, tables, text placement, type letters, and other graphic elements that can indirectly manipulate ideological opinions that arise.

The *graphic* element also appears in the form of photos, images, or tables to support or for other parts that do not want to be highlighted. Another form of expression is to display different letters compared to other letters. In the discourse which is in the form of conversation, this

expression is manifested in the form of intonation from the speaker which influences the meaning and suggests the audience in which parts should be considered and which parts are not. *Graphic* elements provide cognitive effects, in the sense that they control attention and interest intensively and show whether a piece of information is considered important and interesting so it must be focused through images, photos, tables, text placement, font types, and other graphic elements that can indirectly manipulate the ideological opinions that arise.

The use of numbers in the news is used to suggest the truth, accuracy, and position of a report. The use of numbers, statistical measures according to Van Dijk, is not merely part of journalistic standards but also suggests the precision of what is said in the text.

In discourse, a journalist not only conveys the main message through the text, but also the figurative, the phrase, the metaphor that is intended as the ornament or spice of the news. However, the use of certain *metaphors* can be the main clue to understand the meaning of a text. Certain *metaphors* are used by journalists strategically as a basis for thinking, the justification for certain opinions or ideas to the public. Journalists use a public trust, everyday expressions, proverbs, ancestral proverbs, ancient words, maybe even expressions taken from holy verses which are all used to strengthen the main message.

Furthermore, another strategy on rhetoric is an expression intended to help highlight or eliminate certain parts of the text delivered. This element is part of examining what is emphasized or highlighted (which means it is considered important) by someone who can be observed from the text. In written text, these expressions appear for example in graphic, image, photo, raster or table forms to support ideas or other parts that are not highlighted (Sobur, 2009: 84).

D. Discursive Strategy

The discursive strategy is the cognitive strategy to control and construct other's minds and presenting their belief through ideological construction. The ideological concept of the people can be constructed by the discursive structure as the medium to control mind and belief (Van Dijk, 2001). It controls other/s mind by using the discourse structure of the text.

Discursive strategy categorizes as positive and negative self-presentation. Positive self-presentation as the strategy that shows the writers in positive attributes as "us". Negative self-presentation as the strategy is used by the writers to describe the out group's negative position as "them". Sometimes, some strategies are referent to both positive and negative. Both strategies are simply represented as follows (van Dijk, 1998) in (Putra, 2016):

1. National self- glorification

The strategy which shows positive self-presentation in the field of political course to make good of the nation. Positive-self presentations are generally represented through the various form of national self-

glorification in which it shows the good image of country and its principle, for example, “The US is one of the nations which has the great armies in this world”, which means that the speaker tries to show positive-self presentations of his nation by stating the first rank position of his army in the world.

2. Generalization

Particularly, it is used to generalize the social representation for the negative self-presentation. This strategy aims to express other groups’ social attitudes or ideologies by making claims for certain activity on the bad image for instance “they are terrorist”. It shows the negative image of out-group presentation which is generalized as a terrorist.

3. Disclaimer

This approach is used to refuse the first statement of the writer’s first statement by stating the contradictive argument using a particular term “but” in the second statement. It generally demonstrates ideology by portraying positive self-presentation and negative other-presentation, for instance: “he seems good at making promises, but there is evidence” showing that his declaration is credible. The second sentence, which shows the contradictory action, contradicts the writer’s first sentence.

4. Evidentially

The writer uses this approach, although he gives the proof to emphasize his arguments. The authors can provide information

through empirical data, such as “he’s having a lot of issues since he’s been detained for crimes for a long time.” It shows the argument about how many of his crimes’ issues, by starting the evidence that he has been arrested many times.

5. Metaphor

It is kind of rhetorical strategy in which the writer uses the literal sentence to show or refer to something else that has the similarity in purpose but not in the direct meaning of sentences, for example, “time is money,” which shows the time parable refers to money.

6. Counterfactual

It is the strategy the writer used to express the argument by indicating the future assumption. It is implemented by using the term “if” as the argument medium, for example, “this world does not occur if I instantly return.” It indicates the future action that will occur if the writer does not do the action.

7. Presupposition

This strategy is used to assume that reality is true or not. It is used by the writer without providing the proof to give a hypothesis. From the context of utterance, it can be seen, for example, “he is bad at handling the administration of the office.” The context shows that, in fact, he only presupposes him for a poor action image. It demonstrates, therefore, that the authors are simply giving the hypothesis of what can be decided as real or incorrect.

8. Polarization

The writer uses this strategy to differentiate positive self-presentation of the good image as “us” and negative other-presentation of the bad figure as “them”, for instance “they bring the crime to this town. “They are stupid. They are foolish. We can no longer receive them as intellectuals coming to this town”. The writer wants to show the negative image of the out-group presentation of action on one hand by stating it as the stupid and foolish people. On the other hand, by saying as the intellectuals, the writer intends to show this positive image of in-group presentation.

9. Victimization

This strategy is used to show the negative images of nations that are strongly linked to polarization to make people focus on their bad characteristics, for example, “politicians are talking too much without any action.” It shows that the writer attempts to show the nation’s negative image by stating politicians who only talk without doing anything.

10. Hyperbole

This strategy is used by exaggerating the utterance to influence the ideology of the people to convince the argument. It is a kind of rhetorical strategy aimed at emphasizing the statement using hyperbolic terms, such as “I have a million problems.” It indicates that

the speaker wants to show that he has many problems by exaggerating the problem to a million.

11. Number game

This strategy is used by the writer to convince and emphasize the argument to the people using the number and statistic, for instance, “seventy-five people were murdered last night for the earthquake.”

12. Repetition

The use of this strategy also emphasizes the argument to make the audience focus on the content of the utterance by repeatedly providing a similar word, phrase, for instance, “they only cause problems in this nation. They’re just bringing crimes. They only bring miseries.” It shows a similar sentence repeatedly mentioned to convince his argument about the problem they have, and also to make riders focus on the similar sentence content.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter discusses the result of the study in accordance with the research question on how discourse construction of online media Thejakartapost.com in reporting Prabowo Subianto remarks. It covers the discussion which emphasizes the discursive strategies aspects that are included through the reporting on online mass media. The aspect mentioned above is completed with the discussion of remembering and forgetting process in making sense of the conflicting issue.

A. Findings

The subject of this research is in the “Boyolali Faces” issue by The Jakarta Posts’ journalists. There are three news about campaign activities in the 2019 presidential election which followed the issue of "Boyolali Faces" that became the subject of this research. The data finding totally contains 14 strategies analyses of The Jakarta Post on the “Boyolali Faces” issue from the whole news. The analysis of the selected data is done after providing the excerpt. The following is a description of the news relating to the issue of "Boyolali Faces".

No.	Date	News Headline
1.	Saturday, November 3, 2018	#SaveMukaBoyolali: Prabowo’s joke rubs Boyolali people the wrong way
2.	Monday, November 5, 2018	Boyolali residents protest at Prabowo joke
3.	Wednesday, November 7, 2018	Prabowo apologizes for controversial ‘Boyolali faces’ remarks

This study aims at analyzing the discursive strategies employed in The Jakarta Post on Boyolali's issue through van Dijk's analysis as discourse (1998). The fragment which is analyzed is the textual and the societal analysis of "Boyolali Faces" news that is published by The Jakarta Post online mass media.

1. Textual Strategies of Thejakartapost.com Online News, November 3, 2018

News Headline: #SAVEMUKABOYOLALI: PRABOWO'S JOKE RUBS BOYOLALI PEOPLE THE WRONG WAY

In broad outline, this news text reviews the campaign activities carried out by Prabowo in Boyolali last October 2018. The headline "#SaveMukanBoyolali: Parabowo's Joke Rubs Boyolali People the Wrong Way" implicitly gives readers an image that Prabowo is conducting a campaign by giving a false joke that offends the Boyolali residents.

Thejakartapost.com pays more attention to the topics around the 'Boyolali Faces' polemic issue. Namely, that the community felt Prabowo had spread hate speech against the Boyolali people and this was disturbing and even made the anger of the Boyolali people peak. Thejakartapost.com confirms the existence of a polemic that is considered as a serious problem by giving the hashtag #savemukaboyolali at the beginning of the title given. There are depictions of the dynamics of the topics revealed in this edition by presenting Prabowo as the guilty party of

the polemic. Besides, the title displayed also shows Thejakartapost.com's impartiality towards Prabowo. They preferred to use words in the title that did not provide the benefit for Prabowo's position.

Regarding this issue, the study found several textual strategies used by The Jakarta Post online media in this news report such as:

a) Generalization

The first strategy is generalization. Generalization is a discursive strategy used by mentioning a particular member of society to refer to all. The example of the use of this strategy is found in the following excerpt:

Later, he said in jest to the crowd “..... Your faces are not that of rich people, your faces are just that of Boyolali people. Right?”

Lexically, “your faces” here refers to the faces of people attending the event. By saying this “your faces”, Prabowo tried to make a kind of faces of people attending the event is a typical face which is miserable to describe Boyolali’s people in general. Indeed, not all of Boyolali’s people attend the event. Therefore, “your faces” here only refer to those who attend. However, Prabowo seems to stereotype by reframing this “your faces” to assign the attribute to those who live in Boyolali. Then, by expressing this, Prabowo also attempts to create a statement to refer to a typical face of Boyolalian people who are poor and having the economic issues.

By mentioning this, Prabowo certainly gave a negative presentation to the Boyolali residents who were generalized as a society were not those of rich people. Because they were considered poor citizens so as it could be that Prabowo also implicitly gave a picture that Boyolali had no progress at all and there was no attempt to escape from their poverty.

This then became the beginning of the polemic in the societies which later emerged the Boyolali issue. Therefore, the Journalist presents his argument using direct quotes of Prabowo may to control the readers' concept and deliver ideology that actually Prabowo said the things that were considered as an inappropriate remark and should not say that way in which not all of Boyolali's people are poor.

b) Disclaimer

The second strategy is disclaimer. Disclaimer is one of discursive strategies used by the journalist to invite the readers to focus on the point after the preposition 'but'. It is the disclaimer that works to attract the readers' attention to the core of the main point of this discourse like in the following excerpt:

The joke was met with laughter from the audience. But it failed to amuse netizens, especially those claiming to be proud Boyolali people.

The former clause seems to present a positive description of how the joke has successfully made the audience laugh. However, the journalist may attempt to attract the readers' attention in the next clause begun with this disclaimer. Prabowo was sure on what he said was actually right because he just gave an assumption or joke to the audience. On the contrary, his joke didn't work to make netizens laugh and the words "Boyolali faces" were denied by netizens especially residents of Boyolali.

It shows that actually the journalist tried to discursively establish an ideological construction perspective that bad situations happened because Prabowo cannot manage his speak well. In addition, the journalist also presented the fact that the response from society is that they didn't consider Parbowo's statement as a joke. Even though Prabowo's joke contained a 'joke', it actually caused polemic in the societies especially those people of Boyolali who were not coming to the inauguration. Therefore, the journalist tends to inform the readers that this is becoming a great deal that the joke was no longer as a joke. By using the preposition 'But', it can demonstrate to the reader to portray Prabowo in a negative presentation when saying and providing the joke.

Another example of the use of disclaimer strategy is found in the following excerpt:

Bayu Bintoro Setiawan, using the twitter handle @bayubins, said in a tweet, “This is #TampangBoyolali, Pak Prabowo. I might not enter fancy hotels as often as you do (because of my poor face and wallet), but luckily I have never been kicked out like you said.”

The Journalist explained more detail on the dramatic situation. After the viral video of Prabowo remark about “Boyolali Faces” issue, the hashtag #SaveMukaBoyolali (#SaveBoyolaliFace) was trending on Twitter in Indonesia, with Boyolali residents posting pictures of what Boyolali people look like. The journalist provides a tweet from Bayu Bintoro that highlights how his experience succeeds by not being rejected by the hotel.

In the above-mentioned excerpt, the journalist quoted such a tweet from a netizen as an example of people’s reaction in this news is not for nonsense. It seems that the journalist may attempt to attract the focus of the readers on how the Prabowo statement might be considered as false and not based on real experiences. By providing that kind of tweet, the journalist may have tried to show that Boyolali resident can enter the hotel without rejecting as Prabowo had said. It means that the journalist may have established the ideological concept to provide the belief to the readers that Prabowo as the elite speaker cannot create a great deal with Boyolali people.

From thousand or maybe billions of tweets bringing the hashtag of “Boyolali faces”, there might be a reason why the journalist took this particular tweet. it is very interesting to see the journalist only take

this kind of tweet as an example in this news. By presenting this tweet as an example, the journalist may want to approve to the readers that what Prabowo said is not on the real experience. Besides, by voting this tweet containing this kind of disclaimer, rejecting the fact made by Prabowo is aimed to give the negative assessment to Prabowo.

In addition, this can implicitly provide Prabowo's negative image around the readers and it is very likely that the journalist might want to evoke the readers' choice in the upcoming election not to choose Prabowo. This can be seen that the journalist showed the fact that Prabowo really failed in making funny rhetoric in which instead made a mistake because the contents of the joke contained a mistake in the delivery and it was not appropriate to be said by the upcoming leader.

c) Evidentiality

The third strategy is evidentiality. Evidentiality is the strategy used by presenting the proof to emphasize the information through empirical data. In The Jakarta Post news text related to this issue, apparently, The Jakarta Post journalist tends to use this kind of strategy in this news report.

According to Statistics Indonesia (BPS), Boyolali regency has gradually decreased its poverty rate in the past few years. The poverty rate in 2017 was 11.96 percent, compared to 14.97 percent in 2012.

The data shows the argument about how many Boyolali decreases its poverty rate in 2017 compared to 2012, by providing the evidence from statistic data. The presentation of this falling rate of poverty is very effective to show to the public what Prabowo said was not true. The Jakarta Post used this strategy was aimed to influence the subconscious of the readers to believe that Prabowo didn't really know about the issue related to Boyolali. Therefore, the journalist provides inaccurate data of Boyolali's positive development to emphasize that Prabowo said is contrary to existing data.

d) Counterfactual

The next strategy is counterfactual. Counterfactual is the discursive strategy used by The Jakarta Post media to express their news by indicating the reversal of a fact from what has been said. It is found on the following excerpt:

Bayu Bintoro Setiawan, using the twitter handle @bayubins, said in a tweet, "This is #TampangBoyolali, Pak Prabowo. I might not enter fancy hotels as often as you do (because of my poor face and wallet), but luckily I have never been kicked out like you said."

The tweet discussed from Bayu Bintoro is served as a counterfactual in the sense that it is explaining just the opposite of the proposition believed by Prabowo as a truth. Again, by selecting such a tweet and serving as a counterfactual on what Prabowo believed that Boyolali's people will be rejected to check in the hotels is proven

false. Moreover, by mentioning this kind of this statement, the readers may think that this is an insult towards Boyolali residents and this is not in accordance with the facts because there is no data or evidence that the so-called “Boyolali Faces” could not enter the hotel.

e) Victimization

The fifth strategy is victimization. Victimization is one of the textual strategies used to show the negative image by mentioning the bad characteristic of Prabowo to make people focus on his bad actions.

He accused the former military general of spreading hate speech against the Boyolali people.

The data shows that the pronoun “he” refers to one of the resident of Boyolali which is identified as Dakun. Dakun reported Prabowo to the police related to Boyolali issue which he believed as an “offensive” remark. By incorporating a statement from Dakun containing the negative description of Prabowo and the statement to victimize Prabowo in this Boyolali case is really interesting.

By presenting this statement in giving negative contribution and negative assessment of Prabowo is showing how the Jakarta Post may want the readers to interpret that Prabowo as a former military general should not make such kind of remarks because this would instead create a complicated polemic even made the anger of the Boyolali

people peak. As it is known that the military general's duty is not appropriate to spread remarks up to cause chaos. From the societies' point of view, it is fitting for a military general to maintain the unity of the nation.

Although the journalist did not give the negative description of Prabowo directly, however, the inclusion of statement containing negative contribution is also served as a victimization strategy in the sense that the statement will help the journalist to provoke the readers to give a negative image of a former TNI who did not have the nature as it should be and to explain how Prabowo position was in unfavor side.

f) Number game

The sixth strategy is number game. Number game is the strategy used by the journalist to convince the argument to the public using the number and statistics. The journalist wanted to show the number of viewers of the viral video contains a joke remark said by Prabowo during his inauguration.

The Video of the speech was uploaded on Youtube by a user named Taufik Irvani. At the time of the writing, the video has garnered more than 30 thousand views.

In this utterance, the journalist used the numeric game strategy to convince and emphasize the argument to the society. The video was

uploaded on Youtube is suspected to be the beginning of the trigger for the issue of "Boyolali faces". There were more than 30 thousand views since the time of writing. By mentioning the number of viewers in the video, the journalist wants the readers to think that this issue is interesting and has generated a lot of controversy from many parties so that this issue is to focus on what actually happened to Prabowo.

Another example of the use of this strategy is found in the following excerpt:

According to Statistic Indonesia (BPS), Boyolali regency has gradually decreased its poverty rate in the past few years. The poverty rate in 2017 was 11.96 percent, compared to 14.97 percent in 2012.

The journalist wanted to show the data using the numbers and statistics of the development of the poverty rate in Boyolali. In this case, as we know that Prabowo's remarks which mention Boyolali are a place for the poor are only assumptions and are not based on accurate data. In fact, as has been presented by the journalist above, Boyolali shows that the poverty rate continues to decline every year, it means that Boyolali is successful enough to reduce their poverty rate and show signs of development.

From this case, we can see that this number game strategy presented in the news is actually showing that Prabowo has shaped

public opinion by saying about Boyolali's poverty rate with low databases. By having this kind of style of news report the journalist tends to attract the reader to give a bad image for Prabowo that Prabowo was hoax spreaders by saying the joke and also may lead the reader to interpret that what Parbowo said doesn't match with the data.

g) Repetition

The last strategy is repetition. Repetition is the discursive strategy used by The Jakarta Post to make the audience focus on the content of news by repeatedly providing a similar word or phrase.

A resident of Boyolali, Central Java, has reported Prabowo to the police for making what he believes is an “offensive” remark about Boyolali people’s faces.

The man, identified only as Dakun, filed the report at the Jakarta Police on Friday, kompas.com reported.

Beginning of this issue, after the viral video of Prabowo remark, Prabowo was reported to the police by a resident of Boyolali who's humor was considered as a form of insulting the Boyolali residents. Prabowo's reporting has been mentioned twice by the Journalist. It shows the similar sentence repeatedly mentioned in order to attract a lot of public attention and also create a consensus that perhaps by the existence of the reporting, the societies who initially might have the

thought that Prabowo was involved in a serious law case as a result of his own speech.

In the eyes of our societies, when something deviates from a certain rule specially to get involved with the law case, then it is inappropriate. Considering that Prabowo was also a presidential candidate at that time who was not supposed to be involved in a law case.

By mentioning the repetition of the same news by the journalist, there is an emphasis to be more convincing to the readers that the reporting was actually happened, that a presidential candidate has not been able to be a good figure because he was involved in reporting to the police.

2. Textual Strategies of Thejakartapost.com Online News, November 5, 2018

News Headline: **BOYOLALI RESIDENTS PROTEST AT
PRABOWO JOKE**

In broad outline, this news text contains the demonstration of Boyolali residents related to the issue of 'Boyolali Faces' carried out by Prabowo with the title selection, namely "**Boyolali Residents Protest at Prabowo Joke**". The word 'protest' means to express strong disagreement or disapproval about something so that through the element of the lexicon, can form the discourse and ideology that there is an error in the joke speech about the "Boyolali Faces" delivered by Prabowo in his campaign.

This demonstration was carried out along the street of Boyolali City as a form of disappointment of Boyolali residents over Prabowo's speech and attitude which was considered not pro to the poor people. Furthermore, in this case thousands of Boyolali residents, Boyolali Regent Seno Samodra and several other local leaders who joined the protest made a firm statement against Prabowo to apologize for his joke remark.

Regarding this issue, the study found several textual strategies used by The Jakarta Post online media:

a) Disclaimer

The first strategy is disclaimer. As mentioned before, disclaimer is one of discursive strategy used by the journalist to invite the readers to focus on the point after the preposition 'but'. It is the disclaimer that works to attract the readers' attention to the core of the main point of this discourse like in the following excerpt:

The audience laughed at the remark but a clip of the speech that was uploaded on YouTube went viral on Friday, eliciting negative reactions from many netizens, resulting in the hashtag #SaveMukaBoyolali (#SaveTheBoyolaliFace).

The use of this strategy is actually used by the journalist to emphasize the point after the preposition 'but'. In this case, as already known Prabowo made a remark that offended the Boyolali residents,

which he called as 'joke'. He assumed that it was only a joke because at that time the people from his success team who attended his inauguration were not offended or angry, they even laughed at what he said.

However, in fact, as presented by the journalist using this disclaimer strategy, the statement caused negative reactions from various circle. Therefore, this disclaimer strategy presented in the news by the journalist is aimed to effect the public's opinion that Prabowo's remarks are not merely called as jokes. If indeed it is a joke, then it will not cause a negative reaction up to cause a protest. It is probably to show how huge is the reaction from the society particularly on the viral video which was eliciting negative reaction.

b) Evidentially

The second strategy is evidentially. As explained previously, evidentially is textual strategy used by presenting the empirical data. It is found in the following excerpt:

The audience laughed at the remark but a clip of the speech that was uploaded on YouTube went viral on Friday, eliciting negative reactions from many netizens, resulting in the hashtag #SaveMukaBoyolali (#SaveTheBoyolaliFace).

The presentation of this evidence on how huge negative reactions from netizen in responding to the issue is actually aimed to show to

the public that this Boyolali issue is not something which can be underestimated. The Jakarta Post implicitly reminded us of the hashtag which is as an impact of Prabowo's viral video, namely the #SaveMukaBoyolali hashtag which became a trending on Twitter Social Media. This could have caused the public to think that video of Prabowo remark became even lively discussed with the existence of the trending. Then there is evidence that the trending caused an eliciting negative reaction which is as though the journalist showed the reader that Prabowo mentioned the wrong thing in his remarks. As it is known that something that can cause a negative reaction, indicates something which is not good.

c) Presupposition

The third strategy is presupposition. Presupposition is one of discursive strategy used to give the hypothesis without providing the proof. From the context of utterances, it can be seen in the following excerpt:

Prabowo said that, in Jakarta, there were a lot of fancy international hotels with names many people “probably can’t even pronounce”. Later, he joked, “If you try to enter [these hotels], you will probably be kicked out. Your faces are not those of rich people, your faces are just those of Boyolali people. Right?”

The journalist of The Jakarta Post portrays this strategy in the Prabowo statement. Prabowo mentioned that Boyolali residents as

poor people. The context shows that Prabowo only presupposes 'you', in this case Boyolali residents for poor appearance and condition image. Certainly, Prabowo's remark raise many assumptions because the reality may not necessarily be like that.

Although the journalist did not give the negative description statement directly, however the inclusion of the statement containing negative remark of Prabowo will help the journalist explain how Prabowo's position is in unsavory side. It may be further increase the readers' anger towards Prabowo, especially when he is the candidate of president in Indonesia because they consider Prabowo's statement not in accordance with the data as long as he says something inappropriate which not all can be considered poor people even Boyolali has begun to develop their standard of life from year to year.

d) Number game

The next strategy is number game. Number game is the strategy used by the journalist to convince the argument to the public using the number and statistics. The journalist wanted to show the number of Boyolali residents who protested demanding an apology from Prabowo like in the following excerpt:

Thousands of people took part in a protest in Boyolali, Central Java, on Sunday, in response to presidential candidate Prabowo Subianto's joking remark about "Boyolali faces."

The word 'protest' means to express strong disagreement or disapproval about something so that through the element of the lexicon, can form the discourse and ideology that there is an error in the joke speech about the "Boyolali Faces" delivered by Prabowo in his campaign. The emergence of the issue of "Boyolali faces" triggered protests done by Boyolali residents. In this case, it was reported that many Boyolali residents participated in the protest, even Boyolali Regent Seno Samodra joined this protest. In expressing how many Boyolali residents participated in the protest, the journalist use utterance "thousands of people".

By using such an utterance, this number game strategy presented by the journalist to the reader in the news is actually showing that Prabowo remark is a really serious problem that triggers protests from many people. This also can indirectly present an interpretation that Prabowo as prospective leaders do not need to be elected.

e) Repetition

The last strategy is repetition. Repetition is the strategy used by The Jakarta Post to make the audience focus on the content of news by repeatedly providing similar words or phrases.

"We don't have to insult Pak Prabowo, but let us agree not to choose a presidential candidate who insults Boyolali," he said.

"Let us take a firm decision, not to vote for Prabowo. Agree?"

In the news text explained about the speech delivered by Seno, it urged the protesters not to vote for Prabowo in the 2019 election. This was reinforced by a direct quote from Seno Samodra. Through the scheme of compiling direct quotations from the protesters arranged in such a way, the discourse was formed that what was delivered by Prabowo in his speech in Boyolali was a mistake that caused anger and disappointment for the Boyolali residents and gave a negative impression to Prabowo which had an impact on reducing sympathy from the society to elect Prabowo in the 2019 election.

After the viral video of Prabowo remark, protests arose against Prabowo who was demanded to immediately apologize for what he had said. The protest was followed by thousands of Boyolali residents and Boyolali officials such as Boyolali Regent Seno Samodra. In the midst of the protest, Seno gave a speech to the Boyolali residents not to vote for Prabowo in the election. Seno's words have been mentioned twice. It shows the similar sentence repeatedly mentioned in order to create the doubt among the people. By presenting the statement of Boyolali Regent Seno Samodra who openly gave an oration to act decisively by not choosing Prabowo in election, people who were initially convinced or still hesitant to vote for Prabowo in election, would add doubts or were unsure about choosing Prabowo.

In addition, from the many statements contained in this news, it is very surprising that the journalist uses very evoking statements using

this repetition strategy in which this statement reads not to vote for Prabowo. One of the possible reason is probably to show how huge is the reaction from the society particularly on the invitation not to choose Prabowo. By presenting this repetition regarding not to choose Prabowo, it means that the journalist in directly campaign to vote Jokowi.

3. Textual Strategies of Thejakartapost.com Online News, November 7, 2018

News Headline: **PRABOWO APOLOGIZES FOR
CONTROVERSIAL 'BOYOLALI FACES' REMARKS**

In broad outline, this news text reviews the uploaded video containing Prabowo's apology and Prabowo's opinion on the issue. The headline "**Prabowo Apologizes for Controversial 'Boyolali faces' Remarks**" which implicitly provides readers an idea that Prabowo is doing a campaign by giving a wrong joke that offends the Boyolali residents.

In the text confirms the existence of a polemic that is taken seriously by giving a 'controversial' lexicon to the given title section. There are depictions of the dynamics of the topics established in this edition by presenting Prabowo as the party who is indeed guilty of the issue. The title displayed also shows Thejakartapost.com's impartiality towards Prabowo. They preferred to use words in the title that did not benefit Prabowo's position.

Judging from the word choice (lexicon) used, that is 'controversial' which is an adjective word from 'controversy'. According to the Oxford dictionary: Advance Learner's Dictionary, it is defined as: public discussion or argument, often rather angry, about something which many people disagree about or are shocked by. In other words, the use of this lexicon gives the discourse that 'Boyolali Faces' is a really serious issue which is not appropriate conducting for a presidential candidate.

As we know that the news text takes the main theme of Prabowo's apology for the 'Boyolali Faces' case. Prabowo as presidential candidate delivered an apology for his remarks which were considered as offensive issue to all people and sparked emotions many parties, especially in the Central Java region of Boyolali. Prabowo made a joke during his speech at the opening of his campaign team in Boyolali. That joke was reported by one of Boyolali residents who said the joke was an 'offensive' remark.

Regarding this issue, there are several textual strategies used by the journalist as follows:

a) Presupposition

The second strategy is presupposition. Presupposition is the strategy used by the journalist without providing the proof to give hypothesis. The example of the use of this strategy is found in the following excerpt:

The controversial remark was made during his speech at the opening of his campaign team office in Boyolali last week.

In the text confirms the existence of a polemic that is taken seriously by giving a 'controversial' lexicon to the given title section. There are depictions of the dynamics of the topics established in this edition by presenting Prabowo as the politician who is indeed guilty of the issue. The utterances displayed shows Thejakartapost.com's impartiality towards Prabowo. They preferred to use words in the title that did not benefit Prabowo's position.

The journalist of The Jakarta Post portrays this strategy by mentioning 'controversial remark' in which refer to what Prabowo said. From the context of utterances, it shows that the journalist using lexicon 'controversial' which is explained before which has the meaning: public discussion, often rather angry about something which many people disagree about or are shocked by. It is clear enough that the word refers to a negative connotation. The context also shows that the journalist presupposes 'controversial remark' in this case Prabowo's speech for poor action or speech. Certainly, the labelling with the word 'controversial' will not be accompanied by the proof because it demonstrates that the journalist was simply giving the hypothesis for the reader to decide the Boyolali issue as a huge issue.

By using this kind of word style, it might lead the readers to interpret that Prabowo likes to cause controversy issue. In addition, the Journalist also wanted to provoke the readers to give a bad image

to Prabowo that Prabowo was always filled with negative things by putting the word "controversial" on this news report.

b) Number game

The last strategy is number game. As we have discussed in the previous explanation, number game is the strategy The journalist uses to emphasize the argument using number and statistic.

Thousands of Boyolali residents staged a protest on Sunday, demanding an apology from Prabowo.

As previously explained there was a protest as a response to the "Boyolali Faces" issue demanding Prabowo to apologize for what he had said. It was reported that many Boyolali residents participated in the protest. In expressing how many Boyolali residents participated in the protest, the journalist use utterance "thousands of people". The possible reason why the journalist use such kind of utterances is probably to show how huge is the reaction from the society particularly on lot of people joined the protest.

By presenting this number of people in the protest demanding Prabowo to apologize, it means that the journalist is actually showing that Prabowo remark is a problem that is not only viral but also full of controversy which can trigger protests from many people. The Journalist also indirectly presented an interpretation that Prabowo's remarks were wrong and indeed had to apologize for his remarks. This

could have influenced the readers to give their vote for Jokowi-Ma'ruf rather than choosing Prabowo as president.

4. Societal Analysis

The third dimension of van Dijk's analysis is social analysis. Discourse is part of the discourse that develops in society, so as to examine the text needs to be done intertextual analysis by examining how discourse about a thing is produced and constructed in society (Eriyanto, 2001). Social analysis (social context) deals with matters that influence the language use, and the formation of a discourse such as the setting, situation, events, and social conditions which happened at the time.

As the reporting of Thejakartapost.com online media, to find out how media discourse about the "Boyolali faces" issue concerning with Prabowo by analyzing how The Jakarta Post is producing and reproducing about Prabowo's whereabouts, about Boyolali Regency, through political speeches, political relations, and etc.

The negative thinking of society towards Prabowo was built during the campaign period. It is not a common thing that Prabowo often makes statements which suggest an element of controversy. Political observer from the University of Indonesia, Aditya Permana said that the controversial statements made by Prabowo Subianto continued up to the April 2019 presidential election (quoted from BBC, 19 December 2018).

This is a campaign strategy used to develop the narration in the society to make it easier to map the voters and easily sort out which ones

are loyal and not loyal. The campaign phenomenon is closely related to groups of stakeholders and political parties. Democratic society has regular election campaigns, but political campaigns can occur on certain issues even in non-democracies as long as the freedom of showing expression is permitted (Synder, via Gundykunst & Mody, 2002). At least, there are a few speeches from the Gerindra Party Chairman that are in the spotlight such as Prabowo call Indonesia will be extinct, Indonesia will be dissolved in 2030, and this "Boyolali faces" satire.

The "Boyolali faces" issue was published in the November 2018 edition. Judging from the previous explanation, the emergence of the "Boyolali faces" issue began when Prabowo conducted a campaign in Boyolali. During the inauguration of his campaign post, Prabowo delivered a speech in which he highlighted the widening economic gap between the rich and poor in the country, particularly in Jakarta. Prabowo said that there were lots of fancy international hotels with names many people "probably can't even pronounce" in Jakarta. In addition, Prabowo also said that Boyolali residents could not enter luxury hotels and probably be kicked out. In Prabowo's statement, the condition of the Boyolali people at that time described that their faces are not those of rich people. The audience laughed at the remark but a clip of the speech that was uploaded on Youtube channel went viral.

This, of course, raises many polemics. Many people regard Prabowo's statement as an insult, offensive, disparaging remark and

understandable as well as made Boyolali residents angry and are protesting. It was also eliciting negative reactions from many netizens. The climax of this polemic is the protest from thousands of Boyolali residents. Boyolali Regent and several other leaders also joined the protest including the deputy regent and members of the Regional Legislative Council. The protest was conducted in response to Presidential candidate Prabowo Subianto's Joking remark, demanding an apology from Prabowo.

Based on this case, then the question is why the discourse of "Boyolali faces" seems irrelevant and seemingly condescending and why the utterance of "Boyolali faces" ignites the emotions of the society especially the Boyolali residents. Seeing from its social analysis, the Boyolali has successfully developed their standards of life, one of them is in terms of poverty reduction. In this case, Boyolali Regency is one of the areas that intensively gets programs for poverty reduction, both from the Regional Government and the Central Government as well as international institutions (Astuti & Musiyam, 2009) Through the program that has been held, Boyolali evidently has gradually decreased its poverty rate in the past few years. According to Statistics (BPS) of Boyolali Regency, the poverty rate in 2017 was 11.96 percent, compared to 14.97 percent in 2012 (The Jakarta Post, Saturday, November 3).

Statistically, it can be seen that Boyolali Regency has experienced the development and improvement of the trade, agriculture, plantation, tourism and other sectors which then have a positive impact on poverty

reduction (Statistics of Boyolali Regency, 2018). Therefore, this is considered to be contrary to what Prabowo said about the "Boyolali faces" issue. Unlike the Boyolali version that Prabowo might have known several years ago, every year Boyolali continues to improve their welfare life since the Joko Widodo government.

The Head of Government and Social Affairs of Bappeda Boyolali, Agnes Sri Sukartiningsih (from Solopos.com), said that Bappeda uses several strategies in handling poverty such as the implementation of reconstruction communication strategies for the Mandiri National Community Empowerment Program (PNPM), social assurance programs, community empowerment, empowerment micro, small, medium enterprises and cooperatives, and pro-society programs. This was proven by the BPS of Boyolali website, the percentage of poor people in Boyolali Regency per-March in 2014 up to 2018 continued to have the reduction. Therefore, this is why the labeling of "Boyolali faces" considered ridiculously suggestive as well as inviting protest.

Furthermore, the utterance of "Boyolali faces" has led to protests allowing this to be caused that it is not on target. It can be said that Prabowo was the wrong 'fishing in the pond'. Why it is called that, because Boyolali is a place whose base is not friendly to Prabowo. The existence of the jokes invited laughter only from the audience in that place who were Prabowo's supporters. However, when the jokes were recorded and uploaded on Youtube channel, it was eliciting negative

reactions from netizens. In terms of the political bases, looking at the track record in the 2014 presidential election, Jokowi won a majority vote in Central Java, including Boyolali at the time, gaining 66.65 percent of votes against rival Prabowo Subianto's 33.35 percent (Thejakartapost.com, Wednesday, April 10, 2019) even though in the 2014 Prabowo is paired with someone else, not with his current partner.

In discourse analysis, any discourse that arises is not seen as natural and neutral. However, it is a form of power and ideology. The intended concept of power is one of the key relationships between discourse and society. The power in relation to discourse, it is important to see what is called as control. Van Dijk (1989) in Eriyanto (2001, p. 272) defines power as "ownership which is owned by one group, one group to control a group from another group."

The power and ideology of The Jakarta Post online media has become what is referred as indirect control of power over the Boyolali's issue. This control is carried out by Thejakartapost.com in the persuasive form which can affect mental conditions, such as beliefs, attitudes, and knowledge (van Dijk, 1989 in Eriyanto, 2001). Those who support the reporting on what Prabowo has said and nationalist ideology seem to be placed in the position of the dominant group to have access to The Jakarta Post news media than those who reject or are neutral. This can be seen from the dominance of protests that were filed to Prabowo for what he had done.

In addition, in the news texts, The Jakarta Post wrote in detail the negative reaction from the informant who criticized Prabowo's remarks. While neutral side were only asked for information in a smaller portion than those who criticize and their opinions are written in a minimalist description.

According to Teun A. Van Dijk (1998), the power and ideology of mass media can be intended to regulate the actions and practices of individuals or members of a group. The Jakarta Post's ideology and power on the one hand have made it to act in a similar situation linking plans to ensnare people who are considered to spread hate speech and its proximity to government institutions to contribute and form solidarity with nationalists.

On the other hand, the power and ideology of The Jakarta Post has encouraged readers to see that Prabowo's speech is indeed a hate speech that should not be said by a candidate for President. Because of that, the protests appear quite massive. The Jakarta post with its ideology and power controls the neutral psychic view of the reader to at least immediately give his negative view of Prabowo for what he had said during the campaign at that time without having to filter out what actually happened.

In the analysis of critical discourse, media and other texts, which are forms of ideology and power practices, are created only to establish certain powers. The aim is to manipulate the ideology of the dominant

group or the marginal group through a disinformation campaign on religious, social, political or other discourses. From the news text, it can be seen that the nationalist group dominates the readers who are still neutral or even against those who are having the anticipation with such issues. The Jakarta Post in reporting Boyolali's issue seems to use the opportunity of its ideological practice to build Prabowo's negative image in the eyes of the Indonesian people.

B. Discussion

In this section, the discursive strategies used in the newspapers' coverage of the "Boyolali Faces" issue will be discussed by illustrating the text according to Critical Discourse Analysis (CDA). The study will provide briefly a context of the news since this dimension will lead to the interpretation of how Thejakartapost.com online media the "Boyolali Faces" news and how they use language to convey a message to the audience. The findings above show that the discursive strategy were used by the journalist of The Jakarta Post to persuade the reader and influence what the reader think about that case.

In presenting the news, Thejakartapost.com used an inverted pyramid with the intention of putting the very important things (climax) on the scene. Next is followed by important matters, and ended by general matters. As in the three news above, it was emphasized that in the opening news it tried to explain what was meant by the appointment of the news which was then

ended by a similar theme, that is explaining the virility of the video about 'Boyolali Faces' on Prabowo remark.

This was then conveyed in Van Dijk's view in his book the analysis of media text that, "discourse analysis is not limited to the structure of the text, because the structure of the discourse itself shows or signifies a number of meanings, opinions, and ideology" (Eriyanto, 2001, p 46). This was also expressed by Zohre (2016) who stated that in seeing a media, it was necessary to realize the consciousness-raising in every text found on print and online media. According to the research from Zohre (2016) consciousness-raising refers to the personal and political alignments tendencies found in media languages. A similar opinion was expressed by Duanprakhon (2012) who adopted a discourse analysis model from Fairclough that the media always had a clear alignment tendency and this was reflected in the texts used in the media.

From textual strategies analysis there is a tendency that The Jakarta Post tend to report the news regarding issue by using discursive strategies of negative other presentation because in 2014 this media has been partisan to Joko Widodo side. The Jakarta Post is one of mass media which support the Joko Widodo and Jusuf Kalla pair in the 2014 presidential election, although at that time that became the vice presidential candidate of Prabowo is Hatta Rajasa.

It is interesting that the 2014 Jakarta Post online page mentioned a statement that they were affiliated with Jokowi. They openly declare that they

said their endorsement is for the candidacy of Joko 'Jokowi' Widodo and Jusuf Kalla as president and vice president in the July 9 election. In addition, they also said that it is an endorsement they don't take lightly (*The Jakarta Post*, Friday edition, July 4, 2014). Therefore, the framing from *The Jakarta Post* as a partisan media against Jokowi's candidate in 2014 is suspected to be still attached and inherent political affiliation and they also have a role in Prabowo issue tries to report this issue through their portal media so as there is a possibility of bias reporting.

In addition, we know that in 2019, they were reunited with a political situation where they were again nominated as presidential candidates in which Joko Widodo as incumbent and Prabowo was on the opposition side. In addition, the existence of viral video of Prabowo remark which is a kind of sensitive issue towards Boyolalian people, so that it is not impossible that *the Jakarta Post* website will be able to fry the issue in presidential election this year. Therefore, in such a context will refer to a hidden newspaper purpose to construct certain realities or ideologies.

Based on that case, if examined further, then the meaning to be conveyed from Thejakartapost.com is for the bearers of Prabowo and Prabowo themselves to immediately clarify and be responsible for remarks offending the Boyolali residents, and this is indicated by opinions from various members of the Boyolali community. In addition, the ideology that was built is the people would not vote for Prabowo in this election or in the next election. These messages are prominently displayed in the headlines raised

and voicing anyone who rejects Prabowo in the 2019 election. Thejakartapost.com here tries to compose the news content in such a way that the message to be given can be conveyed.

According to van Dijk (2008), the existence of media power is mainly concerned with a certain institution's discourse domination through an exercise of the power of language which basically has the potential not only to control people's minds, but indirectly also their actions. In this regard, discourse domination deals with how to dominate language in order to achieve the text producers' aims. Hence, the language employed to achieve those particular aims are called discursive strategies. That is, discursive strategies are simply examples of how language can be used to achieve social purposes. They are textual evidences which testify to the hypothesis of CDA.

In this case, it has been found that the discursive strategies used in the discourse of the "Boyolali Faces" issue are variously employed. Each strategy has its own particular function in terms of action and power to influence the readers' perceptions. The text producers are likely to present this issue through concealing the actor, expressing authors' attitudes and, at the same time, increasing the credibility of the Jokowi government's activities in the campaign. As can be seen, in order to craft positive representations or wording, the newspapers employ some words, such as "support" which can create the public's perception of the government's credibility of Jokowi.

On the other hand, to create a negative representation, the text producers use the choice of negative lexicalization in order to denigrate the Prabowo's

credibility in the eyes of public. However, the use of positive or negative representations or particular wording in the newspaper coverage may not lead to a similar interpretation by the readers as what they interpret also relies on their personal past experience or prior knowledge. That is to say, people's understanding of the news and the way they change their opinions or attitudes relies on their own earlier attitudes or ideologies which are shared by their group members as well as on their own experience.

Furthermore, based on the terms of text, social cognition and context as outlined by Van Dijk (1995) in (Eriyanto, 2001), Thejakartapost.com looks more focused on context than the text. This is because Thejakartapost.com does not pay attention to rhetorical structure or other clarity such as information on time and place so that Thejakartapost.com seems to just want to convey the point. It is conducted in order to every news published in the news portal is able to attract the attention of readers quickly and not rambling to explain something. Thejakartapost.com is aware of the need for online news readers who mostly just want the core of the news. As revealed by Mansell (2010) which states that online media as new media here must pay attention to the culture of readers. This is because online media is different from conventional media which demands foresight in every news displayed.

If analyzed according to Van Dijk's point of view (in Eriyanto, 2001), then Thejakartapost.com here will still be seen as taking sides in presenting the news. This can be seen from every news cover, Thejakartapost.com gives statements which indirectly put Prabowo into corner and the alignments

raised in the news. As in the news of the #savemukaboyolali hashtag that was trending on Twitter, in this news Thejakartapost.com closed the statement of news by giving the location of Boyolali where there was the appendage that it was where Jokowi came from. Thejakartapost.com implies that Prabowo not only insulted the citizens of Boyolali but also insulted his political opponent Jokowi. Thus, in the news that contained an apology from Prabowo, Thejakartapost.com closed it with a previous report in which there were protests from thousands of Boyolali residents demanding an apology from Prabowo, in which the news seemed to confirm and emphasize if Prabowo was indeed guilty and should apologize without regard to the actual context.

Based on this case, it can be seen that Thejakartapost.com seems to have a partiality towards Jokowi, it can also be seen that when news of the controversial video on Prabowo raised, which led to Prabowo to the police, the images displayed were not images of current events. Yet, a photo of Prabowo himself who was smiling and showing his thumb as if visualizing that Prabowo did not regret what had happened. In accordance with what was expressed by Rose (2014) that the media is able to cover the true intentions to be achieved by providing contradictions of each published news.

From this we can see that any media including Thejakartapost.com shows their respective views on an issue with a tendency to be quite obvious. This proves that the media has an important role in influencing the paradigm of community thinking by presenting the news in accordance with their frame of mind. As expressed by Van Dijk (1995) that the mass media has the power to

communicate with the public, especially in terms of propaganda. Bennet (2003) also gives a special view on online media, considering that online media can be accessed by everyone, every time and everywhere, online media has more terrible strength compared to conventional media in the problem of forming the paradigms.



CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter sums up the result of the analysis on the process of ideological construction of critical discourse analysis (CDA) consisting of “Boyolali Faces” issue related to Prabowo Subianto as one conflicting societies portrayed in The Jakarta Post online mass media. It also followed by a suggestion for further research in the end of the chapter.

A. Conclusion

From the data analysis, the finding shows that the journalist of The Jakarta Post uses the discursive strategy to increase the information deliveries and acceptance in writing news about “Boyolali Faces” issue. Furthermore, by using those strategies can make the reader feel that the news is true, or the news is credible. From this case, we can see that the mass media has a role in constructing the readers’ point of view and contributing to control other's minds.

After the researchers used the technique of analysis by Van Dijk's model and found that the Thejakartapost.com online media was issuing a discourse about Prabowo's reporting to the police for what he said related to the Boyolali issue which led to protests from the Boyolali residents was natural to happen because Prabowo was rated by Thejakartapost.com online media, as someone who always spread hoaxes and hates speech.

Framing carried out by online media is conducted in such a way such as the selection of news sources, the selection of excerpts from the statement of news sources, the choice of sentences for headlines, and the placement of images to support framing of news. Even though the media has a direct relationship with the political groups or political partisans or government bureaucrats, from the two analyzes it appears that the media tends to align with Joko Widodo. In other words, the author can say the media ownership factor does not guarantee the media can be objective and neutral.

From the conclusions above, the researcher can understand that the media have their own views and ideologies so that researchers can understand that each media cannot be guaranteed to be neutral in every event reported, based on the discourse written on the media page. An important contribution of this critical discourse analysis is to make researchers aware of what was originally regarded as the truth and accepted as common-sense turned out to be biased by being more voicing the voice of the dominant group.

B. Suggestion

From the description above, it can be noted that the research on critical discourse analysis with the Teun A. van Dijk model can be extended and deepened to both the object and the scope of the research because this research is still limited in its data sources and scope. Therefore, based on the study of the discursive strategies used in thejakartapost.com online media: a case of the “Boyolali faces” issue news, the researcher would like to commend several aspects for further investigation, Firstly, a research study

can be conducted on issues and sensitive conflicts in other media, such as print media and other online news portals. It would be constructive to analyze texts concerning discursive strategies used in other news or fields which analyze the representation of social actors, and/or actions as well as the wording employed using two theories compared. Secondly, it would be worthwhile to adopt this strategic analysis process to examine a variety of editorials in order to reveal how these strategies help the editors convey their messages more successfully. Finally, further valuable insight could be stimulated by a study of particular newspaper writing styles, such as the use of headline's captions which can communicate particular meaning to the readers.

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CURRICULUM VITAE



Izzah Qurrota Aini was born in Surabaya on November 3, 1997. She graduated from MA Unggulan Darul ‘Ulum Jombang in 2015. During her study at the Senior High School, she actively participated in OSIS as the journalist. She started her higher education in 2015 at the English Letters Department of UIN Maulana Malik Ibrahim Malang and finished in 2019. During her study at the University, she joined HMJ.

APPENDIX

News 1

SaveMukaBoyolali: Prabowo's joke rubs Boyolali people the wrong way

- Devina Heriyanto

The Jakarta Post

Jakarta / Sat, November 3, 2018 / 11:57 am



Indonesian presidential candidate Prabowo Subianto gestures to journalists following a meeting with Islamic organizations in Jakarta on July 15, 2014. (AFP/Romeo Gacad)

Presidential contender Prabowo Subianto's attempt to highlight inequality in the country by joking about "*tampang Boyolali*" (the look of Boyolali people) has backfired.

A resident of Boyolali, Central Java, has reported Prabowo to the police for making what he believes is an "offensive" remark about Boyolali people's faces. The man, identified only as Dakun, filed the report at the Jakarta Police on Friday, *kompas.com* reported. He accused the former military general of spreading hate speech against the Boyolali people.

During the inauguration of his campaign post in Boyolali on Tuesday, Prabowo delivered a speech in which he highlighted the widening economic gap between the rich and poor in the country, particularly in Jakarta.

Prabowo said that, in Jakarta, there were a lot of fancy international hotels with names many people “probably can’t even pronounce”. Later, he said in jest to the crowd, “If you try to enter [these hotels], you will probably be kicked out. Your faces are not that of rich people, your faces are just that of Boyolali people. Right?”

The joke was met with laughter from the audience. But it failed to amuse netizens, especially those claiming to be proud Boyolali people.

The video of the speech was uploaded on YouTube by a user named Taufik Irvani. At the time of the writing, the video has garnered more than 30 thousand views.



On Friday, the hashtag *#SaveMukaBoyolali* (*#SaveBoyolaliFace*) was trending on Twitter in Indonesia, with Boyolali residents posting pictures of what Boyolali people look like.



Bayu Bintoro Setiawan, using the twitter handle @bayubins, said in a tweet, “This is #TampangBoyolali, Pak Prabowo. I might not enter fancy hotels as often as you do (because of my poor face and wallet), but luckily I have never been kicked out like you said.”

[#SaveMukaBoyolali](#)

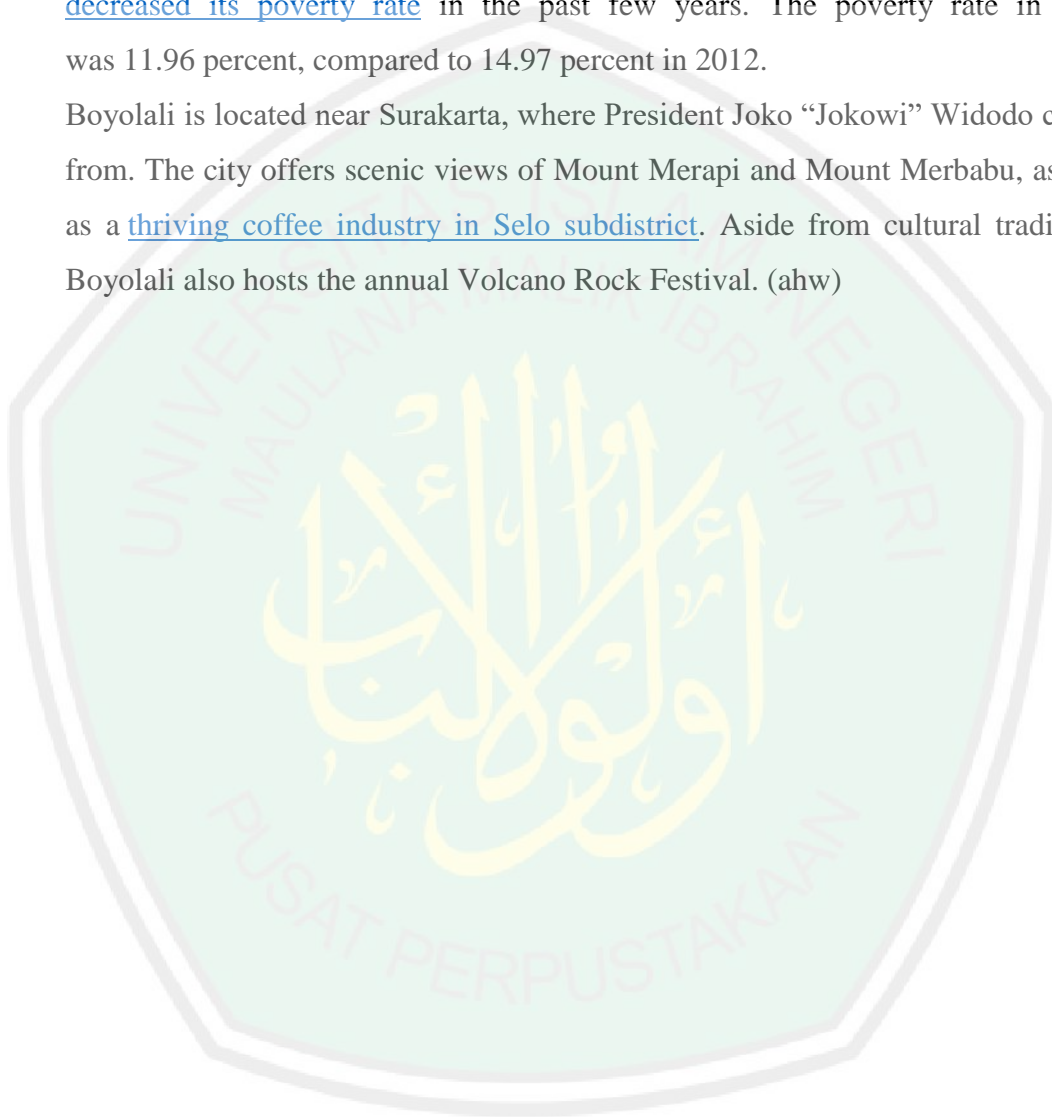
Nggak perlu nginep di Ritz-Carlton Jakarta segala, yang penting bisa ke Venice. pic.twitter.com/LS6dRHtqn8

— Evelline Andrya (@evellineandrya) [November 2, 2018](#)

Another user, Evelline Andrya shared a picture of her with the iconic canals of Venice, Italy, as a background. She said, “I don’t need to stay at the Ritz-Carlton Jakarta so long as I can go to Venice.”

According to Statistics Indonesia (BPS), Boyolali regency has [gradually decreased its poverty rate](#) in the past few years. The poverty rate in 2017 was 11.96 percent, compared to 14.97 percent in 2012.

Boyolali is located near Surakarta, where President Joko “Jokowi” Widodo comes from. The city offers scenic views of Mount Merapi and Mount Merbabu, as well as a [thriving coffee industry in Selo subdistrict](#). Aside from cultural traditions, Boyolali also hosts the annual Volcano Rock Festival. (ahw)



News 2

Boyolali residents protest at Prabowo joke

• **Ganug Nugroho Adi**

The Jakarta Post

Boyolali / Mon, November 5, 2018 / 03:47 pm



President Joko “Jokowi” Widodo (left) and Gerindra Party chairman Prabowo Subianto ride horses at the latter's house in Hambalang, Bogor, West Java in this file photo dated Oct. 31, 2017. (Antara/Puspa Perwitasari)

Thousands of people took part in a protest in Boyolali, Central Java, on Sunday, in response to presidential candidate Prabowo Subianto’s joking remark about “Boyolali faces.”

Boyolali Regent Seno Samodra and several other local leaders joined the protest, including the deputy regent and members of the Regional Legislative Council.

Seno, who is a member of the Indonesian Democratic Party of Struggle (PDI-P) and has previously expressed his support for President Joko “Jokowi” Widodo’s reelection bid, called on Prabowo to apologize for the remark.

“‘Boyolali face’ is a disparaging remark and it’s understandable that Boyolali residents are angry and are protesting,” he said during the demonstration.

“Prabowo must apologize to the people of Boyolali.”

Seno even went so far as to urge the protesters not to vote for Prabowo in the upcoming elections.

“We don’t have to insult *Pak* Prabowo, but let us agree not to choose a presidential candidate who insults Boyolali,” he said. “Let us take a firm decision, not to vote for Prabowo. Agree?”

Prabowo made the comment during a speech centered on income inequality at the opening of a Prabowo-Sandiaga Uno campaign team office in Boyolali last Tuesday.

Prabowo said that, in Jakarta, there were a lot of fancy international hotels with names many people “probably can’t even pronounce”. Later, he joked, “If you try to enter [these hotels], you will probably be kicked out. Your faces are not those of rich people, your faces are just those of Boyolali people. Right?”

The audience laughed at the remark but a clip of the speech that was uploaded on YouTube went viral on Friday, eliciting negative reactions from many netizens, resulting in the hashtag *#SaveMukaBoyolali* (*#SaveTheBoyolaliFace*).

Prabowo himself expressed bemusement at the response to his remarks. “I am confused, if I joke around, it becomes an issue. Everything I do becomes an issue,” he said on Sunday as quoted by *kompas.com*. (kmt/dmr)

News 3

Prabowo apologizes for controversial 'Boyolali faces' remarks

- **Ivany Atina Arbi**

The Jakarta Post

Jakarta / Wed, November 7, 2018 / 01:27 pm



Presidential candidate Prabowo Subianto (Antara/Dhemas Reviyanto)

Presidential candidate Prabowo Subianto has apologized for his remarks on “Boyolali faces” that has sparked people’s outrage, especially in the Central Java regency of Boyolali.

In a short video uploaded by spokesman for the Prabowo-Sandiaga Uno campaign, Dahnil Anzar Simanjuntak, onto his Twitter account, Prabowo said he did not mean to offend Boyolali residents. Instead, he was only joking by saying that the faces of Boyolali people were not that of rich people.

“I did not mean it as a negative thing. If my remark offended some people, I apologize,” said the Gerindra Party chairman. He added that he wanted to underline the country’s inequality through his remark.

Prabowo has pledged on several occasions to address inequality and injustice in the country if elected president.

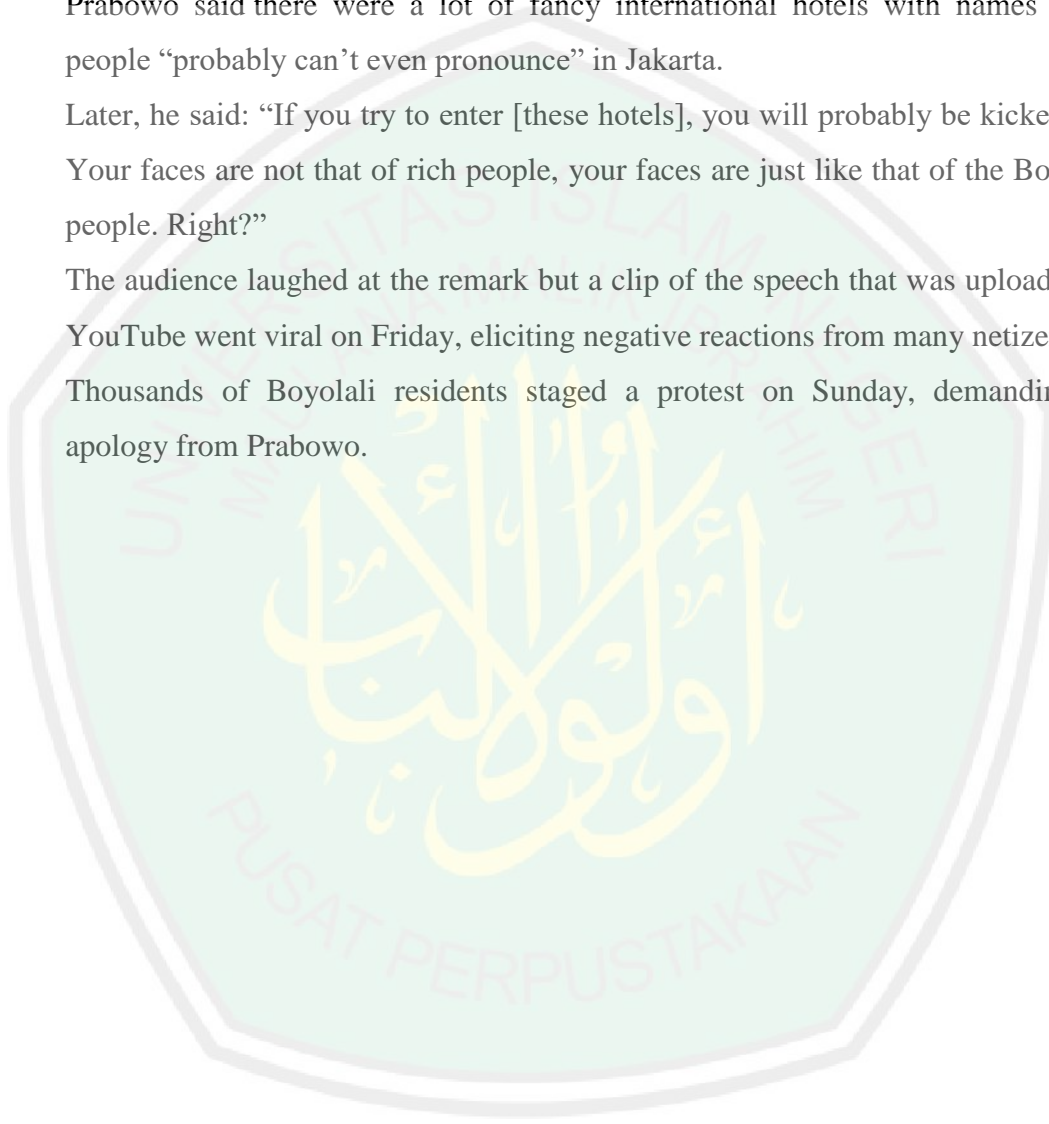
The controversial remark was made during his speech at the opening of his campaign team office in Boyolali last week.

Prabowo said there were a lot of fancy international hotels with names many people “probably can’t even pronounce” in Jakarta.

Later, he said: “If you try to enter [these hotels], you will probably be kicked out. Your faces are not that of rich people, your faces are just like that of the Boyolali people. Right?”

The audience laughed at the remark but a clip of the speech that was uploaded on YouTube went viral on Friday, eliciting negative reactions from many netizens.

Thousands of Boyolali residents staged a protest on Sunday, demanding an apology from Prabowo.



THE SUMMARY OF FINDINGS

Thejakartapost.com Online News, November 3, 2018

No.	DATA	TEXT ANALYSIS	EXPLANATION
		DISCURSIVE STRATEGY	
1.	Later, he said in jest to the crowd “..... Your faces are not that of rich people, your faces are just that of Boyolali people. Right?”	Generalization	Prabowo tried to make a kind of faces of people attending the event is a typical face which are miserable to describe Boyolali’s people in general. Indeed, not all Boyolali’s people attend the event. So “your faces” here only refer to those who attend. However, Prabowo seems to stereotype by reframing this “your faces” to assign attribute to those who live in Boyolali. Then, by expressing this, Prabowo also attempts to create a statement to refer to a typical face of Boyolalian people who are poor and having economic issue. The Journalist presents his argument using direct quotes of Prabowo may to control the readers’ concept and deliver ideology that actually Prabowo said the things that were considered as an inappropriate remark and should not say that way in which not all of Boyolali's people are poor.
2.	The joke was met with laughter from the audience. But it failed to amuse netizens, especially those claiming to be proud Boyolali people.	Disclaimer	The former clause seems to present positive description on how the joke has successfully made the audience laugh. However, the journalist may attempt to attract the readers’ attention in the next

			<p>clause begun with this disclaimer. Prabowo was sure on what he said was actually right, because he just gave an assumption or joke to the audience. In contrary, his joke didn't work to make netizens laugh and the words "Boyolali faces" was denied by netizens especially residents of Boyolali. It shows that actually the journalist tried to discursively establish ideological construction perspective that bad situations happened because Prabowo cannot manage his speak well.</p>
	<p>Bayu Bintoro Setiawan, using the twitter handle @bayubins, said in a tweet, "This is #TampangBoyolali, Pak Prabowo. I might not enter fancy hotels as often as you do (because of my poor face and wallet), <u>but luckily I have never been kicked out like you said.</u>"</p>	Disclaimer	<p>The journalist quoted such a tweet from a netizen as an example of people's reaction in this news is not for nonsense. It seems that the journalist may attempts to attract the focus of the readers on how the Prabowo statement might be considered as a false and not based on the real experiences. By providing that kind of tweet, the journalist may have tried to show that Boyolali resident can enter the hotel without rejecting as Prabowo had said. It means that the journalist may has established the ideological concept to provide the belief to the readers that Prabowo as elite speaker cannot create a great deal with Boyolali people.</p>
3.	<p>According to Statistics Indonesia (BPS), Boyolali regency has <u>gradually decreased its poverty rate</u> in the past few years. The</p>	Evidentiality	<p>The argument is about how many Boyolali decrease its poverty rate in 2017 comparing to 2012, by providing the evidence from statistic data. The presentation of this falling rate of poverty is very</p>

	poverty rate in 2017 was 11.96 percent, compared to 14.97 percent in 2012.		effective to show to the public what Prabowo said was not true. The Jakarta Post used this strategy was aimed to influence the subconscious of the readers to believe that Prabowo didn't really know about the issue related to Boyolali. Therefore, the journalist provides an accurate data of Boyolali's positive development to emphasize that Prabowo said is contrary to existing data.
4.	Bayu Bintoro Setiawan, using the twitter handle @bayubins, said in a tweet, "This is #TampangBoyolali, Pak Prabowo. I might not enter fancy hotels as often as you do (because of my poor face and wallet), <u>but luckily I have never been kicked out like you said.</u> "	Counterfactual	The tweet discussed from Bayu Bintoro Setiawan is served as a counterfactual in the sense that it is explaining just the opposite of the proposition believed by Prabowo as a truth. Again, by selecting such a tweet and serving as a counterfactual on what Prabowo believed that Boyolali's people will be rejected to check in the hotels is proven false. Moreover, by mentioning this kind of this statement, the readers may think that this is an insult towards Boyolali residents and this is not in accordance with the facts because there is no data or evidence that the so-called "Boyolali Faces" could not enter the hotel.
5.	He accused <u>the former military general of spreading hate speech against the Boyolali people.</u>	Victimization	The pronoun "he" refers to the one of resident of Boyolali which is identified as Dakun. Dakun reported Prabowo to the police related to Boyolali issue which he believed as an "offensive" remark. By incorporating a statement from Dakun containing the negative description of Prabowo and statement to

			victimize Prabowo in this Boyolali case, is really interesting. By presenting this statement in giving negative contribution and negative assessment of Prabowo is showing how the Jakarta Post may want the readers to interpret that Prabowo as a former military general should not make such kind of remarks because this would instead create a complicated polemic even made the anger of the Boyolali people peak.
6.	The Video of the speech was uploaded on Youtube by a user named Taufik Irvani. At the time of the writing, <u>the video has garnered more than 30 thousand views.</u>	Number Game	The journalist used numeric game strategy to convince and emphasize the argument to the society. The video was uploaded on Youtube is suspected to be the beginning of the trigger for the issue of "Boyolali faces". There were more than 30 thousand views since the time of writing. By mentioning the number of viewers in the video, the journalist wants the readers to think that this issue is an interesting issue and has generated a lot of controversy from many parties so that this issue is to focus on what actually happened to Prabowo.
	According to Statistic Indonesia (BPS), Boyolali regency has <u>gradually decreased its poverty rate</u> in the past few years. The poverty rate in 2017 was <u>11.96 percent, compared to 14.97 percent</u> in 2012.	Number Game	The journalist wanted to show the data using the numbers and statistics of the development of poverty rate in Boyolali. In this case, as we know that Prabowo's remarks which mention Boyolali are a place for the poor are only assumptions and are not based on accurate data. In fact, as has been presented by the journalist above, Boyolali shows that the

			poverty rate continues to decline every year, it means that Boyolali is successful enough to reduce their poverty rate and show signs of development. From this case, we can see that this number game strategy presented in the news is actually showing that Prabowo has shaped public opinion by saying about Boyolali's poverty rate with low data bases.
7.	<p><u>A resident of Boyolali, Central Java, has reported Prabowo to the police</u> for making what he believes is an “offensive” remark about Boyolali people’s faces.</p> <p><u>The man, identified only as Dakun, filed the report at the Jakarta Police</u> on Friday, kompas.com reported.</p>	Repetition	Beginning of this issue, after the viral video of Prabowo remark, Prabowo was reported to the police by a resident of Boyolali who’s the humor was considered as a form of insulting the Boyolali residents. Prabowo's reporting has been mentioned twice by the Journalist. It shows the similar sentence repeatedly mentioned in order to attract a lot of public attention and also create a consensus that perhaps by the existence of the reporting, the societies who initially might have the thought that Prabowo was involved in a serious law case as a result of his own speech.

Thejakartapost.com Online News, November 5, 2018

No.	DATA	TEXT ANALYSIS	EXPLANATION
		DISCURSIVE STRATEGY	
1.	The audience laughed at the remark <u>but a clip of the speech that was uploaded on YouTube went viral on Friday</u> , eliciting negative reactions from many netizens, resulting in the hashtag #SaveMukaBoyolali (#SaveTheBoyolaliFace).	Disclaimer	The journalist wants to emphasize the point after the preposition 'but'. In this case, as already known Prabowo made a remark that offended the Boyolali residents, which he called as 'joke'. He assumed that it was only a joke because at that time the people from his success team who attended his inauguration were not offended or angry, they even laughed at what he said. However, in fact, as presented by the journalist using this disclaimer strategy, the statement caused negative reactions from various circle. Therefore, this disclaimer strategy presented in the news by the journalist is aimed to effect the public's opinion that Prabowo's remarks are not merely called as jokes. If indeed it is a joke, then it will not cause a negative reaction up to cause a protest. It is probably to show how huge is the reaction from the society particularly on the viral video which was eliciting negative reaction.
2.	The audience laughed at the remark but a clip of the speech that was uploaded on YouTube went viral on Friday, <u>eliciting negative reactions</u>	Evidentiality	The presentation of this evidence on how huge negative reactions from netizen in responding to the issue is actually aimed to show to the public that this Boyolali issue is not something which can be

	<p><u>from many netizens, resulting in the hashtag #SaveMukaBoyolali (#SaveTheBoyolaliFace).</u></p>		<p>underestimated. The Jakarta Post implicitly reminded us of the hashtag which is as an impact of Prabowo's viral video, namely the #SaveMukaBoyolali hashtag which became a trending on Twitter Social Media. This could have caused the public to think that video of Prabowo remark became even lively discussed with the existence of the trending. Then there is evidence that the trending caused an eliciting negative reaction which is as though the journalist showed the reader that Prabowo mentioned the wrong thing in his remarks. As it is known that something that can cause a negative reaction, indicates something which is not good.</p>
3.	<p>Prabowo said that, in Jakarta, there were a lot of fancy international hotels with names many people "probably can't even pronounce". Later, he joked, "If you try to enter [these hotels], you will probably be kicked out. <u>Your faces are not those of rich people, your faces are just those of Boyolali people.</u> Right?"</p>	<p>Presupposition</p>	<p>The journalist did not give the negative description statement directly, however the inclusion of the statement containing negative remark of Prabowo will help the journalist explain how Prabowo's position is in unfavourable side. It may be further increase the readers' anger towards Prabowo, especially when he is the candidate of president in Indonesia because they consider Prabowo's statement not in accordance with the data as long as he says something inappropriate which not all can be considered poor people even Boyolali has begun to develop their standard of life from year to year.</p>

4.	<p><u>Thousands of people took part in a protest in Boyolali</u>, Central Java, on Sunday, in response to presidential candidate Prabowo Subianto's joking remark about "Boyolali faces.</p>	Number Game	<p>The emergence of the issue of "Boyolali faces" triggered protests done by Boyolali residents. In this case, it was reported that many Boyolali residents participated in the protest, even Boyolali Regent Seno Samodra joined this protest. In expressing how many Boyolali residents participated in the protest, the journalist use utterance "thousands of people". By using such an utterance, this number game strategy presented by the journalist to the reader in the news is actually showing that Prabowo remark is a really serious problem that triggers protests from many people.</p>
5.	<p>"We don't have to insult Pak Prabowo, <u>but let us agree not to choose a presidential candidate</u> who insults Boyolali," he said.</p> <p>"Let us take a firm decision, <u>not to vote for Prabowo</u>. Agree?"</p>	Repetition	<p>The speech delivered by Seno, it urged the protesters not to vote for Prabowo in the 2019 election. This was reinforced by a direct quote from Seno Samodra. Through the scheme of compiling direct quotations from the protesters arranged in such a way, the discourse was formed that what was delivered by Prabowo in his speech in Boyolali was a mistake that caused anger and disappointment for the Boyolali residents and gave a negative impression to Prabowo which had an impact on reducing sympathy from the society to elect Prabowo in the 2019 election. Seno gave a speech to the Boyolali residents not to vote for Prabowo in the election. Seno's words have been mentioned twice. It shows the similar sentence repeatedly mentioned in order to create the doubt among the people. By presenting the statement of</p>

			Boyolali Regent Seno Samodra who openly gave an oration to act decisively by not choosing Prabowo in election, people who were initially convinced or still hesitant to vote for Prabowo in election, would add doubts or were unsure about choosing Prabowo.
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Thejakartapost.com Online News, November 7, 2018

No.	DATA	TEXT ANALYSIS	EXPLANATION
		DISCURSIVE STRATEGY	
1.	<u>The controversial remark</u> was made during his speech at the opening of his campaign team office in Boyolali last week.	Presupposition	The journalist of The Jakarta Post portrays this strategy by mentioning 'controversial remark' in which refer to what Prabowo said. It is clear enough that the word refers to a negative connotation. The context also shows that the journalist presupposes 'controversial remark' in this case Prabowo's speech for poor action or speech. Certainly, the labelling with the word 'controversial' will not be accompanied by the proof because it demonstrates that the journalist was simply giving the hypothesis for the reader to decide the Boyolali issue as a huge issue. By using this kind of word style, it might lead the readers to interpret that Prabowo likes to cause controversy issue.
2.	Thousands of Boyolali residents staged a protest on Sunday,	Number Game	It was reported that many Boyolali residents participated in the protest. In expressing how many

	demanding an apology from Prabowo.		<p>Boyolali residents participated in the protest, the journalist use utterance "thousands of people". The possible reason why the journalist use such kind of utterances is probably to show how huge is the reaction from the society particularly on lot of people joined the protest. By presenting this number of people in the protest demanding Prabowo to apologize, it means that the journalist is actually showing that Prabowo remark is a problem that is not only viral but also full of controversy which can trigger protests from many people.</p>
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