PUBLIC OPINIONS IN #JUSTICEFORCASEYGOODSON ON TWITTER: CRITICAL DISCOURSE ANALYSIS

THESIS

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2021

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I state that the thesis entitled **"*Public Opinions In #JusticeForCaseyGoodson On Twitter: Critical Discourse Analysis*"** is my original work. I do not include any materials previously written or published by another person, excep 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.

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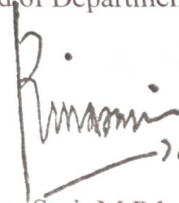
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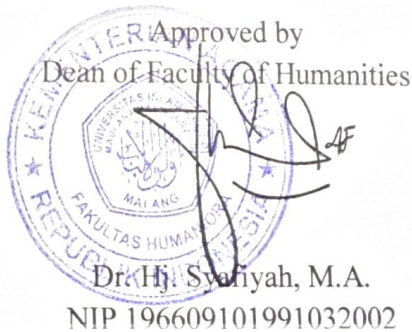
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MOTTO

"Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that."

(Martin Luther King, Jr.)

DEDICATION

I dedicate this thesis to my beloved parents, Bapak Syamsuri and Ibu Suharsih. I also dedicate this thesis to my siblings: Abdul Karim, Zaqia Jauharotul Munfarida, Zahrotul Mawaddah, Abdul Qohar, Khotimatus Sa'adah, and my best friends forever Diska Fitriana. This big family has provided endless supports and prayers to my Sarjana study.

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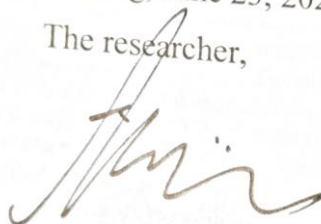
we had shared together. Each of you has your own position in my heart.

7. Everyone who decides to take part in my life. My life would be meaningless without your existence.

Finally, I am as an ordiniary human being, do realise the imperfections and weakness found in this thesis. Therefore, any criticism and sugestions are most 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 studies with different viewpoints.

Malang, June 23, 2021
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Muhammad Imam Ali Syadlili

ABSTRACT

Syadlili, Muhammad Imam Ali, 2021. *Public Opinions In #Justiceforcaseygoodson On Twitter: Critical Discourse Analysis.* Thesis. Department Of English Literature. Faculty Of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Mira Shartika, M. A.

Keywords: Argumentation Strategy, Ideological square, Public Opinion, Hashtag #Justiceforcaseygoodson.

This study examined the argumentation strategies used in the tweet with hashtag #JusticeForCaseyGoodson to determine public opinions based on anti-racism and law enforcement issues and the argumentation strategies influencing the ideology formed in the tweet with the same hashtag. The tweets investigated were uploaded between 12 - 20 December 2020. The argumentation strategy is one of the critical foundations of a text discourse because the argumentation strategy is a way of knowing the model of the text. Meanwhile, text is used in determining public opinion on social media. Practically, the results of this study are expected to provide an understanding of text analysis tactics based on the argumentation strategy and the ideological square strategy of prejudiced opinions in the text discourse that appears on the hashtag #JusticeForCaseyGoodson in determining public opinion based on anti-racism and law enforcement of justice issues.

This research was descriptive qualitative research using van Dijk's Critical Discourse Analysis model to examine complex social phenomena through text and ideology. Therefore, the grand theories used to analyze the data in this study were argumentation strategy and ideological model prososed by van Dijk (2006). Both strategies were used to analyze tweets that indicated racism and lawlessness in the tweets with hashtag #JusticeForCaseyGoodson.

The results of this study indicated that public opinion that emerged from the hashtag #JusticeForCaseyGoodson aimed to voice justice for the murder of a black man named Casey Goodson comitted by by the police and the issue of racism and law enforcement involving law enforcement agencies. The argumentation strategy used in every opinion in the hashtag showed that public opinion used more text strategies than that used in the mass media. From the results of the analysis using argumentation strategies, the following data were obtained, actor description with a result of 9% with a total of 5 data; authority with a result of 5% with a total of 3 data; categorization with a result of 9% with a total of 5 data; comparison with a result of 9% with a total of 5 data; counterfactuals with a result of 5% with a total of 3 data; disclaimers with a result of 3% with a total of 2 data; euphemism with a result of 5% with a total of 3 data; generalization with a result of 7% with a total of 4 data; implication with a result of 5% with a total of 3 data; metaphor with a result of 11% with a total of 6 data, self-glorification with a result of 4% with a total of 2 data; number-game with a result of 9% with a total of 5 data; Pressupotition with a result of 5% with a total of 3 data; Vagueness with a result of 7% with a total of 4 data; and finally victimization with a result of 7% with a total of 4 data.

Meanwhile, the prejudice strategy and ideology square indicated that the ideology that appeared in the hashtag #JusticeForCaseyGoodson could be considered as anti-racism because the use of hashtag #JusticeForCaseyGoodson was a means to voice anti-racism and against racism. The use of word choices in the data above showed that emphasizing bad things on people who were considered as an outsider group would bring a negative image on them (the racist groups), and conversely, people who were considered as an inner group would be portrayed positively by emphasizing their good things (anti-racism groups). Based on the history of using word choices such as Black people, white supremacist groups, and defunding the police, racism involving law enforcement in America has existed since 1829. It started from the riots in Cincinnati, Ohio, United States until the time when Casey Goodson was killed by a police in Columbus, Ohio, United States, in December 2020. It also indicated that the emergence of a movement to fight racism and legal injustice has been going on for a long time. It was reinforced by the emergence of the first black people conference in 1830, which voiced legal justice for black people until a new social movement called Black Lives Matter was conducted in 2013 by activists concerned with black people who voiced anti-racism.

Finally, it can be concluded that each hashtag on social media has its views and ideologies, depending on an opinion expressed by each individual. In the end, this personal opinion will form an idea that influences public opinion. This public opinion ultimately has the power to reject or accept or even condemn a particular policy depending on the ideology it adheres. For further research, it is recommended to use various discourse analysis methods to study similar phenomena that will enrich the study of linguistics.

ABSTRAK

Syadlili, Muhammad Imam Ali, **2021**. *Opini-opini publik yang muncul dalam Hashtag #JusticeForCaseyGoodson* : Analisis wacana kritis model. Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Mira Shartika, M.A.

Kata kunci: Strategi agrumentasi, kotak Ideologi, opini publik, Hashtag #JusticeForCaseyGoodson.

Penelitian ini mengkaji bagaimana strategi argumentasi digunakan dalam tweet dengan hastag #JusticeForCaseyGoodson untuk menentukan opini publik berdasarkan isu antirasisme dan penegakan hukum, dan bagaimana strategi argumentasi mempengaruhi ideologi yang terbentuk ideologi apa yang digunakan dalam tweet dengan hashtag yang sama. Tweet yang dikaji diunggah antara 12 - 20 Desember 2020. Strategi argumentasi merupakan salah satu fondasi kritis dari sebuah wacana teks karena strategi argumentasi merupakan cara mengetahui model teks. Sedangkan teks digunakan dalam menentukan opini publik di media sosial. Secara praktis, hasil penelitian ini diharapkan dapat memberikan pemahaman tentang taktik analisis teks berdasarkan strategi argumentasi dan strategi prasangka dalam ideological square pada wacana teks yang muncul di hashtag #JusticeForCaseyGoodson dalam menentukan opini publik berbasis antirasisme dan masalah keadilan dalam penegakan hukum.

Penelitian ini merupakan penelitian deskriptif kualitatif dengan menggunakan model Analisis Wacana Kritis van Dijk untuk mengkaji fenomena sosial yang kompleks melalui teks dan ideologi. Oleh karena itu, grand theory yang digunakan untuk menganalisis data dalam penelitian ini adalah strategi argumentasi dan model ideologis yang dikemukakan oleh van Dijk (2006). Kedua strategi tersebut digunakan untuk menganalisis tweet yang menunjukkan rasisme dan pelanggaran hukum dalam tweet dengan hashtag #JusticeForCaseyGoodson.

Hasil dari penelitian ini menunjukkan bahwa opini publik yang muncul melalui Hashtag #JusticeForCaseyGoodson bertujuan untuk menyuarakan keadilan atas terbunuhnya pria kulit hitam yang bernama Casey Goodson oleh polisi. Serta menyuarakan kembali isu rasisme dan penegakan hukum yang melibatkan instansi penegakan hukum. Dari hasil analisis menggunakan strategi Argumentasi diperoleh data sebagai berikut, Deskripsi Aktor dengan hasil 9% dengan total 5 data; Kewenangan dengan hasil 5% dengan total 3 data; Kategorisasi dengan hasil 9% dengan total 5 data; Perbandingan dengan hasil 9% dengan total 5 data; Kontrafaktual dengan hasil 5% dengan total 3 data; Penafian dengan hasil 3% dengan total 2 data; Eufemisme dengan hasil 5% dengan total 3 data; Generalisasi dengan hasil 7% dengan total 4 data; Implikasi dengan hasil 5% dengan total 3 data; Metafora dengan hasil 11% dengan total 6 data, Self-Glorification dengan hasil 4% dengan total 2 data; Number-Game dengan hasil 9% dengan total 5 data; Pressupotition dengan hasil 5% dengan total 3 data; Ketidakjelasan dengan hasil 7% dengan total 4 data; dan terakhir Victimization dengan hasil 7% dengan total 4 data.

Sedangkan dalam strategi prasangka dan kotak ideologi mengindikasikan bahwa ideologi yang muncul dalam Hashtag #JusticeForCaseyGoodson adalah Anti-racism. Penggunaan pilihan kata pada data di atas menunjukkan bahwa menekankan hal-hal buruk pada orang yang dianggap sebagai kelompok luar akan memunculkan citra negatif pada dirinya (kelompok rasis), dan sebaliknya, orang yang dianggap kelompok dalam akan tergambarkan. positif dengan cara menekankan hal-hal baik mereka (kelompok anti rasisme). Berdasarkan sejarah penggunaan pilihan kata seperti (orang kulit hitam, kelompok supremasi kulit putih, dan penggundulan polisi), rasisme yang melibatkan penegak hukum di Amerika telah berjalan sejak tahun 1829. Dimulai dari kerusuhan di Cincinnati, Ohio, Amerika Serikat hingga Casey Goodson dibunuh oleh polisi di Columbus, Ohio, Amerika Serikat, pada Desember 2020. Hal itu juga menandakan bahwa munculnya gerakan untuk melawan rasisme dan ketidakadilan hukum telah berlangsung sejak lama. Hal itu diperkuat dengan munculnya konferensi orang kulit hitam pertama pada tahun 1830, yang menyuarakan keadilan hukum bagi orang kulit hitam hingga muncul gerakan sosial baru bernama Black Lives Matter pada tahun 2013 oleh aktivis peduli orang kulit hitam yang menyuarakan antirasisme.

Peneliti dapat menyimpulkan dan memahami bahwa setiap hashtag di media sosial memiliki pandangan dan ideologinya masing-masing. Setiap hashtag yang muncul merupakan opini yang muncul dari setiap individu dalam suatu keputusan yang diungkapkan melalui kata-kata lisan dan tulisan. Pada akhirnya, opini pribadi ini akan membentuk sebuah ide yang bersifat publik/kelompok. Opini publik ini pada akhirnya memiliki kekuatan untuk menolak atau menerima atau bahkan mengutuk kebijakan otoritas tertentu tergantung pada ideologi yang dianutnya. Untuk penelitian selanjutnya, disarankan untuk menggunakan berbagai metode analisis wacana di Fakultas Ilmu Budaya. Hal ini untuk mempelajari lebih dalam dan mendapatkan perhatian lebih untuk memperkaya pengetahuan ilmiah linguistik.

المخلص

شاذلي، محمد إمام علي. 2021. *تظهر الآراء العامة في علامة التصنيف #JusticeForCaseyGoodson: نموذج لتحليل الخطاب النقدي*. أطروحة. قسم اللغة الإنجليزية وآدابها. كلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرفة: ميرا شارتيكا الماجستير.

الكلمات الأساسية : استراتيجية الحجة ، مربع الأيديولوجيا ، الرأي العام ، هاشتاغ #JusticeForCaseyGoodson.

تهدف هذه الدراسة إلى التحقق من استخدام استراتيجيات الجدل في تحديد الرأي العام وتحديد الأيديولوجية المستخدمة في الهاشتاغ #JusticeForCaseyGoodson 12-20 ديسمبر 2020. استراتيجية المناقشة هي أحد الأسس المهمة لخطاب نصي يجب دراسته بسبب الجدل. الإستراتيجية هي طريقة لمعرفة النموذج.النص المستخدم في تحديد الرأي العام على وسائل التواصل الاجتماعي. من الناحية النظرية ، من المتوقع أن تساهم نتائج هذه الدراسة في تطوير علم اللغة. من الناحية العملية ، من المتوقع أن توفر نتائج هذه الدراسة فهمًا لأساليب تحليل النص استنادًا إلى استراتيجيات الجدال والتحيز في المربعات الأيديولوجية في الخطاب النصي الذي يظهر على علامة التصنيف #JusticeForCaseyGoodson في تحديد الرأي العام على أساس مناهضة العنصرية وإنفاذ القانون على العدالة. مسائل. أخيرًا ، ينبغي النظر في دراسات أخرى حول الصور النمطية العرقية والتحيز والتمييز ومناهضة العنصرية في هذه الدراسة.

هذا البحث عبارة عن دراسة وصفية نوعية باستخدام نموذج تحليل الخطاب النقدي لفان ديك لفحص الظواهر الاجتماعية المعقدة من خلال فحص النصوص والأيديولوجيات. لذلك ، فإن النظرية الكبرى المستخدمة لتحليل البيانات في هذه الدراسة هي استراتيجية الجدل والنموذج الأيديولوجي الذي اقترحه فان ديك (2006). تم استخدام الاستراتيجيتين لتحليل التغريدات التي تظهر العنصرية وانعدام القانون في التغريدات باستخدام هاشتاغ #JusticeForCaseyGoodson.

تشير نتائج هذه الدراسة إلى أن الرأي العام الذي يظهر من خلال هاشتاغ #JusticeForCaseyGoodson يهدف إلى التعبير عن العدالة في مقتل رجل أسود يدعى كيسي جودسون من قبل الشرطة. وكذلك إعادة التعبير عن قضية العنصرية وإنفاذ القانون التي تشارك فيها وكالات إنفاذ القانون. من نتائج التحليل باستخدام استراتيجية الجدال ، تم الحصول على البيانات التالية ، وصف الممثل مع نتائج 9٪ بإجمالي 5 بيانات ؛ السلطة بنتيجة 5٪ بإجمالي 3 بيانات ؛ تصنيف بنتائج 9٪ بإجمالي 5 بيانات ؛ مقارنة بنتائج 9٪ بإجمالي 5 بيانات ؛ الواقع المقابل بنتيجة 5٪ بإجمالي 3 بيانات ؛ إخلاء المسؤولية بنتيجة 3٪ بإجمالي 2 بيانات ؛ نتيجة ملطفة بنسبة 5٪ بإجمالي 3 بيانات ؛ التعميم بنتائج 7٪ بإجمالي 4 بيانات ؛ الآثار المترتبة على نتائج 5٪ بإجمالي 3 بيانات ؛ استعارة بنتائج 11٪ بإجمالي 6 بيانات ، تمجيد ذاتي بنتائج 4٪ بإجمالي 2 بيانات ؛ لعبة رقم بنتيجة 9٪ بإجمالي 5 بيانات ؛ Pressupotition بنتائج 5٪ بإجمالي 3 بيانات ؛ غموض بنتائج 7٪ بإجمالي 4 بيانات ؛ وأخيرًا الإيذاء بنسبة 7٪ بإجمالي 4 بيانات.

وفي الوقت نفسه ، تشير استراتيجية التحيز ومربعات الأيديولوجية إلى أن الأيديولوجيا التي تظهر في هاشتاغ #JusticeForCaseyGoodson هي مناهضة للعنصرية. يُظهر استخدام اختيار الكلمات في البيانات أعلاه أن التركيز على الأشياء السيئة على الأشخاص الذين يعتبرون مجموعة خارجية سيخلق صورة سلبية عن أنفسهم (مجموعات عنصرية) ، وعلى العكس من ذلك ، سيتم تصوير الأشخاص الذين يعتبرون مجموعات داخلية. إيجابية من خلال التأكيد على الأشياء الجيدة (الجماعات المناهضة للعنصرية). استنادًا إلى تاريخ استخدام اختيار الكلمات مثل (الأشخاص السود ، والجماعات المتعصبة للبيض ، ومنع تمويل الشرطة) ، ظلت العنصرية التي تنطوي على إنفاذ القانون في أمريكا مستمرة منذ عام 1829. بدءًا من أعمال الشغب في سينسيناتي ، أوهايو ، الولايات المتحدة إلى كيسي جودسون قُتل على يد الشرطة في كولومبوس ، أوهايو ، الولايات المتحدة ، في ديسمبر 2020. كما يشير ذلك إلى أن ظهور حركة لمكافحة العنصرية والظلم القانوني مستمر منذ فترة طويلة. وقد تعزز ذلك بظهور أول مؤتمر للسود في عام 1830 ، والذي دعا إلى العدالة القانونية للسود حتى ظهرت حركة اجتماعية جديدة تسمى Black Lives Matter في عام 2013 من قبل نشطاء يهتمون بالسود الذين أعربوا عن مناهضتهم للعنصرية.

يمكن للباحثين أن يستنتجوا ويفهموا أن كل علامة تصنيف على وسائل التواصل الاجتماعي لها وجهات نظرها وأيديولوجياتها الخاصة. كل علامة تصنيف تظهر هي رأي ينشأ من كل فرد يتم التعبير عنه من خلال الكلمات المنطوقة والمكتوبة. في النهاية ، سيشكل هذا الرأي الشخصي فكرة عامة / جماعية. يمتلك هذا الرأي العام في نهاية المطاف القدرة على رفض أو قبول أو حتى إدانة سياسات بعض السلطات اعتمادًا على الأيديولوجية التي تلتزم بها. لمزيد من البحث ، يوصى باستخدام طرق مختلفة لتحليل الخطاب في كلية العلوم الثقافية. هذا من أجل الدراسة بشكل أعمق والحصول على مزيد من الاهتمام لإثراء المعرفة العلمية باللغويات.

TABLE OF CONTENT

CHAPTER I

INTRODUCTION

This chapter covers the elaboration of background of the study, research question, objective of the study, scope and limitation, significance of the study, definition of key term, previous studies, and research methodology.

A. Background of the Study

CDA or critical discourse analysis is one type of discourse that studies the abuse of social power, domination and inequality. It is imposed, reproduced, and rejected by text and speech in a social and political context (Dijk, 1998). According to Wodak (2003), "CDA attempts to investigate discourse events and the power contained in the text (oral and written)" (p. 2). Meanwhile, this approach rests on the concept of dialectical-critical theory, which is not limited to formulating and analyzing statements. In general, CDA discusses the social reality law and criticizes the historical and social situation about racism in America and the ideology of resistance to discrimination.

There are many CDA models proposed by some experts in researching racism. However, in this study the researcher chose Van Dijk's model to analyze the trending hashtag #JusticeForCaseyGoodson on Twitter. This study attempts to describe the process of critical discourse analysis regarding text or language in social movements through the trending hashtag #JusticeForCaseyGoodson on Twitter as well as to focus on argumentation and ideological strategies of

prejudiced opinion squares to determine public opinion based on the ideology found in hashtag #JusticeForCaseyGoodson. These strategies can explain how social media have provided space for people to engage in interactivity and collective movements in giving their views as an effort to fight authority when injustice occurs. Besides that, another reason for choosing CDA as the research area is that CDA plays an advocacy role for groups that suffer from social discrimination, especially when racism occurs (Wodak & Mayer, 2001).

According to Brien, "Twitter is a popular and efficient social media platform for connecting with other people in a short amount of time. Twitter is also a suitable medium for non-physical social movements" (2011, p. 11). Initially, it was doubtful that social media could encourage social change in society. However, this prediction turned out to be incorrect. One example is the emergence of the hashtag #JusticeForCaseyGoodson as an expression of public disappointment over the killing of a black youth named Casey Goodson Jr. by the representative of The Franklin County Sheriff's Office, Jason Meade. It is the pretext of carrying a firearm ultimately proving that the police were wrong to arrest people.

Statista (2020, p. 1-2) argues that "...In America, social media, particularly Twitter, ranks first with 68.7 million active users". With such a large number of users, social movements through hashtags on Twitter are considered as an effective tool to voice support and emphasize demands for justice on an issue. Social movements on social media tend to be fast, lean, and numerous. The

discourse on issues that arise will be more complex than the discourse produced by the mass media.

In addition, in social media everyone can directly engage with a problem using their perception. Before the internet's existence, people only got news from the mass media, such as magazines and newspapers. Therefore, if the public wanted to voice opinion in the media, they could do so on the pages of the reader's letter. Then, it should be reviewed by the editors to decide whether the content was appropriate or not. When online media exist, public discourses are accommodated in the comments column in every news, which is the same as the readers' letter pages. The content of comments column is still reviewed by the editors, who have the authority not to upload inappropriate comments. Nevertheless, now, through social media like Twitter, the ones who determine which content deserves to be voiced is ourselves. No other party decides or intervenes this.

The objects of this research were Twitter accounts that use hashtag #JusticeForCaseyGoodson, which was trending in America about Anti-racism. This hashtag appeared when The Franklin County Sheriff's Office deputy Jason Meade was in Columbus, Ohio, on December 4, looking for violence offenders. In the middle of his duty, he shot dead Casey Goodson Jr., a 23-year-old black man with no criminal background who was not the target of his investigation. Goodson was shot by officer Jason Meade when he tried to enter his home after returning from the cease and subway to buy sandwiches for his 5-year-old brother and 72-year-old grandmother.

The protests calling for justice after Casey Goodson's death were held on December 12, 2020. The call to use hashtag #JusticeForCaseyGoodson on Twitter began to emerge. It had become one of the most trending hashtags to support the defense movement (Maxouris, 2020).

The researcher chose hashtags on social media Twitter as the research objects because, according to Clark (2016) "in today's digital era, social phenomena can emerge from the social media movement in the form of hashtag" (p. 10). A research report revealed that the hashtag on social media Twitter is more influential in determining public opinion than on mass media.

Based on data Statista in October 2020, America was ranked first with 68.7 million active Twitter users, followed by Japan in second place with 51.9 million active users and third in India with 18.9 million active users. With a large number of users, Twitter will affect how a person thinks and has an opinion on every issue that develops quickly. Therefore, the issuance of an idea and the same idea on Twitter can build a discourse. Foucault (1972) argues that discourse characterizes as the general area. It specifically includes all expressions or writings that have importance and impacts in reality, for instance, the discourse of imperialism, feminism, politics, and anti-racism (Mills, 1994). The discourse on the issue of anti-racism is the most widely heard in America today. The effect that emerges from this discourse will usually be in the form of movement, either by direct demonstration or using social media as a call to voice the ideas.

The hashtag is a creative way made by the community to build collective concern about an issue on a particular social problem. According to Yuswohady

(2012), "The hashtag has the power to form "shared awareness.". It can impact the emergence of concrete mass movements such as political demonstrations, caring actions, social campaigns, etc. "When shared awareness has reached its tipping point, it will become a viral and trending action on social media, especially Twitter" (Yuswohady, para. 9).

The data were selected from 64 Tweets on Twitter accounts using the #JusticeForCaseyGoodson hashtag between 12 to December 20, 2020, to get reliable and up-to-date data. Then, the researcher analyzed them based on two models analysis, which involved the argumentation strategy and the ideological square strategy of prejudiced opinions to determine public opinion based on anti-racism and law enforcement of justice issues. Therefore, to obtain a more in-depth analysis, the researcher used van Dijk's theory to analyze these phenomena.

Some studies (e.g., Degaf, 2014; Khoirunnisa & Indah, 2017; Masroor, 2019; Irham and Wahyudi, 2012) were conducted to analyze text in mass media using argumentation strategies and Ideological square strategies by Van dijk theories, but The first researcher is Degaf (2014), "Jokowi In Pro-Prabowo Media Coverage (Critical Discourse Analysis)." In this research, Degaf focuses on analyzing derogation and Euphemization as a "discursive strategy" to perpetuate the interests of the media. The second study is Khoirunnisa & Indah (2017), "Argumentation Statements In The 2016 Presidential Debates Of The U.S: Critical Discourse Analysis". In this study, Khoirunnisa and Indah used the ideological square by van Dijk to find the ideology contained in the debate issue. The third researcher is Masroor (2019) "Polarization and Ideological Weaving in

Twitter Discourse of Politicians". This article was prepared by first contextualizing the concepts of ideology and power in the realm of political discourse, then continued with an explanation of the forms and strategies used by political elites in social media Twitter. The fourth study is Irham and Wahyudi (2012). "Treating Disclaimer as A Power Strategy Of Self-Legitimation and Other-De-Legitimation In Netanyahu's Unga Speech". This article is compiled by first studying the practice of disclaimers by Netanyahu in the peace treaty speech at the UN General Assembly in 2011, then by using the text microstructure, carried out together with disclaimers to empower oversight of ideological practices, it is also explored.

From those previous studies, the researcher found that all studies focused more on analyzing one model of argumentation strategies analysis, such as Euphemism and disclaimers, then these studies also only focus on ideological discourse from mass media. The ideas that appear in the mass media have been controlled by the journalist's editors and sometimes had particular interests for corporate. Meanwhile, this research focused on the realm of public opinion that appeared through the hashtag movement on Twitter. Mulyadi (2015) and Masroor (2019) have similarities in the object studied by the researcher, Twitter. Nevertheless, the difference is that Masroor (2019) takes data analysis from two politicians' accounts and analyzes the structure of their texts and ideologies. Meanwhile, researchers use the hashtag on Twitter as an object of research, as used by Mulyadi (2015) but the topic of the hashtag and the theory used are different in this study. The researcher used hashtag #justiceForcaseyGoodson on

Twitter as the object of research, while Mulyadi (2015) used hashtag #ShameOnYouSBY as the object of research. The researcher's finding is hashtag which is used by various circles of society as a form of support and resistance to legal injustice that befell the black man Casey Goodson.

Meanwhile, in the findings of Mulyadi (2015) and Masrorr (2019), Twitter is used by politicians for the performance of their identities, mode of self-actualization, the background they do as political beings, and giving their best performances for the ultimate goal, namely political position. Hashtag is a new form of metadata because it does not only play a role in information management services but also plays a role in interpersonal and social relations services. Therefore the researcher will make this gap as a novelty of this research by focusing the research on the elements of the argumentation strategy and the ideological square strategy of prejudiced opinions proposed by van Dijk. Critical discourse analysis in the field of argumentation strategy will determine the text strategy used in the #JusticeForCaseyGoodson hashtag and prejudice opinion in the ideological square to find the ideology in the #JusticeForCaseyGoodson hashtag on social media.

B. Research Question

Based on the background of the study above, the research questions are formulated below.

1. How are the argumentation strategies used in the tweet with hashtag #JusticeForCaseyGoodson to determine public opinions based on anti-racism and law enforcement issues?

2. How do the argumentation strategies influence the ideology formed in the tweet with hashtag #JusticeForCaseyGoodson to determine public opinions based on anti-racism and law enforcement issues?

C. Objective of the Study

Based on the above research questions, this research has two objectives, which are stated as follows.

1. To find out how the argumentation strategies are used in the tweet with hashtag #JusticeForCaseyGoodson to determine public opinions based on anti-racism and law enforcement issues.

2. To find out how the argumentation strategies influence the ideology formed in the tweet with hashtag #JusticeForCaseyGoodson to determine public opinions based on anti-racism and law enforcement issues.

D. Significance of the Study

The theoretical benefits can be developing ideas and concepts about the theory of public space on Twitter social media and conceptualizing the ideology raised about trending on Twitter through hashtags, especially #JusticeForCaseyGoodson social movements. Besides, this research expects to add references to other researchers. It is especially true in new media studies in

the English letters Department of Universitas Islam Negeri Maulana Malik Ibrahim Malang. Generally to everybody who studies English, critical discourse analysis, and linguistics.

Practically, the results of this study expected to provide an understanding of text analysis tactics based on the argumentation strategy and the ideological square strategy of prejudiced opinions in the text discourse that appears on the hashtag #JusticeForCaseyGoodson in determining public opinion based on anti-racism and law enforcement of justice issues. Furthermore, the findings of this study expect to provide an in-depth understanding of critical discourse analysis, which many people use to achieve their desires. Therefore, understanding texts understanding based on ideology can make us more critical in reading the phenomena around us.

Finally, other studies of ethnic stereotypes, prejudice, discrimination, and anti-racism should consider in light of this study. The fundamental importance of sociocultural, historical, political, and economic influences should not obscure by our cognitive and social psychological perspective on this critical discourse analysis. Researcher hopes to connect the dimensions of text and ideology. Critical discourse analysis in the argumentation strategy will determine the text strategy used in the hashtag #JusticeForCaseyGoodson. Then prejudice opinion in the ideological square to find the ideology in the #JusticeForCaseyGoodson hashtag on social media.

E. Scope and limitation

The data selected from 64 tweets on a Twitter account used the #JusticeForCaseyGoodson hashtag between 12 to December 20, 2020, to make the data more credible. Then the data will analyze into two model analyses to determine public opinion on the anti-racism and law enforcement of justice issues. A research report by Budiman (2018) revealed that the hashtag on social media Twitter is more influential in determining public opinion than mass media. Therefore, to obtain a more in-depth analysis, the researcher used van Dijk's The argumentation strategy and the ideological square to discover these phenomena.

This study also has theoretical limitations and methodological limitations. The use of critical discourse analysis using Van Dijk's model cannot reveal all text phenomena that occur in social movements through hashtags on Twitter. Van Dijk's theory has done a lot of research in the realm of ideology. There is much overlapping theory for the study of the argumentation strategy and the ideological square strategy of prejudiced opinions.

F. Definition of Key Term

#JusticeForCaseyGoodson	: The name of trending hashtags on twitter. It means a call to demand justice for the murder of a black man named Casey Goodson Jr. The Franklin County Sheriff's Office deputy is in Columbus, Ohio, on December 4.

Hashtag	: is a word or an unspaced phrase prefixed with the hash character (or number sign), #, to form a label in Twitter.
Anti-racism	: is the ideological issue that is trending on twitter about black people in the US.
Personal Opinions	: is the Personal point of view of user hashtag #JusticeForCaseyGoodson, which can develop public opinions.
Public Opinions	: is general point of view of hashtag #JusticeForCaseyGoodson based on personal opinions.
Critical Discourse Analysis	: is a way to deal with language utilized to investigate and uncover the jobs that discourse plays in replicating or opposing social imbalance in this research.
The Argumentation strategy	: is One of several kinds of van Dijk analysis models used in language research (used to analyse the texts).
The Ideological Square Strategy	: is One of several kinds of van Dijk analysis models used in language research (used to find the ideological strategies).

BLM : is Black Lives Matter or a new social movement that fights for the rights of black people.

G. Previous Studies

Several studies relevant to media analysis have used the CDA approach of thinkers such as Van Dijk, Theo van Leeuwen to analyze mass-media texts. So far, several studies have applied Critical Discourse Analysis (CDA) in analyzing ideological and socio-cultural-based texts. This study is interested in objects in the form of text in mass media or speech by politicians (Hayik, 2014; Mulyadi, 2015; Degaf, 2014; Khoirunnisa & Indah, 2017; Aini, 2019; Bonilla, 2019; Masroor, 2019; Irham and Wahyudi, 2012; Komaruddin (2014). Argumentation strategies and prejudice in Ideological square by Van Dijk can be compatible with studying various topics such as social and political issues, advertising, health issues, and especially racism.

Therefore, the researcher chose several previous studies relevant to this research from In terms of theory and elements analyzed, Hayik (2014); Degaf (2014); Aini (2019); and Irham and Wahyudi (2012) used Van Dijk's argumentation strategies to analyze texts that appeared in the mass media and political speeches. Their difference are in terms of strategy. Hayik (2014) and Degaf (2014) focus more on euphemism and derogation strategies in the Jawa Post mass media, It is the same as used by Irham and Wahyudi (2012) which focuses more on the disclaimer strategy used in Netanyahu's political speech, while Aini (2019) focuses more on the context of what argumentation strategies

are used in analyzing linguistic elements in the Jawa Post mass media. Meanwhile, the euphemism by Hayik and Degaf, and the disclaimer by Irham and Wahyudi are some of the models in the argumentation strategies used by Aini (2019). In this case, according to the researcher, the research conducted by Aini (2019) is more interesting because the language phenomenon found is more complex, because Aini (2019) uses argumentation strategies as a model for analyzing linguistic elements in the Jawa post mass media.

Bonilla (2019) and Komaruddin (2014) use a macrostructural approach to determine the level of semantic meaning by describing local meanings through words, phrases, clauses, sentences, and connections between sentences. Both of them also have something in common, they use speech as the object of their analysis. However, their difference are in the context of the issues analyze, Bonilla (2019) analyzes the level of semantic meaning in President Trump's political speech before and after becoming president of America, while Komaruddin (2014) analyzes the level of semantic meaning in Hillary Diane Rodham Clinton's feminist speech about women.

Mwangi (2018) and Khoirunnisa & Indah (2017), use ideological strategies to determine the ideology of a particular group. Both of studies take ideological and linguistic elements from van Dijk's theory. However, their difference are in the research issue and the object of research. Mwangi (2018), examines critically and systematically the issue of power and equality of discourse in science about the internationalization of higher education. She uses Van Dijk's approach of power and domination as a theory. As data, She uses

educational journals as her research area. Meanwhile, Khirunnisa & Indah (2017), In this study, Khoirunnisa and Indah used van Dijk's Ideological square to find the ideology contained in the presidential candidate debate issues in using emphasizing the good things "We" for the (Western) group and emphasizing " Them" bad things for the (East) group.

Mulyadi (2015) and Masroor (2019), both of studies used discourses that appeared on social media Twitter as the object of research. However, their difference are in choosing the research object area and the theory used. Mulyadi (2015) used social movement discourse through the hashtag #ShameOnYouSBY as the object of research. for the theory and approach, Mulyadi (2019) uses the power and dominant approach by Theo van Leeuwen. In contrast, Masroor (2019) uses discourse that appears in the official accounts of two eminent Pakistani political actors, Maryam Nawaz and Imran Khan, were chosen from October 2016 to December 2016 in their political agendas. Meanwhile, as a theory and strategy, Masroor (2019) uses Positive self-presentation and Negative other-presentation strategy within the ideological square analytical framework which is discussed under the CDA socio-cognitive approach (van Dijk, 1998). The analysis uncovers several "us" and "them" polarizing strategies that work in the tweets of elected political leaders to legitimize their in-group versus out-group ideology to serve their political interests. The techniques of uncovered rhetoric help to interpret the hidden agenda behind the political discourse of tweets and aim to fulfill the emancipatory aims of the CDA study with a public mechanism of how politicians achieve the viability of their political order while keeping them unaware of their

true intentions.

Mulyadi (2015) and Masroor (2019) have similarities in the object studied by the researcher, Twitter. Nevertheless, the difference is that Masroor (2019) takes data analysis from two politicians' accounts and analyzes the structure of their texts and ideologies. Meanwhile, researcher uses hashtags on Twitter as objects of research, as used by Mulyadi (2015), only the hashtags and the theory used are different In this study. The researcher used hashtag #justiceForcaseyGoodson on Twitter as the object of research, while Mulyadi (2015) used hashtag #ShameOnYouSBY as the object of research. The researcher's findings are that hashtags are used by various circles of society as a form of support and resistance to legal injustice that befell the black man Casey Goodson. Meanwhile, in the findings of Mulyadi (2015) and Masrorr (2019), Twitter is used by politicians for the performance of their identity, mode of self-actualization, the background they do as political beings, and giving their best performances for the ultimate goal, namely political position.

Hashtag is a new form of metadata because it does not only play a role in information management services but also plays a role in interpersonal and social relations services. Although research has considered hashtags as topic markers indicating the "end" of texts on social media (Kehoe and Gee 2011), several studies have shown that hashtags have an additional function of building community (Yang et al., 2012; Lin et al. al. .Al. 2013) or "public" (Bruns and Burgess 2011) in (Zappavigna, 2015). Meanwhile, according to Zappavigna (2015), besides acting as a topic marker, hashtags also have linguistic versatility

to interpret more interpersonal and structural meanings. In other words, hashtags can be observed to perform a communicative function in interpreting social phenomena.

From those previous studies, the researcher found that all studies focused more on analyzing one model of argumentation strategies analysis, such as Euphemism and disclaimers, then these studies also only focus on ideological discourse from mass media. The ideas that appear in the Mass Media have only controlled journalists themselves and sometimes had specific interests for corporate. Meanwhile, this research will focus on the realm of public Opinion that appears through the Hashtag movement on Twitter. Therefore the researcher will make this gap As a novelty in this research by focusing research on the elements of The Argumentation strategy and The Ideological Square strategy of prejudiced opinions of van dijk.

H. Research Method

This section will provide information on the research methodology, which consists of research design, research instrument, data, data source, data collection, and data analysis.

1. Research Design

This research is descriptive qualitative research using the critical discourse analysis approach of the Teun A. Van Dijk model. This study uses a critical discourse analysis approach that examines complex social phenomena through the

argumentation strategy and the ideological square strategy of prejudiced opinions in Van Dijk (2006).

This study seeks to describe the critical discourse analysis process regarding text or language based on ideological anti-racism in social movements through the hashtag #JusticeForCaseyGoodson on Twitter social media. Critical discourse analysis looks at the hidden ideology in the use of language. Ideology is a central study in critical discourse analysis. According to Dijk in (Eriyanto, 2001), "the text, conversation, and others are forms of ideological practice or a reflection of certain ideologies" (p.13-14).

Generally, criticism aims to reveal power structures and dismantle certain ideologies. Ideology in the context of critical discourse analysis is an everyday belief that is hidden and latent. This belief then emerges by disguising itself in conceptual metaphors and analogies according to Lakoff and Johnson in (Wodak, 2001).

In-text analysis studies, the critical paradigm especially holds that news. It is not something neutral and becomes a public space from various opposing views in society—likewise, tweet text produced by the community. Besides, according to Wodak and Meyer (2001) critical discourse analysis suggests that all discourses are historical. It can be understood by reference to the context, for example, the use of factors such as culture, society, and ideology.

2. Research Subject

According to Arikunto (2010), the definition of a research subject is a place where data for research variables are obtained and determined in a framework of

thought. In qualitative research, if the number of data studied directly is many samples that represent the research needs. Therefore, in this study, the researcher only uses a few Twitt samples from the many that appear in the Hashtag #justiceForCaseyGoodson. Researcher only took a few samples of Twitt that represented the whole developing issue, namely racism and law enforcement of justice.

3. **Research Instrument**

In qualitative research, the research instrument's primary data is the researcher herself (Heigham & Croker, 2009). It performs all the processes, which starts from collecting the data, analyzing the data until concluding the result of the study.

4. **Data and Data Source**

The Data in this study uses the hashtag #JusticeForCaseyGoodson which includes text in tweets accompanied by the hashtag #JusticeForCaseyGoodson. The data select from 64 Tweets on a Twitter account that used the #JusticeForCaseyGoodson Hashtag between 12 to December 20, 2020, To get reliable and up-to-date. Then the data will analyze into two models analysis to determine public Opinion on The Anti-racism and Law enforcement of justice issues. Therefore, to obtain a more in-depth analysis, I used van Dijk's The Argumentation Strategy and The ideological square to discover these phenomena.

The type of data used in this study is the text of the written words in tweets using the hashtag #JusticeForCaseyGoodson. This type of data is qualitative in the form of a concept described in terms. It determines public Opinion formed on the

hashtag #JusticeForCaseyGoodson based on Anti-racism and Law enforcement of justice issues. This study uses data sources that include Primary data sources and Secondary data sources.

The primary data source is the leading data obtained directly from a collection of tweet text accounts using the hashtag #JusticeForCaseyGoodson when it became a trending topic from December 12 to 20, 2020. Secondary data sources are namely supporting references in the form of text and pictures. This data is a literature study on critical discourse analysis. This information is obtained from research journals, articles on the internet, and print media related to this issue.

5. Data Collection

The data collection technique used in this study was conducted by researcher based on the needs of analysis and assessment. The data collection has been carried out since the researcher determined the problem being studied. The data collection carried out is Observation of Text and Documentation.

Observations of text made on the Twitter timeline saw the tendency of people to update their status using the hashtag #JusticeForCaseyGoodson when this hashtag became a trending topic on Twitter. Data Documentation is in the form of text on Twitter timelines using the hashtag #JusticeForCaseyGoodson from December 12 to 20, 2020, when it was still a trending topic on Twitter. Considering that the research carried out was an analysis of the tweet text on Twitter. The sampling technique used by researcher was the purposive sampling technique, then categorized based on the contexts and ideology that emerged

during the researcher' observations. Thus, this purposive sampling technique was very appropriate for the discourse analysis research conducted by the researcher. Research Library (library research) is used by studying and examining literature related to the problem. It supports the analysis of the Discourse that develops in society. The production and reproduction of a person or event described.

6. **Data analysis**

The data analysis process starts by examining the available data from various sources. Data analysis is one of the series of research activities so that data analysis activities are related to previous research series. After the data is available, the researcher studies and examines the data. The next step for the researcher to make an abstraction from this research. Then, the researcher arranges in units and categorization, and the final step is to interpret and or give meaning to the data.

7. **Data Triangulation**

"Triangulation of data sources explores the truth of certain information through various methods and sources of data collection. For example, apart from going through interviews and observations, researcher can use participant observation, written documents, archives, historical documents, official records, personal notes or writings, and pictures or photos. Of course, each method will produce different evidence or data, which in turn will provide different insights regarding the phenomenon under study. These various views will give birth to the breadth of knowledge to obtain reliable truth." (Rahardjo, 2010, para.8). In this

study, data collection has been carried out since the researcher discovered the problem being studied in the following way.

    a. Observation teks

Observations were used on the Twitter timeline to see the tendency of people to update their status using the hashtag #JusticeForCaseyGoodson when this hashtag became a trending topic on Twitter. Observations were made on the Twitter timeline to see the tendency of people to update their status using the hashtag #JusticeForCaseyGoodson at the time of this hashtag being a trending topic on Twitter.

    b. Documentation

Data collection is in the form of text on Twitter timelines using the hashtag #JusticeForCaseyGoodson during the period 12 to 20 December 2020 while still a trending topic on Twitter. Considering that the research conducted was an analysis of the tweet text on Twitter, researcher used purposive sampling technique or samples categorized based on the contexts that emerged during the researcher's observations. Thus, this purposive sampling technique was very appropriate for the discourse analysis research that the researcher was doing. Library research is studying and examining literature related to the problem and to support the analysis of how discourse is developing in society, the process of production and reproduction of a person or event is depicted.

    c. Audiovisual

"To complement the qualitative data, researcher can examine evidence of physical traces of the subject, such as photos, voices, gathering information through digital traces "(Rahardjo, 2020, p.113). Therefore, in this study, researcher have examined the evidence and gathered information via Twitt, which emerged from a Twitter account using the hashtag #JusticeForCaseyGoodson related to the theme.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter contains some theories that are relevant to this study, which involves critical discourse analysis, van Dijk's model of critical discourse analysis, the argumentation strategies, prejudice in the ideological square, and black lives matter as a new social movement.

A. Critical Discourse Analysis

"Language is part of a culture. Without language, the culture of the community will never develop and materialize" (Rahardjo, 2002, p.42). Therefore, language has an essential role in every aspect of life particularly, humans. Along with the development of culture, language is not only spoken or written. However, it contains other elements such as ideology, the domination of power, and confidential information. Besides, language not only serves as a means of communication but it used for other purposes. Phenomenology says that language cannot be separated from its subject in the production of meaning. The subject is a control centre for a specific purpose in discourse practice (Eriyanto, 2011).

The occurrence of an increasingly complex language phenomenon forces linguists to find new approaches and perspectives in learning a language. Because of that, a language study called Discourse Analysis emerged. Discourse Analysis is an interdisciplinary study of the language used and is carried out to investigate

what language is used (Brown, 1989). Furthermore, Discourse Analysis examines the fundamental role in everyday expression and ideological reproduction (Dijk, 2000). According to Degaf (2019) Discourse Analysis is commonly used to find the meaning of discourse, which is the same, or at least very close to the purpose intended by the speaker in spoken discourse, or by the writer is written one.

For a Discourse Analysis approach to be more critical, it is necessary to have a critical paradigm called Critical Discourse Analysis. This approach conducts textual interrogations and reveals the relationship between the interrogation products and the macro-contextual behind the text (Sobur, 2004). This approach is always interesting to use as linguistic research.

"CDA or critical discourse analysis is a type of Discourse that studies how the abuse of social power, domination, and inequality is enforced, reproduced, and rejected by texts and talks in social and political contexts" (Dijk, 1998). CDA attempts to investigate discourse events and the power that is manifested in a text (oral and written). Meanwhile, this approach is essentially based on the concept of dialectical-critical theory, which is not limited to formulating and examining general statements about the laws of social reality. Moreover, criticizing historical and social situations (Wodak, 2003).

More explicitly, "CDA attempts to analyze language, which is considered necessary in the reproduction of ideology. People as individuals and groups of people have their ideology, which spreads through the language they use. Besides, ideology is the fundamental belief of a group and its members" (Dijk, 2000, p.7). It means that each person or group attempts to show their ideology to dominate

and dominate others. There are two groups in society which call dominating. It will bring up the representation of the ideology of the opposition in the community.

According to Foucault, critical discourse analysis aims to study the discourse formations generated in the text, the discourse techniques associated with them, and the influence of discourse creation. A dialogue or Discourse that forms, according to Foucault, may be characterized by the regularity of apparently is not connected classes of declarations, As well as by the laws that regulate the regulation. Moreover, this approach is based on a principle of the critical-dialectical theory that is not limited to the formulation and analysis of general statements regarding the laws of social existence. Besides, the emphasis is on the critical scientific-theoretical results. They are faced with alternate options, checked for contradictions, and weighed in a broader context. In this context, the purpose of theoretical work is to provide authentic and instructive insight into the historical and social condition (Wodak, 2003). This view underlines that the human-initiated experimental work approach has often been part of the historical-social framework in which cognition activity is intended to be defined.

There are many models of CDA proposed by some experts. However, The researcher chooses van Dijk models to analyze the trending Hashtag #JusticeForCaseyGoodson on Twitter. This study attempts to describe the critical discourse analysis process regarding text or language in social movements through the trending hashtag #JusticeForCaseyGoodson on social media Twitter. This theory will focus on The Argumentation strategy and The Ideological Square

Strategy Of Prejudiced Opinions to determine public Opinion based on anti-racism in Hashtag #JusticeForCaseyGoodson.

B. Van Dijk's Model of Critical Discourse Analysis

Van Dijk considers that the term critical discourse analysis is an inaccurate term. Van Dijk prefers the term of critical discourse analysis for several reasons. First, CDS does involve not only an analytical process but also involves critical theory and critical application. Second, CDS is not just a method. The term CDS was taken to avoid the misunderstanding that the critical approach is a method of discourse analysis. CDS is a critical perspective, position, and attitude in discourse analysis (Wodak & Meyer, 2001).

Van Dijk's discourse analysis is known as a sociocognitive approach. Van Dijk views that discourse analysis research is not sufficient to be based solely on text analysis because the text is only the result of production practice. Understanding text production will ultimately result in an understanding of the background and purpose of making the text. Van Dijk also pays attention to other factors such as social structure, domination, and power groups that exist in society and aspects of cognition and awareness that influence specific texts (Eriyanto, 2006).

Furthermore, discourse is described by Van Dijk as something that has three dimensions. The three dimensions are text, social cognition, and social context. In essence, van Dijk's model analysis combines the three dimensions of discourse into a single analysis. The text is examined for its structural aspects and

the discourse strategy used to present themes. Social cognition is studied through the process of producing news texts which involve individual journalists' cognition. In the social context, it is researched the discourse building that develops in society. Van Dijk's analysis links textual analysis to a comprehensive analysis of how texts are produced, both concerning individual journalists and society. Van Dijk's analysis model can be described as follows (Frawley & van Dijk, 1987; Rahimi & Riasati, 2011; Wilks, 1979, p. 63):
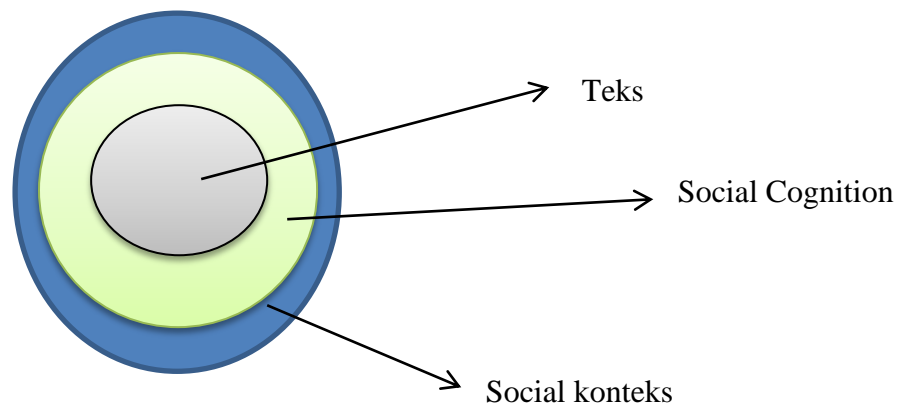
First, Text is a structure used to analyze how discourse strategies describe a particular person or event. To find out how textual strategies are used to marginalize certain groups, ideas, and events through the Critical Linguistic method. Second, Socio cognition serves to analyze how the author's cognition in understanding a certain person or event will be written through in-depth interviews. Third, Social context analyzes how discourse that develops in society, the process of production and reproduction of a person or event is described. The analyst uses literature study, historical tracing, and interviews.

According to Van Dijk, the discourse has several levels. First is the theme,

which is the central issue of a text. Themes that describe the general topics of this text are called macro structures. The second is the superstructure, namely the text framework, such as the introduction, content, closing, and conclusion. The point is how a text is structured. The last part is the microstructure, which is the meaning of the text which can be examined from the words, sentences, and styles used in the related text.

Within the framework of van Dijk's discourse analysis, it is also necessary to examine aspects of social cognition, namely the journalists' mental awareness that shapes the text. This approach is based on the assumption that the text has no meaning, the meaning is given by the language user (in this case the journalist). Therefore, research is needed on the representation of journalists' cognition and strategies in producing news. According to Van Dijk (Eriyanto 2006), research on mental structures and processes needs to be done for two reasons. First, understanding the text, how the meaning of the text is strategically constructed and displayed in memory represents the text. Second, the use of language, in this case, journalists have a unique position, have particular views that are presented in the text.

Van Dijk's peculiarity in looking at news structures in newspapers focuses on thematics structures and newspaper schemata (news schemata). Thematic elements refer to the general description of a text. It is also called the main idea, summary, or main of a text. The text also has a scheme or flow from introduction to end how the parts of the text are arranged and arranged to form a unity of meaning. Conversational discourse, for example, has an introduction

scheme, news content, and cover. Likewise, scientific journals have a certain scheme. Even though it has various schemes, news generally hypothetically has two categories, namely a summary, which is generally marked by the title and lead elements, and the second story, namely the content of the news as a whole.

Text is not only defined by a particular view or a certain topic but a coherent general view. Van Dijk called global coherence, which is part of the text when traced to a certain point a general idea, and the parts support one another to describe a broad topic. In the case of news, texts that violate human rights, democracy. Corruption and violence have global coherence with each other (Wodak & Meyer, 2001).

Related to ideology, van Dijk (2004a) limits ideology as a belief system that is socially shared by the social actors involved. Of course, it refers to the existence of collective beliefs, which must be understood as the initial stage in understanding ideology. Ideology is not only a social belief but is more fundamental or axiomatic. Ideology controls and directs the beliefs of other parties in social relationships (Yuwono, 2008).

Van Dijk (2004a) then states that ideology is the basis of the axiomatic social description of a social group, which, through particular social and mental (sociocognitive) behavior, controls its discourse and eventually widens to control the social practices of other social groups. Yuwono (2008) states that this can lead to cooperation, coordination, competition, conflict, or struggle. Ideology can be disguised or hidden in the text. A racist may not say that he is racist, so he expresses his views on foreign workers or immigrants (Yuwono, 2008).

For his analysis, Van Dijk presents a contextual picture that includes three levels: the level of meaning, argumentation, and rhetoric (Dijk, 2006). The level of meaning relates to the ideological categories as 'disclaimer' and 'lexicalization.' It focuses on ideological categories such as 'fallacy' and 'generalization' at the level of argumentation. The rhetorical level includes ideological categories such as 'hyperbole' and 'repetition.' In this study, researcher will use "The argumentation strategy by Van Dijk" to analyze the level of meaning and the level of argumentation in the Hashtag #JusticeForCaseyGoodson. As for those related to ideological categories, the researcher will use "Prejudice Opinions in the ideological square by van Dijk" to determine the ideology used in the Hashtag #JusticeForCaseyGoodson.

C. The Argumentation Strategies

Van Dijk (2004b) then reveals the term ideological discourse production strategy, referring to the efforts made by a social group in describing other social groups. This depiction can be a positive statement or a negative statement, depending on the ideology adopted by the social group. The strategy of describing positive oneself and negative portraying others is macro-semantic (Van Dijk 2004b). Van Dijk then traced the macro strategy, concretized with a more specific strategy. Of the many semantic micro strategies, van Dijk suggests the following 27 examples of strategies in argumentation strategies:

1. Actor description strategy, which is a description of the actor described in a discourse. The portrayal of actors will depend on the journalist ideology of

the discourse marker. In general, we will positively portray our group members, while actors who come from outside the group negatively. Likewise, when it comes to negative aspects, we tend to cover up the various negative aspects that actors have. in discourse, if he comes from the same social group, and will emphasize the lack of actors if he comes from outside the group. For example Here is how Mrs Gorman describes a Romanian asylum seeker:

"In one case, a man from Romania, who came over here on a coach tour for a football match (. . .) decided that he did not want to go back, declared himself an asylum seeker and is still here 4 years later. He has never done a stroke of work in his life (Gorman)" (Dijk, 2006, p.735).

2. The strategy for filing authoritative arguments (authority), namely the submission or mention of authorities that are generally known to have authority or superiority in certain areas of expertise or in matters of morality. Authority can be either an institution or an individual. Social groups with their respective ideologies will choose different authorities.

3. Strategy of imposition (burden/topos), namely filing arguments about the burden that will be borne by a party for actions taken by another party. It is done to show the negative implications that occur or will occur when a policy or decision is taken. For example One of the topoi of antiimmigration discourse is that asylum seekers are afinancial 'burden' for 'us': "It is wrong that ratepayers in the London area should bear an undue proportion of the

burden of expenditure that those people are causing (Gorman)" (Dijk, 2006, p.735).

4. Categorization strategy (categorization), humans tend to categorize various social groups, and this is also a statement that is supported by the discipline of social psychology. Categorization refers to the grouping of people involved in the topic of discourse. For example from social psychology, people tend to categorize people, and so do speakers in parliament, especially when Others (immigrants, refugees, etc.) are involved. Most typical in this debate is the (sub)categorization of asylum seekers into 'genuine' political refugees, and 'bogus' asylum seekers, a categorization formulated in the following ways:

"There are, of course, asylum seekers and asylum seekers (Gorman)" (Dijk, 2006, p.735).

". . . those people, many of whom could reasonably be called economic migrants and some of whom are just benefit seekers on holiday, to remain in Britain (Gorman)" (Dijk, 2006, p.735).

5. Comparison strategy, namely the filing of arguments about similarities or differences about something. It can refer to a character, action, or event.

6. Consensus submission strategy (consensus), namely submitting claims about an agreement or decision taken by certain parties submitted to strengthen an opinion or information. In the following example, Mr Corbyn uses an argumentative comparison with the Second World War to emphasize the plight of asylum seekers:

"Many soldiers who were tortured during the Second World War found it difficult to talk about their experiences for years. That is no different from the position of people who have been tortured in Iran, Iraq, West Africa, or anywhere else. (Corbyn)" (Dijk, 2006, p.736).

7. Strategy for submitting counterfactuals, namely statements or counter-question raised to the other party so that the statement or question is explained or answered by the other party. This move is also proposed so that other parties can imagine the conditions experienced by one party, one of which is to gain empathy. ''What would happen, if . . .'' the typical expression of a counterfactual, is often used in this debate by the Labour opposition in order to suggest that the conservatives try to imagine what it would be like to be in the situation of asylum seekers, an persuasive argumentative move that is also is related to the move of asking for empathy:

"I suggest that he start to think more seriously about human rights issues. Suppose he had to flee this country because an oppressive regime had taken over. Where would he go? Presumably he would not want help from anyone else, because he does not believe that help should be given to anyone else (Corbyn)" (Dijk, 2006, p.736).

"If that happened in another country under a regime of which we disapproved, the British Government would say that it was a terrible indictment on the human rights record of that regime that prisoners were forced to undertake a hunger strike to draw attention to their situation (Corbyn)" (Dijk, 2006, p.736).

8. Strategies for submitting disclaimers, namely filing expressions that deny or do not acknowledge the truth of a statement. Denial is a combination of ideology-based strategies, namely positive self-portrayal and negative portrayal of others. For example Hence our qualification of the positive part of the disclaimer as Apparent, as in Apparent Denials, Concessions, Empathy, etc.:

    "[Apparent Empathy] I understand that many people want to come to Britain to work, but there is a procedure where by people can legitimately become part of our community (Gorman)".

    "[Apparent Denial] I did not say that every eastern European's application for asylum in this country was bogus. However. . . (Gorman)" (Dijk, 2006, p.736).

9. Euphemism disclosure strategy, namely the use of statements that define the meaning of words. This strategy includes measures such as avoiding negative impressions from others through reducing negative self-portrayals. For example Ms Gorman in this debate uses the word 'discourage' (''to discourage the growing number of people from abroad. . .'') in order to refer to the harsh immigration policies of the government, and thus mitigates the actions of the conservative government she supports Dijk, 2006, p.735).

10. Strategy of evidence (evidentiality), namely the submission of evidence to strengthen the opinion or knowledge that a party has. This is done through the mention of authority or various other forms of proof. If we look at the explanation put forward by van Dijk (2004), it can be said that authority is

actually part of evidentiality. When sources are actually being quoted, evidentiality is linked to intertextuality. Here are two examples:

"This morning, I was reading a letter from a constituent of mine (. . .) (Gorman)".

"The people who I met told me, chapter and verse, of how they had been treated by the regime in Iran (Corbyn)" (Dijk, 2006, p.737).

11. Example/illustration submission strategy, which is one of the strong enough moves in arguing, is to put forward a concrete example of something. In general, examples are presented in the form of vignettes or short stories. The submission of illustrations makes the opinions expressed easily digested by other parties. For example:

"The Daily Mail today reports the case of a woman from Russia who has managed to stay in Britain for 5 years. According to the magistrates court yesterday, she has cost the British taxpayer £40,000. She was arrested, of course, for stealing (Gorman)".

"The people who I met told me, chapter and verse, of how they had been treated by the regime in Iran – of how they had been summarily imprisoned, with no access to the courts; of how their families had been beaten up and abused while in prison; and of how the regime murdered one man's fiance´e in front of him because he would not talk about the secret activities that he was supposed to be involved in (Corbyn)" (Dijk, 2006, p.737).

12. Generalization strategy (generalization), namely the submission of generalizations on specific matters, for example, disclosing generalizations

about the overall attitude of high school students towards groups of motorcyclists who make trouble. For example in a populist strategy, conservative speakers may generalize the negative feelings against asylum seekers: "Such things go on and they get up the noses of all constituents (Gorman)" (Dijk, 2006, p737).

13. Hyperbole strategy (hyperbole) is the submission of statements that exaggerate meaning. Hyperbole itself is a semantic rhetorical tool that can be used to embellish meaning so that an event or word has a meaning that is more than its usual meaning. For example in Mrs Gorman's use of 'opening the floodgates' in order to refer to the arrival of many asylum seekers. And conversely, on the left, Labour speakers will of course emphasize the bad nature of authoritarian regimes, and like Mr Corbyn, will call them 'deeply oppressive,' and the conditions of refugees coming from those countries 'appalling.'.

14. Implication strategy, the speaker, does not always have to express what he knows or believes explicitly. It is done so that the recipient has the opportunity to understand the implicit discourse through general knowledge so that the understanding that appears in the recipient's mind seems to come from their mental process. The implication is used to convey implicitly racist things; for example, even if it is not said directly, the audience can still grasp the meaning to be conveyed. It is because the mention of immigrants who come to England as "able bodied males" (capable men) so that implicitly contains the message that immigrants do not need assistance taking funds

from the state budget. For example when Ms Gorman says that many refugees come from countries in Eastern Europe who have recently been liberated, she is implying that people from such countries cannot be genuine asylum seekers because democratic countries do not oppress their citizens (a point later attacked by the Labour opposition).

15) Irony strategy (irony), namely submitting accusations indirectly. It is done to increase the effectiveness of the allegations and avoid violating the norms of decency. For example :

"Too many asylum seekers enter the country initially as family visitors, tourists, students, and business people, and then suddenly discover that they want to remain as asylum seekers (Shaw)" (Dijk, 2006, p.738).

16) Lexicalization strategy, namely the mention of keywords that form the basis of the concepts and beliefs of certain parties. For example lexicalization in support of refugees may focus on the negative presentation of totalitarian regimes and their acts, such as 'oppression,' 'crush,' 'torture,' 'abuse,' or 'injustice.' (Dijk, 2006, p.738).

17) Metaphor strategy (metaphor), the use of figurative words that contain a more substantial meaning than the actual word. For example Ms Gorman warns for changes in the present law by saying that such changes would ''open the floodgates again.'' Another notorious semantic realm of metaphors is to describe people in terms of (aggressive, repulsive, etc.) animals, for instance asylum seekers as 'parasites,' as does Mrs Gorman.

18) National self-glorification, namely the submission of various things that can arouse a sense of nationalism in the audience. For example:

"Britain has always honored the Geneva convention, and has given sanctuary to people with a well-founded fear of persecution in the country from which they are fleeing and whose first safe country landing is in the United Kingdom (Wardle)" (Dijk, 2006, p.738).

19) Negative other-presentation strategy, namely the mention of other parties with titles that can present a negative impression, for example, by calling immigrants who come to the UK as "benefits seekers" (fortune seekers) or "bogus immigrants (Fake immigrants). This strategy is proposed in a complementary manner with positive self-portrayals.

20) Strategies for submitting (norm expressions), namely submitting statements in the form of norms, prejudices, or what should be done based on the view of norms. For example : "We should have a different attitude towards asylum seekers (Corbyn)" (Dijk, 2006, p.738).

21) Number game strategy, namely the mention of numbers as support for quantitative facts on a problem, this is done to increase credibility. For example :

"It would open the floodgates again, and presumably the £200 million a year cost that was estimated when the legislation was introduced (Gorman, C)" (Dijk, 2006, p.738).

22) Polarization strategy (polarization), namely party dichotomy, intended to make one party contrast with the other. For example:

"It is true that, in many cases, they have made careful provision for themselves in their old age, have a small additional pension as well as their old-age pension and pay all their rent and their bills and ask for nothing from the state. They are proud and happy to do so. Such people should not be exploited by people who are exploiting the system (Gorman, C)" (Dijk, 2006, p.738).

23) Populism (populism) is the submission of claims that involve every people in a social group, country, or community as one parties, for example, the mention of the "Indonesian people".

24) Positive self-representation strategies, namely positive self-portrayal to create a good impression for the other party and safeguarding the "face" of the other party.

25) Prejudice strategy (presupposition) is the submission of propositions invite others to think in the desired direction. Strategically, presuppositions are often used to assume the truth of some proposition when such truth is not established at all: "I wonder whether the Hon. Gentleman will tell the House what mandate he has from the British people to share their citizenship with foreigners? (Gill)" (Dijk, 2006, p.739).

26) Vagueness strategy, namely the mention of expressions that are not clearly defined, such as the words' words' several", 'Many', 'low', 'high', 'very' etc. For example: "Goodness knows how much it costs for the legal aid that those people invoke to keep challenging the decision that they are not bona fide asylum seekers (Gorman, C)" (Dijk, 2006, p.739).

27) Victimization strategies, which describe the negative consequences that one party must accept due to the actions of another party. For example :

"Many of those people live in old-style housing association Peabody flats. They are on modest incomes. Many of them are elderly, managing on their state pension and perhaps also a little pension from their work. They pay their full rent and for all their own expenses. Now they are going to be asked to pay £35 to ablebodied males who have come over here on a prolonged holiday and now claim that the British taxpayer should support them" (Dijk, 2006, p.739).

D. Prejudice in the Ideological Square

The multidisciplinary ideological philosophy underlying this public opinion research differs significantly from previous approaches. Primarily sociological, politico-economic, and metaphysical (Larrain, 1979; Eagleton, 1991). They use broad terms, including general principles, value systems, or consciousness instead (friends). The researcher uses Van Dijk, who invented new ideological philosophy focused on more pragmatic socio-cognitive theories.

Ideology was first defined as a broad, abstract mental representation that refers to the concept of a social community (knowledge and attitudes). Second, the social dimension of philosophy shows which people, organizations, or groups deliberately construct, join, reproduce, or shop ideologies. Van Dijk argues that certain groups are created, similar to how inequality is replicated. This ideological phase involves politicians, journalists, academics, and impress. Third, Van Dijk

argues that society representatives carry out social (and historical) ideological and change processes through general social activities, but primarily through specific forms of dialogue and institutional documents, as previously stated (Dijk, 1993).

It would be more helpful to continue in a more organized and force-driven way to prevent the somewhat random exploration process of a potentially vast range of ideologically varying systems of text and expression. As a result, we sometimes see ideology as divided, indicating the participation and categorization of overlapping or opposing factions between ingroups and outgroups. This underlying framework can also be seen in more complex political views, such as racial attitudes toward immigrants and, finally, in the personal mental models of biased party members. This mental construct dominates the substance of dialogue, and if it is polarized, the discourse is likely to be polarized as well. As a result, several studies have shown that ideological debate often includes a broad strategy. Van Dijk then summarizes it with the ideological square hypothesis (Van Dijk, 2006, p.734):

- Emphasize "Our" good things
- Emphasize "Their" bad things
- De-emphasize "Our" bad things
- De-emphasize "Their" good things

This ultimate technique is applicable at all levels. As a result, text and speech behaviour, context, and type, political speeches, debates, campaigns, or propaganda often concentrate on the chosen issues of 'Our' faction or party. We have done well about connected political enemies to negative topics such as anti-racism, conflict, crime, drugs, loss of rights, and the immediate. As a result, many citizens and the media equate Black people or minorities with problems or

delinquency. Racism has been synonymous for decades with white people, bigotry, and law enforcement. Similarly, if discrimination exists in the 'Us' community, in this case, Black people, the rhetoric of anti-racism dialogue would generally disregard or minimize that nasty stuff.

1. **The Origin/Appearance of the descriptions "Black Man" in Ohio, USA**

The Cincinnati Riots of 1829 saw the outbreak of violence between blacks and whites in Ohio when a militant (white) crowd drove about 1,000 African-Americans (Blacks) from the area. Following the 1829 disturbances, an increasing number of white people were sympathetic to Negro rights, as they were known at the time (Rodrigue, 2007).

In 1830 was The First national State Conference, black American leaders in Philadelphia, Pennsylvania, which had a significant number of free people of colour, assembled to form the first National Negro Convention. Among the subjects discussed was the significance of the Cincinnati riots. Leaders continue to expand educational and employment opportunities for black people and mobilize publicly to articulate their position (David, 3013).

The 1884 Cincinnati riots, also known as the Cincinnati Courthouse riots, were the bloodiest in history. This was triggered by widespread indignation at the jury's decision to return a murder verdict in a straightforward murder case. Crowds in Cincinnati are looking for and punishing the guy. Over the next two days, more than 50 people were killed in the ensuing bloodshed, and the courthouse and jail were burned (Cincinnati, 2010).

Avondale neighbourhood (White, 2001). Posteal Laskey Jr. was convicted of being the Cincinnati strangler of an American serial murderer responsible for the disputed murder of seven women in Cincinnati, Ohio, in June 1967 (Hall, 1998). On June 12, 1967, Laskey's cousin was arrested for loitering near Abraham Lincoln's statues on Rockdale Avenue and Reading Road, protesting the penalty (White, 2001). To maintain order, the Ohio National Guard was called up. One person was killed, and 404 people were arrested. In 1968, President Lyndon Johnson's Civil Disturbance Commission released a study blaming riots on poverty in a different Cincinnati area and police officers' habit of "stopping a Negro on foot or in a vehicle without a clear basis" and using wandering. Legislation unfairly against minorities (White, 2001).

The Avondale protests of 1968 erupted in the aftermath of the assassination of civil rights pioneer Martin Luther King Jr. in April 1968. Mobs shattered storefront windows and stole or destroyed goods (White, 2001). Formalized paraphrase The Ohio National Guard was sent to Avondale to restore order. Over the two nights of unrest, two people were killed, at least 220 were wounded, and 260 were arrested (Hall, 1998).

The disturbances in Cincinnati in 2001 is the most significant civil unrest in the United States since the riots in Los Angeles in 1992. The deadly police killing of an unarmed African-American youth, Timothy Thomas, caused three days of rioting (Heather, 2001).

On the third night of rioting, arson, and vandalism, Cincinnati Mayor Charlie Luken imposed a city-wide curfew, which coincided with rain. The rioting

ceased. A curfew extends to the entire city of Cincinnati, but it is usually only applied in downtown areas. Many downtown buildings were destroyed during the rioting, and many of the 63 rioters were charged with crimes (McCain, 2001).

On May 29, 2020, a rally was held in Cincinnati in response to the brutal police killing of George Floyd, a black man. In Minneapolis, he allegedly produced a counterfeit $ 20 banknote. This was believed to be a planned terrorist assault, culminating in the assassination and non-criminal killing of the Chauvin cop. Felonious assisted and abetted the charges brought against two other officers and a fourth officer on the scene. Protests in the city centre's Over-the-Rhine neighbourhood started peacefully on Friday evening and lasted until Saturday morning. Police in riot gear worked tirelessly to clear the crowd, escorting it from Pendleton to Washington Park and beyond.

The Franklin County Sheriff's Office deputy Jason Meade is in Columbus, Ohio, on Dec. 4, looking for Violence offenders. Instead, He shot dead Casey Goodson Jr., a 23-year-old black man with no criminal background and not the target of an investigation. Goodson was shot when He tried to enter his home after returning from the desist and subway, a fast food outlet to buy sandwiches for his 5-year-old brother and 72-year-old grandmother. Protests calling for justice after Casey Goodson's death was held on December 12, 2020. The call to use Hashtag #JusticeForCaseyGoodson on Twitter began to emerge. It had become one of the trending hashtags to support the defence movement (Maxouris, 2020).

Note: Those conflicts above that have occurred so far between Black people and the police are controlled by racist ideology. As a form of resistance, the Anti-racism ideology appears with the same pattern as the Racism ideology.

2. The Ohio Riots In Socio-Economic Position and Neo-liberalism

"The riots in Ohio in April and July 1836 were caused by racial tension when white people attacked American-Africa. The rioters attacked both the negroes and the whites who supported the black people" (Rodrigue, 2007, p. 119). James Gillespie Birney, an abolitionist from New York, played an important role (Bryant, 1994). He published the Cincinnati Weekly and Abolitionist, a newspaper supported by the Ohio Anti-Slavery Society, in January 1836. "With anti-slavery rhetoric, the newspaper attacked slave owners in Kentucky across the Ohio River. Local business people who wanted to do business with Southern states were enraged by this" (Aaron, 1992, p.300). Riots erupted in April, destroying houses and killing many black people. Only after the government moved in and proclaimed, martial law were the protests brought under control (Trotter, 1998).

Note: those examples are not merely expressions of knowledge about the horrors experienced by Black people based on Socioeconomics. They are also selected and formulated as a function of the underlying ideology and social representation, such as criticism of the economy, police, military, or oppressive regimes. The terms defunding the police, white liberal neighbours are an integral part of the social representation of oppressive groups or institutions, such as those organized by Neo-liberalism ideology. "Emphasize Their bad things" may also be

relevant to critical discourse about white people, police, government institutions or government policy.

The relationship between Neo-liberalism and socio-economic is related to neoliberal reforms for welfare programs that have exacerbated the impact of poverty and increased economic inequality. The abolition of the welfare state and rising socioeconomic inequalities can have an impact on police performance in cities. Poverty and socioeconomic inequality are both positively correlated with crime and particularly with violent crime (Hasieh, 2004). Both of them have produced a new pattern of crime that the police department must respond to. Declining welfare and higher levels of socioeconomic inequality contribute to changing environmental conditions in which the police play an important role as a safeguard, as poor neighborhoods may face more physical damage and be less able to withstand gentrifying pressures. Just like the national and state government structures that have undergone a Neo-liberal process. The Neo-liberal of cities has very important consequences for policing as it has led to a significant rearrangement and reconfiguration of urban space and city governance, each of which has direct consequences for the way city police departments operate and police.

Neoliberalism refers to the ideas, strategies, and policies introduced by intellectuals and government elites to reproduce economic liberalism. In contrast to 19th-century liberalism, neoliberalism is understood as idealism that is actively initiated and implemented by the state (Foucault, 2008). The term was first used at the 1938 Walter Lippmann Colloquium in Paris by intellectuals seeking an

alternative to the dominant planned economy at the time, Keynesianism and the New Deal (Mirowski and Plehwe, 2009; Burgin, 2013). In general, it is related to economic liberalization policies, including privatization, deregulation, globalization, trade, economic liberalization, austerity, and reduction of public spending to strengthen the role of the private sector in economic and social development (Goldstein, 2011).

The term itself, rarely used over the next decade, describes the generalist hobbyist movement that gathered after World War II and formed international networks such as think tanks and the Mont Pelerin Society. Austrian philosopher and economist Friedrich von Hayek was a key figure in coordinating the movement that launched and supported neoliberal ideas. The Chicago School of Economics at the University of Chicago, led by Aaron in the 1950s and Milton Friedman in the 1960s and 1970s, was an important institution for the growth of American neoliberalism. The great protagonist of European neoliberal thought.

After the Keynesian political crisis of the early 1970s, neoliberal ideas quickly gained greater intellectual and political justification, particularly in the United States and Great Britain. Following the elections of Ronald Reagan and Margaret Thatcher, this was the wave of neoliberal reform that spread internationally in the 1990s through intergovernmental organizations such as the European Commission and the World Bank and advisory bodies such as the World Economic Forum. This "applied" neoliberalism has been widely criticized for being undemocratic and motivated by business and class interests (Harvey, 2005; Crouch, 2011). The global financial crisis that started in 2007 initially

meant the end of the "applied" neoliberal era, but now we have to face the fact that it has strengthened neoliberal projects.

According to Lyman (2012), there is a common point of view between Marxists as thinkers and poststructuralists as political practices. Both include neoliberalism, the growing power, and authority of corporations and semi-corporate actors in public life. The notion that social life was increasingly regulated by non-state private intermediaries and corporations in the 1990s increased perceptions of "regulation", "government" and the risk of giving money away, allowing technology to treat neoliberal society in a calculated way. In fact, what is maximized in the applied neoliberalism is generally the freedom of company management and company sales agents, not the market.

This section attempts to build a rough theoretical conception of how neoliberalism might influence the shape and 'scope of urban policing in the United States. By tracing briefly the historical rise of neoliberalism as a series of policy initiatives, governmental principles, and ideologies. From the 1970s to the 1990s, Neoliberalism replaced Keynesianism as the dominant paradigm of national and urban governance. The rise of neoliberalism had several consequences for city police. First, neoliberal policies have created new social conditions, which in turn influence crime patterns and reshape the communities that the police are expected to guard. Second, the rise of neoliberalism led to the implementation of new government regimes that exerted unprecedented influence on corporate and financial elites on city government decision-making. As a result, the police in the neoliberal era must be more responsive to the interests of the elite and

corporations in the city. Finally, neoliberalism is changing the way American society thinks about crime and how the state deals with extremely poor and unemployed populations.

While the thinkers have provided a strong explanation of why the neoliberal state expanded its criminal justice function in the era of austerity. In this study, Lyman (2012) argues that there is no complete explanation of the role of the police as an independent site of government under neoliberalism. While neoliberal ideologies have changed the way we think about crime governance, other scholars argue that the broader criminal justice system is a structural element of the neoliberal state. Wacquant and Gilmore argue that the neoliberal state of America uses hyper-incarceration as a solution to problems of structural inequality, labor surpluses, and political instability. A problem was endemic to the rise of the American neoliberal state. Wacquant focuses its analysis on the emergence of "prison rates", which replaced the quasi welfare states of the New Deal and the Great Society of Wacquant (As American states pursued neoliberal policies to deregulate the economy and undertake defunding and restructuring of welfare, unemployment and socioeconomic inequality increased rapidly (Wacquant, 2009).

Faced with an increasing population that is beyond the reach of the disciplinary structure of the wage-labor system, the neoliberal state reforms welfare into prison costs to exercise social control and regulation of poor and deviant populations and thereby limit social instability (Wacquant, 2009). Builds on Wacquant's argument by suggesting that the incarcerate explosion functions as

a spatial remedy for the structural instability of the surplus land and labor created by neoliberal reforms over the last forty years. The culture of fear, expanding the prison system to solve surpluses of land, labor, and capital and to reconstruct state power in the realm of criminal justice Gilmore (2009) in (Lyman, 2012).

The police are generally only discussed concerning the prison function of the neoliberal state. In other words, when these writers discuss the police, they only imagine the role of the police as being part of a neoliberal detention net; Neoliberal policing, according to this conception, is only a long arm of the prison state whose role is to gather individuals to be imprisoned (Wacquant, 2009). It is a mistake to conceptualize the policy solely in terms of the function of the state's imprisonment. While the police play an important role in the process of imprisoning people, they also do much more. For example, most interactions between individuals and police do not result in arrests, and often arrests do not result in detention beyond the period required for the defendant to provide bail. Fegan (2000) in (Lyman, 2001).

In addition, in their day-to-day work, police officers interact with more individuals than ever under the direct supervision of the criminal functions of the criminal justice system. Indeed, it is almost impossible to imagine an American adult living in a city who does not interact with or meet the police on a semi-regular basis. The significant decentralized and non-custodial nature of policing This function suggests that the police may play an important, and still untheorized, role as part of the neoliberal criminal justice apparatus. Scholars of neoliberalism and the criminal justice system need to take the police seriously as a

unique site of government under neoliberalism. The remainder of this Note seeks to explore the unique role of the police under neoliberalism through a case study of policing in New York City.

3. The White Supremacist Groups In Socio-Cultural Position

People used the following category when regulating beliefs and opinions about other groups called the sociocultural category. This category typically stores beliefs about assumptions of norms, values, rules, and customs of outsiders and opinions about language, religion, and other cultural or ethnic information. The inner group assumes that the outer group and the internal group are different. One phenomenon is the existence of a belief called white supremacy. "White supremacy is the belief that white people are superior to other races and thus dominate them. These beliefs support the maintenance and defence of white power and privilege" (Robert, 2005, p.8). White supremacy has its roots in the now-discredited doctrine of scientific racism and is a significant justification for colonialism (Ross, 2003).

As a political ideology, white supremacy imposes and maintains social, political, historical, or institutional domination by white people. This ideology has also been applied in various socio-economic and legal sectors such as the Atlantic slave trade, Jim Crow laws in the US, and White Australia policies from 1890-1970 (Stephanie M, 1996). In academic use, especially in the theory of race or critical intersectionality, "white supremacy can also enter social systems where whites enjoy structural superiority or privilege over other ethnic groups, both at the collective and individual levels, despite formal legal equality" (David, 2005,

p.243). For example, the process of admitting new students to schools, public services, and companies has discriminated against people based on their race or skin colour.

To provide a much more complex view of the structure of ethnic discrimination, Dijk attempts to compile further the thoughts identified in the ideological square strategy above. The more general ethnic discrimination organization can be stated as follows (Dijk, 1987).

a) Appearances

The secret to the primary recognition and differentiation of outgroups is that their members can be identified by observation and encounter. Appearances, identified as a collection of socially influential physical features, play an important role in this strategic "quick" phase of recognition and categorization**.**

Example :   They look different.

            They are black.

b) Origin

Whereas presence defines the physiological boundary between the outer and inner groups, origin defines a geographical or territorial boundary, such as the region of the world (self), the country, the city, or the climate. For example, in the Netherlands, ethnic minorities, including those of Dutch nationality, are referred to as most of the inhabitants who emigrated from the former colonies (East Indies, Suriname), are called foreigners ("buitenlanders").

Example :   They do not belong here.

            There are too many of them.

c) Social-Economic

The next major category for organizing community behaviours is socio-economic status. This category describes the views of individuals common within the "classes," such as the prevailing attitudes of the middle class towards the working class. Any of the biases that we notice in our empiric work appear to be similar to those that were, and still are, among the dominant class against the "low" grades or levels: lack of schooling, intellect, etiquette, expression, grooming, etc., on the one hand, and the prevalence of laziness, hostility, abuse or criminality, on the other. For the formulation of ethnic group attitudes, this category can organize opinions on the socio-economic status, objectives, and interests of outside groups (Banton, 1983; Turner & Brown, 1978).

Example :   They profit from our social system (work, housing, welfare).

We have priority in using social resources.

d) Socio-cultural

The next essential category that people use when policing attitudes and views about other classes may be considered the socio-cultural category. Within this category, opinions about the assumptions of traditions, principles, laws, and customs of outsiders and perceptions about language, religion, and other cultural or ethnic. Knowledge is usually stored within communities that assumed that outside groups vary from outside groups.

Example : They are different-do not respect our norms and values (living, family

life, religion, language, and so on.

e) Personal

Finally, ethnic distinctions are often attributed to "family" or "personal" traits, which are believed to be "racial" or closely related to cultural properties. In other words, unlike behavioural attributions that are part of the beliefs and interpretations of the members of the collective, certain personal property is not interpreted as being distinct between persons. Instead, it is believed that it applies to the members of the outer party as a whole. This dimension of ethnic bias is often seen as the most discriminatory heart. In this dimension, members of the community feel superior to outsiders. Members are thus entitled to the priorities, freedoms, and forces that underlie most categories of discrimination.

Example :   They are different/inferior-aggressive, criminal, dirty, noisy.

4. Black Lives Matter as a New Social Movement

Casey Goodson's murder has given rise to an anti-racism demonstration campaign that has now taken on an insurrectionary character. Particularly during the Covid 19 pandemic that is currently affecting the world, specifically the US. Racial conflict is a dark history in the United States long before President Abraham Lincoln issued a law on civil treatment for US people in the 15th amendment of 1865. barring the federal government or state legislatures from discrimination against prospective candidates based on colour, ethnicity, or former status as slaves (Lawrence, 1994).

The amendment continues to be only a common law, with most of their southern US residents still practising apartheid or racial segregation, particularly against blacks, in the 1960s (Factum, 2017). This kind of distinction applies to public facilities and amenities such as public bathrooms, educational facilities,

cinemas, churches, and other public facilities. It is compounded by the emergence of the "Jim Crow" statute, which addresses the division of equal rights between blacks and whites. This rule is known to be capable of ensuring the social order continues in society.

These laws it has increasingly provoked discriminatory acts committed by whites against blacks. So in 1950-1960, many movements were driven by "Negro" activists who demanded equal civil rights. The Civil Rights Movement is a movement fighting for civil rights, fighting for equal status for black people in the US by law. Martin Luther King Jr. Is one of the figures who pioneered the movement. He is a negro activist who is famous for his famous speech, "*I Have A Dream*.". Then Du Bois, an activist who refuses to oppose discrimination in the US, Clarence Darrow is a lawyer who defended the case of Henry Sweet, a black man. The most famous is Malcolm X. He is a negro activist known for his refresher and expert in rhetoric (Factum, 2017).

Malcolm x's activities in American political life became famous when he joined the Nation of Islam led by Elijah Muhammad. The latter brought him fanatics against resistance against arbitrary white people. This organization is named "Malcolm x," which symbolized his new life as an ex-smoker, ex-Christian, and ex-slave (NN, 2008).

In his speech, Malcolm said, "It is not about those who are Christian, Catholic or Protestant, baptized or Methodist, Democrat or Republican, Mason or Elk. What I mean are all the blacks in the U.S. and others spread across the world. They are stripped of their rights as people and also as human beings" (Malcolm,

1992, p. 517).

According to Malcolm's ideas (Miharso, 2009), whites remember him as a militant figure against liberal white society and moderate black politicians. The demonstrates, in the end, that Malcolm is more correctly represented as a politician than a social theorist. The conflict spread by Malcolm X sought to establish a common enemy (Common Enemy) for black citizens. The common enemy is white supremacy. Malcolm was attempting to unite the warring factions between whites and blacks with this action.

On July 13, 2013, Patrisse Cullors, Alicia Garza, and Opal Tometi shared #BlackLivesMatter. This hashtag was initially developed to protest the release of George Zimmerman in the event of the death of Trayvon Martin. This campaign got bigger after Michael Brown was killed in 2014. After that, the BLM campaign developed into a network of grassroots groups based in more than 30 cities in America and four cities abroad (Tillery, 2019).

The development of the Black Lives Matter (BLM) movement can be defined as a new social movement through the analysis of different current facets. The Black Lives Matter movement will turn into a modern social movement since, first, anti-racism is the focus of the Black Lives Matter movement. The two models of strategy and the organization of the BLM campaign override the paradigm of the industrial trade union organization and the model of party politics. This trend follows and adapts to the evolution of the information age to use a tactical paradigm. The BLM movement often uses a horizontal approach in its style of leadership (Miller, 2019).

"This movement is looser, also. BLM frequently uses divisive techniques and social networking to rally public sentiment on incidents of prejudice" (Bonfiglio, 2017, p.108-25).

Third, the participants in the BLM campaign come from various classes, and eventually, the acts often cross-border from local to foreign. The following are the goals of the Black Lives Matter movement as a modern social movement.

One of the leaders of this movement, Alicia Garza, said Black Lives Matter is a philosophy and political interference in society. Their lives of black people were deliberately and purposefully targeted for death (Pierta, 2019). Black Lives Matter serves to erase existing barriers between blacks and whites in the United States. After breaking this obstacle, Black Lives Matter has many aims based not just on anti-racism but also on the economic side. The first is "End the Black People War" (Campaign zero, 2019). BLM wants to bring an end to the unfair representation of black people. They immediately put an end to the criminalization and dehumanization of black youth in all areas. It is including the judicial system, state education, Social services institutions, and the media. This also entails removing the zero-tolerance school program and the detention of teachers, the placement of police officers from classrooms, and the reallocation of funding from the police (Campaign zero, 2019).

BLM also seeks to end the war on black, queer, and gender equality transgender people, including the defence of human rights against bigotry, to ensure universal access to jobs, health, housing, and education (Campaign zero, 2019).

Then the second aspect is "Economic Justice." In the element of "Economic Justice," BLM demands economic justice for all and reconstructs the economy to ensure that the black community can have collective ownership, not just access. The BLM wanted investment in the health and safety of blacks, rather than investments in crime, caging, and those that could harm blacks. BLM also aims to restructure all existing tax codes in the United States to ensure sustainable welfare (Campaign zero, 2019).

Furthermore, the third aspect is "Political Power." BLM wants the ability to determine its destiny in the political field. They voiced that there must be a reconstruction in the country's political system so that black people can use their political power to its fullest.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter will include some tweets that appeared using the #JusticeForCaseyGoodson hashtag on Twitter for further analysis. The findings contain the analysis utilizing the argumentation strategy and the ideological square strategy of prejudiced opinions by van Dijk. Meanwhile, the discussion covers further analysis on the findings and their comparation with the previous studies.

A. Findings

The finding section will be divided into two sub-chapters, namely linguistic analysis (choice of words, grammar, and semantics), which the argumentation strategy will analyze. It elaborated using the relevant argumentation strategy for analyzing the linguistic elements of opinion that appeared in the hashtag #JusticeForCaseyGoodson. From 27 models of argumentation strategy Van Dijk (2006), 15 strategy models are suitable for use in the analysis of this study. At the same time, The second sub-chapter will find out what ideology is contained in the #JusticeForCaseyGoodson hashtag using the ideological square of prejudiced opinions by van Dijk. The following are the findings from the research.

3 . 1 Argumentation Strategies	
Strategies	**Sum of data**
Actor Description	5
Authority	3
Categorization	5
Comparison	5
Counterfactuals	3
Disclaimers	2
Euphemism	3
Generalization	4
Implication	3
Metaphor	6
Self-Glorification	2
Number-Game	5
Pressuposition	3
Vagueness	4
Victimization	4
Total 57	
Prejudice in the Ideological Square	
Strategies	**Sum of data**
Origin/Appearance (Amphasize our bad things)	2
Socio-economic (Amphasize their bad things)	2
Socio-cultural (Amphasize their bad things)	2
Socio-cultural (Amphasize our good things)	1
Total 7	

1. **Argumentation Strategies**

   a. **Actor Description**

It is a description of the actor described in a discourse. The portrayal of actors will depend on the ideology of the discourse writer. In general, we will positively portray our group members, while actors who come from outside the group negatively. Likewise, when it comes to negative aspects, we tend to cover up the various negative aspects of actors (Dijk, 2006).

> (1.1)@mrwilliamjones: To be a black man means anything you hold in your hand, or nothing at all even, will be interpreted as a "gun" and make officers "fear for their lives." #blacklivesmatter #justiceforcaseygoodson
>
> (2)@Chattycee: My home town Columbus OH. The second black man to be killed by law enforcement there in less than a month. I'm sick over this. #justiceforandrehill #justiceforcaseygoodson
>
> (3)@blkoutcoalition: After the election, the 'Black Lives Matter movement has been virtually non-existent. Where's the protest & shutdowns for Casey & Andre? Their killers remain free. Most white liberal 'allies' really don't care.#justiceforandrehill justiceforcaseygoodson#columbusiskkkolumbus
>
> (6)@Taneishasmith9: Two black men killed in the month of December just days apart; why isn't nobody talking about this? Where is the full coverage of these two cases? Keep demanding justice for all black lives taken by law enforcement. #justiceforcaseygoodson #justicefordolalidd
>
> (12)@Smelly_katarina: How the actual fuck do you mistake a sandwich wrapper for a fucking GUN? The answer is you can't; you cops only made this as a fucking excuse to murder a black person because you're racist assholes! #justiceforcaseygoodson

In data (1.1), @mrwilliamjones explains the Opinion by using "Compound Sentences" with Conjunctions "And." its function is to link ideas between two independent clauses. In the first main clause, the negative image refers to the black person using the passive voice to emphasize the meaning of the singular noun "Gun." The noun "Gun" has a negative domain, a tool used to commit murder, criminalization, violence, and drugs that rely on black people. The writer uses this strategy not to corner the actor's description but to direct the reader's

Opinion to empathize. The author described how black people in the USA were always suspected and feared by law enforcement because of their negative criminal image. The perpetrator description strategy provides an overview of the issue of racism in the context of the emergence of black people who are always associated with criminal acts.

In data (2) and (6), @chattycee and @ Tanaishasmith9 use a simple sentence with a passive voice model to emphasize the negative image of the noun phrase "Law enforcement" as a description of the actor. "Law enforcement" whose domain is an institution that has activities to implement and enforce laws. They are tasked with taking action against any legal errors or irregularities committed by legal subjects through judicial procedures or through arbitration procedures and other dispute resolution (alternative disputes or conflict resolution) (Jimly, 2009). However, in the Actor description strategy, a negative image is given to "Law enforcement." It is intended to lead readers' Opinions to believe that "law enforcers" have committed actions that are inconsistent with their duties and authorities as law enforcers. Law enforcement that is supposed to protect the people is actually a threat to the lives of citizens, especially black people. In the actor description strategy, negative images are explained through "passive voice." In this sentence, the depiction of the actor is depicted as a murderer and at the same time explains the issue of racism that occurs in "law enforcement" government agencies.

In data (3), @blkoutcoallition describes the actor's description with the noun phrase "the white liberal allies." the author uses noun phrases to direct the

reader's Opinion to focus on the all-white cop. The aim is to lead the readers' Opinion to believe that the police have been deemed indifferent to the murder of black people by one of the white policemen (Jason Meade). In contrast, "allies" is the "plural" form of the word "ally," which has a negative domain because it is used in the term warfare. The term, according to ordinary people, tends to be described as a negative group. They are described as always taking sides and supporting the right or wrong of the policies of their fellow groups. At the same time, the adjective "white" has a "color" domain. The term refers to the skin color of a racial group that is considered to have always acted brutally and discriminatively against black people, giving rise to racist messages. In the actor description strategy, negative images and racist meanings can be seen from the noun phrase "White and allies."

In data (12), @Smelly_katarina relies a negative impression on the noun "Cops," the plural form of "Cop," or a synonym for "police." @Smelly_katarina seeks to lead readers' Opinion to believe that the police have acted carelessly in carrying out their duties, resulting in false arrests resulting in casualties. The actor's description is imaged through the Noun phrase "racist asshole," which means negative. "Racist" in the Noun Phrase has a class of words as an adjective meaning "discriminatory. Primarily based on race or religion" with the synonym "antiblack / anti-Semite (a). While" Asshole "is a singular noun that means negative," jerk. ". Having synonyms like mother fucker, motherfucker which in the linguistic language is very disrespectful.

b. Authority

It is the application or mention of an authority that is generally recognized as having authority or superiority in certain areas of expertise or matters of morality. Authority can be either an institution or an individual. Social groups with their respective ideologies will choose different authorities (Dijk, 2006).

> (4) @gkjill: Look who's coming to town, Columbus. Like our police need any more encouragement to be racists & murders. You need to stop this, Columbus police,@OHFCSO, @weinmanmike, @capcityfop, @mayorginther @govmikedewine#blacklivesmatter #justiceforcaseygoodson #justiceforandrehill uses an article: one of America's most popular police trainers is teaching officers how to kill, and One of America's top trainers is teaching officers to be "emotionally, spiritually, psychologically" prepared to kill people on the job. If you are prepared to kill, Dave Grossman says, it's "just not that big of a deal. "then Continue again: There's time to let him know he is not welcome here. The question is, does anyone in LE here have enough spine to do it? Does the Mayor? Or the Governor? Or will they all continue to maintain the racist status quo?

> (16) @westerfelt: @johnberman @alisyncamerota @CNN Why aren't you covering #justiceforcaseygoodson? You had a correspondent in Columbus today reporting on the vaccine. Are young black men being shot in the back by police no longer news, now that the election is over?

> (19) Replied by @blacklivesm_300: #JUSTICEFORCASEYGOODSONJR When will you Intervene in the Black Genocide by White US Police. The US government is complicit & does nothing. This is 400yrs of brutalized Slavery &120 yrs of consistent murders of black Americans. When will you act?@unhumanrights @UN@intlcrimcourt https://t.co/grqkifukm

In data (4), @gkjill uses the Yes / No question sentence, which is usually raised when someone needs a clear answer without following further information. In that sentence, the writer mentions several figures, namely ("Mayor and Governor of Columbia, Ohio As), to provide explanations and actions because they are the ones who have the duty and authority. To stop racist acts of white police against black people in the US. The authority strategy shows how racism in the context of the authority of policymakers appears to be indifferent to cases of racism involving law enforcement officials.

In data (16), @Westerfelt uses argumentative question sentences that are

usually asked when someone needs an answer, followed by further explanation and explanation. In that sentence, the writer mentions two journalists, namely John Berman and Alisyn Camerota, and one media agency, namely CNN. To explain why they did not cover the story about Casey Goodson when they had the power and authority to cover the news of Casey Goodson's death. The authority strategy indicates how the issue of racism in the context of the mass media looks like—not taking sides with the news of black killings.

While data (19) @ blacklivesm_300 also use argumentative question sentences to ask. Several institutions must be involved, namely, "Unhumanright," "UN," and "Intlcrimcourt," all of which must have the authority and power to intervene in cases of black genocide by white US police. The authority's strategy indicates how the issue of racism in human rights institutions seems impartial and does not care about the murder of black people.

c. Categorization

Humans tend to categorize various social groups, and this is also a statement supported by the discipline of social psychology. Categorization refers to the grouping of people involved in discourse (Dijk, 2006).

> (1.1)@mrwilliamjones: To be a black man means anything you hold in your hand, or nothing at all even, will be interpreted as a "gun" and make officers "fear for their lives." #blacklivesmatter #justiceforcaseygoodson

> (3)@blkoutcoalition: After the election, the 'Black Lives Matter movement has been virtually non-existent. Where's the protest & shutdowns for Casey & Andre? Their killers remain free. Most white liberal 'allies' really don't care.#justiceforandrehill justiceforcaseygoodson#columbusiskkkolumbus

> (10)@surjcolombhusoh: 🖼Martin Luther King Jr Weekend of Action🖼Join us for a weekend of action in honour of Martin Luther King Jr., to uplift the legacies of Black people killed by police in Columbus, and to demand action from our elected officials. Justiceforcaseygoodson #justiceforandrehill

(13)@BQIC_Ohio: Yesterday, we joined fellow comrades for a People's Conference to create space for local residents, organizers and freedom fighters to have our voices heard. COLUMBUS IS NOT SAFE FOR BLACK PEOPLE!#justiceforandréhill#justiceforcaseygoodson #justiceforjuliustate

(19)Replied by @blacklivesm_300: #JUSTICEFORCASEYGOODSONJR When will you Intervene in the Black Genocide by White US Police. The US government is complicit & does nothing.This is 400yrs of brutalized Slavery &120 yrs of consistent murders of black Americans. When will you act?@unhumanrights @UN@intlcrimcourt https://t.co/grqkifukmf

In data (1.1), @mrwilliamjones categorizes the noun phrase "black person" as a person who is always suspected of being a criminal. The author uses a passivation strategy to relate this by emphasizing the negative meaning of "gun" to "black people." In this case, the author wants to lead the readers' opinion to empathize by categorizing "people" with "black" skin color as identified with violence and crime. Whereas in the second main clause, it is explained that due to the negative image of black people, the "officer" group feels threatened by their safety. from the clause the message the writer wanted to convey was that "officers" would not do anything wrong if they killed black people out of self-defense. This categorization strategy indicated that "black people" were categorized negatively by their appearance as a criminal offense.

In data (3), @blkoutcoalition categorizes "Black Lives Matter" as a group that always fights for justice for black people using a nominalization strategy. The author changes the verb "There" to be the adjective "not to exist." The author wants to remove the image of actors, namely human rights activists so that their image is not negative. Meanwhile, the author uses a categorization strategy by relying on the adjective "Most white" on the noun phrase "liberal allies." they are considered a racist group who do not care about justice for Casey Goodson, who was killed by police negligence. The author uses a categorization strategy to show

a positive image of the BLM movement and a negative image to the Police.

In data (10), @surjcolumbhusoh categorizes "We" as a group that is part of a movement initiated by Martin Luther King Jr. as a black activist. The author uses a categorization strategy by relying on the adjective phrase "Our" with the plural noun "official." This indicates the emergence of a sense of regret and disappointment from the voters of these officials because they are considered a group against the Martin Luther King group. This categorization strategy shows the existence of racism in the process of selecting leaders.

In data (13), @BQIC_Ohio categorizes the pronoun "We" and the noun "Fellow comrades" as the pioneers of the people's conference movement. At the same time, the author relies on the adjective "Lokal" on the plural noun "residents." It aims to create a picture that the closest groups in the area can work jointly and harmoniously voice justice that the city of Columbus is not safe for black people. Meanwhile, the term "freedom fighter" is portrayed as a group of human rights defenders, especially black people who have experienced acts of discrimination from white groups. This categorization strategy shows how racism is in the context of social movement groups.

Meanwhile, data (19) @ blacklivesm_30 uses a categorization strategy by relying on the name of the country, namely "US" with "Government." which means "White US Police" is also involved because the white us Police are included in the group of government. The authors used a categorization strategy to link US state involvement in the genocide murder of blacks by the United States

Police, Which is one of the US government agencies. This categorization strategy

shows how racism engages the state and its government.

d. Comparison

It is filing arguments about similarities or differences about something.

That can refer to a character, action, or event (Dijk, 2006).

> (1.1)@mrwilliamjones: To be a black man means anything you hold in your hand, or nothing at all even, will be interpreted as a "gun" and make officers "fear for their lives". #blacklivesmatter #justiceforcaseygoodson
>
> (9)@reganfallon "Same in Columbus, Ohio!!! CPD got a huge budget increase after the community called for demilitarization and defunding CPD following protests. It's awful here, and they just killed TWO INNOCENT BLACK MEN in DECEMBER." #justiceforcaseygoodson #justiceforandrehill.
>
> (16)@westerfelt: @johnberman @alisyncamerota @CNN Why aren't you covering #justiceforcaseygoodson? You had a correspondent in Columbus today reporting on the vaccine. Are young black men being shot in the back by police no longer news, now that the election is over?
>
> (17)@Alipeachsenpai: You know what? I never had to be scared of because of how I look? Entering my home with a sandwich. But apparently, a black man was murdered because of this. #justiceforcasey #justiceforcaseygoodson #blacklivesmatter
>
> (27)@grimtina: Your chances of doing so are significantly better when you aren't black and almost certain if you are white. Just saying so the few people not wrapping their heads around it get another clue. This is important because if you think of it as routine, not newsworthy, all is lost.#justiceforcaseygoodson.

In data (1.1), @mrwilliamjones uses a compound sentence to compare the

conditions "To be black people" and "Officers." In the first main clause, the writer

describes the figure of "Black people" using a passivation strategy. The term

"Gun" has a criminal character; violence is based on the appearance of Black

people. Whereas in the second Main clause, it is connected with the Compound

conjunction "and." It combines the second main clause with the first main clause,

which compares with officers who always feel threatened for their lives when they

meet blacks. With the Comparison strategy, blacks' positive and negative image

will be developed in Officers and show the issue of Racism in black people's lives.

In data (9), @reganfallon uses active sentences where the actor, namely CPD (Columbus Police Department), is presented in the text to see the perpetrator actor. This sentence explains how the US government raised a considerable budget for the police. In the second sentence, the writer explains using the compound sentence with the conjunction "and." The first main clause is a nominal sentence to explain how a disappointing condition occurs. The second main clause is in the form of a verbal sentence, illustrating that the police have killed two black people within a month. With the Comparison strategy, a negative image will be built on the "US Government" and "Police" and show the issue of Racism in the context of government policy in police funding.

In data (16), @Westfelt uses the argumentative question to ask for clarification and state that CNN journalists named John Berman and Alisyn Camerota did not cover the news about Casey Goodson. Whereas in the second sentence, the comparison strategy is used in the form of a verbal sentence. It conveys that the pronoun "You" refers to John Berman, Alisyn Camerota, and CNN. They have sent their correspondent to cover the news about the Corona Vaccine in Columbus. The comparison strategy is very clearly shown in the third sentence using the yes / no question sentence. To compare it with the facts in the first sentence, where a black youth was shot dead by the police. Journalists did not cover it as news. With the Comparison strategy, a negative image will be built on journalists and their media and show the issue of Racism in the context of mass

media, which does not side with black people.

Whereas in data (27), @Grimtina uses a compound sentence to compare the odds between white and black people to be successful. In the first main clause, the writer uses a comparison strategy with adj "better." It has a more meaningful level than "God" as a description that the chances of success will be much better if you are not black. In the second main clause, the authors use the adverb of manner "almost certain" in the sentence "If." It conveys the opportunity for people who are born white to be much more certain to be successful than black skin. The comparison strategy will show Racism in comparing the chances of success between blacks and whites.

e. Counterfactuals

It is a statement or a counter-question put forward to the other party so that the information or question is explained or answered by the other party. This move is also proposed so that other parties can imagine the conditions experienced by one party. "One is to gain empathy and is also used as a form of resistance against parties who do not have the same understanding by using "What should happen, if ......" (Dijk, 2006, p.736).

> (1)@blmoutcoalition: In other words, if Casey Goodson or Andre Hill were white, the cops would have been questioned, arrested and charged by now. But Hill and Goodson are Black, so guess what. Their murderers remain free. #justiceforcaseygoodson #justiceforandrehill #columbusiskkkolumbus

> (63)@charlesmaine: Imagine living in a world where you're on edge when simply going home every day. Sounds like hell, right? So why on earth do we perpetuate a system in which we put millions of Americans in this exact scenario? #justiceforcaseygoodson

> (49)@Vanpvirgil:tw, shooting, gun, racism, police brutality. The officer should already be in trouble and under investigation for not wearing his fucking body camera the night that he killed a man. Casey Goodson. #justiceforcaseygoodson

In data (1), @blmoutcoalition uses a Counterfactual strategy using the "If" Conditional sentence. It attempts to describe what if Casey Goodson and Andre Hill were born with white skin. Indeed the police will immediately investigate and arrest Jason Meade as a policeman who shot them. However, the fact is Andre Hill and Casey Goodson is black. So Jason Meade was not investigated and not arrested. With the Counterfactual strategy, the writer shows law enforcement in the context of legal differences accepted by "Black people" and "White people,.".

Whereas in data (49), @vanpvirgil uses a Counterfactual strategy using the form of "Should" capital to assume a necessity. Because by not wearing a bodycam, the police who killed Casey Goodson should have been in trouble and violated the law while in the investigation. One of the demands on Campaign Zaro is to suggest equipping all police officers with cameras on their bodies and prohibiting the police from taking people's cell phones or other recording devices without consent or a warrant (Campaign zero, 2019). However, the police have not tried Jason Meade and do not seem to mind this. With the counterfactual strategy, the writer shows law enforcement in the context of legal injustice within the police institution.

Whereas in data (63), @charlesmaine uses a counterfactual strategy by using the verb "Imagine.". Other parties can imagine how life is threatened every time they want to return home wrong security system of the country. However, the fact is not like that. He wants to lead the reader's opinion to agree with his thinking that there is a change in the work system of the American police. With

the Counterfactual strategy, the writer shows law enforcement in the context of civil society's life in the USA.

f. Disclaimers

It is the submission of an expression that denies or does not acknowledge the truth of a statement. Denial is a combination of ideology-based strategies, namely positive self-portrayal and negative portrayal of others (Dijk, 2006).

> (17) @Alipeachsenpai: You know what? I never had to be scared of because of how I look? Entering my home with a sandwich. But apparently, a black man was murdered because of this. #justiceforcasey #justiceforcaseygoodson #blacklivesmatter
>
> (43) @Ryanholiday92: #caseygoodsonjr Is yet another tragedy involving Poorly trained Law enforcement. Shot in the back multiple times while unlocking the door to his home. Keys in the lock as all this takes place. Coroners office ruled his death as a HOMICIDE, yet no one has been charged yet!? 3 days after the incident, the Columbus Police Chief request the BCI to investigate. I ask why 3 days? Why not immediately as protocol? Was it so they could get their story and "facts" together with all involved? #JUSTICEFORCASEYGOODSONJR#justiceforcaseygoodson

In data (17), @Alipeachsenpai uses a compound sentence to propose an expression about a common truth, namely, entering one's own house with a sandwich is something that is not scary. The author uses the argumentative question sentence model in the first main clause. It conveys his views about what he or other white people are not afraid of because of their appearance. It is when entering the house, namely by entering the house with a sandwich. Strategy Disclaimers appear in the second Main clause; by using the "But" conjunction. It will be "Apparent Empathy" (Dijk, 2006, p. 736) "to show the opposite or the opposite of the idea in the first main clause." Because, the idea in the second sentence is that Casey Goodson, a black man, was killed because he entered his own house with a sandwich. This strategy creates a negative image towards the police, even though it is not visible in the statement. With the disclaimer strategy,

the writer shows the issue of Racism in the context of the appearance of black people who are always suspected.

Whereas data (43) @ Ryanholiday92 uses a compound sentence to submit an expression about the fact. The Coroners Office has decided that Casey Goodson's death is HOMICIDE or is an action to eliminate someone's life by breaking the law (Bauer, 2020). The disclaimer strategy appears through the second main clause. It uses the compound conjunction "Yet," which has a deeper meaning than "But. " Nevertheless, has the same character, namely to show "Apparent Empathy" (Dijk, 2006) so that it shows something that is opposite or the opposite of the idea in the previous main clause. In this second main clause, the writer explained that no one was charged guilty of Casey Goodson's death. Even the police asked the BCI or (Criminal Investigation Bureau) to investigate it after three days of the incident. Using the argumentative question model, the author also proposes an opposing expression, namely why it should be three days. During those three days, the police and BCI can create evil scenarios in manipulating the facts of the incident. With the disclaimer strategy, the author shows the issue of law enforcement in the context of unfair law enforcement.

g. Euphemism

It is the use of statements that define the meaning of words. This strategy includes avoiding the emergence of negative impressions from other parties by reducing negative self-portrayals (Dijk, 2006).

> (10)@surjcolombhusoh: 🔯Martin Luther King Jr Weekend of Action🔯Join us for a weekend of action in honour of Martin Luther King Jr., to uplift the legacies of

Black people killed by police in Columbus, and to demand action from our elected officials. Justiceforcaseygoodson #justiceforandrehill

(13)@BQIC_Ohio: Yesterday, we joined fellow comrades for a People's Conference to create space for local residents, organizers and freedom fighters to have our voices heard. COLUMBUS IS NOT SAFE FOR BLACK PEOPLE!#justiceforandréhill#justiceforcaseygoodson #justiceforjuliustate

(15)@jc_williams: I join Ms St Clair in her dedication to a safe and equitable community for our students to grow up in. I join in the call to demand that the lives of our Black and brown students and their families matter and that we say it until we prove it. #justiceforcaseygoodson

In data (10), @surjcolumbhusoh uses the Noun phrase "Our elected officials" as a substitute for "Government or Law Enforcement." The use of the adjective Pronoun "Our" has the domain "possessive adjective," which in this context means "the officials we have elected." Refining the meaning by replacing terms containing negative moral effects is intended to make the reader change his mindset. Those involved are the people's choices, so they need to be careful in choosing leaders in the future. The Euphemism strategy will provide a positive image to these community groups and show racism in USA politics.

In data (15), @jc_williams used the word choice of Noun "Safe and Equitable" as a refinement of meaning by replacing terms that contain negative moral references such as "Hazardousness, threatened." The Euphemism strategy will provide a positive image for the writer and the social movement and show racism in the USA education world.

Meanwhile, data (13) @BQIC_Ohio uses the noun phrase "Fellow comrades" as a substitute for a group term that contains negative moral effects, such as the noun phrase "Our Black people group." Meanwhile, using the To infinitive phrase "to create space for ......" is a way for readers to change their mindset that not all movements will act brutally, racist, or against the law. The

Euphemism strategy will provide a positive image to the social movement and show the issue of racism in social activities.

h. Generalization

It is submitting generalizations to specific things, for example disclosing generalizations of the overall attitude of high school students towards groups of motorcyclists who make trouble (Dijk, 2006).

> (2)@brittburneet retweet @rsganfallon and fkaluna "Murders by police aren't called homicides, so there's that."
>
> (53)@daveluvscoffe: I use to support the police in every way through donations to the Fraternal Order of Police. I stopped that long ago when I seen the blatant racism inside police departments all across the USA. Even police friends, no longer friends for the way they act with black people in general. #justiceforcaseygoodson
>
> (43)@Ryanholiday92: #caseygoodsonjr Is yet another tragedy involving Poorly trained Law enforcement. Shot in the back multiple times while unlocking the door to his home. Keys in the lock as all this takes place. Coroners office ruled his death as a HOMICIDE, yet no one has been charged yet!? 3 days after the incident, the Columbus Police Chief request the BCI to investigate. I ask why 3 days? Why not immediately as protocol? Was it so they could get their story and "facts" together with all involved? #JUSTICEFORCASEYGOODSONJR#Justice
>
> (9)@_cockwomble: #justiceforcaseygoodson it was a sandwich, and they mistook it for a gun? Bullshit. They killed another innocent black man. It has to stop."

In data (2), @britrburneet uses the pronoun "Police" as the party who, when carrying out the murders, is not referred to as "Homicides." The author uses "Police" as a pronoun for a person who works as a policeman, namely Jason Meade, who has committed the murder. So that with the Generalization strategy, the writer will describe a negative image to all police agencies because it has shown legal injustice between civilians and government officials.

In data (9), @_cockwomble uses the plural pronoun "They" to refer to all USA police considered racist groups. The actors who kill black men have done nothing wrong because the sandwich the black man brought was a weapon. The

writer used a generalization strategy to bring up a negative image to all USA police.

In data (43) @ Ryanholiday92 uses the noun phrase "Law Enforcement" as a pronoun for agencies that are less trained in their duties. And using the plural pronoun "They" is addressed to all law enforcement agencies, which the author considers to have designed evil scenarios and changed the facts on the ground. The author uses the generalization strategy to bring up a negative image to all government agencies that serve as law enforcers. It is not only the police but also the judiciary, prosecutors, human rights, etc.

Meanwhile, in data (53) @daveluvscoffe uses the Noun phrase, "Police departments all across the USA have committed acts of racism openly. Generalization strategy in data (43 (53) is used by the author to describe a negative image to all law enforcement agencies that seem to protect the mistakes of their colleagues by acting racist.

i. **Implication**

The speaker does not always have to express what he knows or believes explicitly. This is done so that the recipient can understand the implicit discourse through general knowledge so that the understanding that appears in the recipient's mind seems to come from their mental process. Implications are used to convey racist things implicitly. For example, immigrants who come to England are As "able-bodied males" (capable men). That implicitly conveys that immigrants do not need assistance taking funds from the state budget (Dijk, 2006).

(11)@blmoutcoalition: In other words, if Casey Goodson or Andre Hill were white, the cops would have been questioned, arrested and charged by now. But Hill and Goodson are Black, so guess what. Their murderers remain free. #justiceforcaseygoodson #justiceforandrehill #columbusiskkkolumbus

(3)@ox_Rwdacted: We need justice for all the lives lost to these tyrannical street pirates. Enough is enough. Hear our words, NO JUSTICE, NO PEACE!! #blacklivesmatter#justiceforcaseygoodson

(18)@Dean2Ohio: News coverage has pulled away from this latest race killing by police, which is part of the cycle. No press releases issued on the topic, so lazy 'reporters' have moved on to new PR and propaganda hot buttons. You are part of this cycle by your consent. #justiceforcaseygoodson

In data (11) @blmoutcoalition, the use of the adjective "White" whose domain is a "Color." It is used to describe "white police group" (racist) so that it implicitly contains the message that "White" is a group that will get legal certainty. Meanwhile, the adjective "Black," whose domain is "a colour," or the antonym of the adjective "white," is used to describe anti-racist "black people." Hence, it implicitly contains the message that because Casey Goodson and Andre Hill are black, they are not getting legal certainty so that the police who killed them are still free. The implication strategy describes the legal differences accepted by "Black people" and "White people,."

Whereas in data (3), @ox_Rwdacted uses an implication strategy with the noun phrase "No Justice, No Peace," "No" has the meaning "do not have," so it implicitly contains the message that if justice is not there or not done, then peace must be tough to find.

In data (18) @ Dean2Ohio, the use of the noun phrase "The Cycle" to describe the murder of black people is a "routine agenda" carried out by the police, so it implicitly contains the message that "News Coverage" feels lazy to cover it again and chooses to switch to the "Propaganda Hot button." to mark things that arouse, extinguish someone's interest, or result in rejection from the

party we are talking to, namely by changing the issue with propaganda news (Suryanto, 2020).

j. Metaphor

The use of figurative words contains a more substantial meaning than the actual word (Dijk, 2006).

> (3)@ox_Rwdacted: We need justice for all the lives lost to these tyrannical street pirates. Enough is enough. Hear our words, NO JUSTICE, NO PEACE!! #blacklivesmatter#justiceforcaseygoodson
>
> (14)@blkoutcoalition: #caseygoodson should be with loved ones today. But because race soldier Jason Meade had no respect for his Black life, his family mourns instead. Ginther (mayor of Columbus) refuses to call for the immediate arrest of Meade. #justiceforcaseygoodson#lockupjasonmeade#howwefight
>
> (18)@Dean2Ohio: News coverage has pulled away from this latest race killing by police, which is part of the cycle. No press releases issued on the topic, so lazy 'reporters' have moved on to new PR and propaganda hot buttons. You are part of this cycle by your consent. #justiceforcaseygoodson
>
> (21)@BQIC_ohio: A lot of bullshit is in the air....first, we see articles talking about the officers were in plainclothes, and now they aren't even sure if officer Meade was working for them or supposed to be!!?? Y'all ever heard of hot potato!? #justiceforcaseygoodson
>
> (25)@justicenow_2020: These police gang initiations has got to stop. We know what racist set they are from. We can and will protest in parkas and winter gear. Please don't misunderstand the season. We can make the streets hot again! #justiceforcaseygoodson #nojusticenopeace
>
> (27)@grimtina: Your chances of doing so are significantly better when you aren't black and almost certain if you are white. Just saying so the few people not wrapping their heads around it get another clue. This is important because if you think of it as routine, not newsworthy, all is lost.#justiceforcaseygoodson

In data (25), @ justicenow_2020 uses the noun "Parkas and winter gear" to describe the movement occurring in winter. The noun domain is a tool used by humans to protect themselves from cold weather, but in this context, the writer uses the noun in the domain of the means used to make hot streets. "The streets hot again!" The original domain is "the road temperature becomes hot again due to something and should be able to be measured using a thermometer tool." In contrast, the Metaphor domain contains the meaning of enthusiasm, togetherness,

and resistance. It is as demanding justice as ever before, so it is not related to the temperature domain that can be measured—using a thermometer.

Whereas in data (27), @grimtina uses the term "wrapping their heads around." The domain is "taking action to cover the whole head," but it means "understanding something complicated" in the Metaphor domain. Because not many people can understand that people's lives, a white person will be much easier to succeed than a black person's life.

In data (3), @Ox_Rwdacted uses the Noun phrase "these tyrannical street pirates" to describe the policeman. He killed black people as violent street pirates. In the Noun phrase, there is a plural noun "pirates" with a position as "Head" whose domain is a group of criminals accustomed to robbing and killing savagely at sea. However, in this sentence, the writer uses "pirates" in the metaphor domain to describe the figure of "Police" as a group of ruthless pirates on the streets.

Furthermore, in data (14), @blkoutcoalition uses the Noun phrase "Race soldier Jason Made" to describe a group of white soldiers or can be called "allies" who do not respect the lives of black people. This "race soldier" was also explicitly addressed to Ginter, as the mayor of Columbia refused Jason Meade to be immediately arrested. The writer used Methaphor's strategy to convey a stronger than true meaning about groups of government agencies that acted unfairly to the civil rights of blacks.

In data (18) @ Dean2Ohio uses the noun phrase "The Cycle" to describe a process of killing black people as a routine plan. Therefore, "News Coverage" feels lazy to cover it again, so it reaches propaganda news using the term "Hot

Propaganda button." "Hot button" has the domain of a button that has a hot temperature. However, this term is used by writers to mark things that arouse, extinguish someone's interest, or cause rejection from the party. We are talking to, namely by changing the issue with propaganda news (Suryanto, 2020).

In data (21), the first @BQIC_Ohio uses the advice of place "in the air," which describes a place, namely in the air. However, in the metaphor domain, many issues arise both in the media and society, but none of the issues is accurate. Then the author calls it the term "Hot potatoes!" Which is the domain means "hot potato." However, in the metaphor domain, it is interpreted as a discussion about issues that are currently hot and difficult to deal with because of many disagreements (Khotimah, 2018). The writer uses the Metaphor strategy to explain to the public that the news that comes from the mouth of the police cannot be trusted.

k. Self–Glorification

The glorification of various things that can arouse self-confidence between groups, whether state, religion, ethnicity, behaviour in the audience (Dijk, 2006).

> (13)@imclaytonmoore: January 17th, we will all stand together and show that we are one people, indivisible. We will show the truth. We are a nation of free men and women who deserve to live our lives without fear. By showing unity, we will destroy the false narratives placed against us! #UNITY #BLM#Justiceforcaseygoodson

> (42)@ancaprebel: All around the country #proudboys and #antifa members are beating the fuck out of each other, one shot in Olympia, Wa and one stabbed in DC Yet in Columbus, OH hundreds of people from all walks of life gathered to peacefully assemble #justiceforcaseygoodson #BLM #boogaloobois https://t.co/ehemztnh63

In data (13), @imclaytonmoore uses the choice of the word "We are one people" predominantly the pronoun "We" in the plural form is interpreted as the

singular form "One." In contrast, the domain "people" is the popular form of the word "person," but the phrase relies on the "cardinal number" One. The writer uses this choice of words to describe the group's unity and boast about the country and their free personality. The self-Glorification strategy is used to draw a positive image for their group.

Meanwhile, data (42) @ancaprebel uses the noun phrase "all around the country." The domain is generalizing, meaning that there has been a lot of violence and chaos. Throughout the country, It is when carrying out social movements to describe external groups. While expressing his group, the writer uses the noun phrase "all walks of life." The domain is to positively generalize their group's meaning, namely by saying, "Columbus, Ohio hundreds of people from all walks of life gather peacefully." The writer uses the Sel-glorification strategy to boast his country to generate a positive image for community groups and the government while negatively imaging their outside.

l.   **Number Game**

The mention of numbers as supporting quantitative facts for a problem is made to increase credibility, strengthen evidence and convince others (Dijk, 2006).

> (2)@Chattycee: My home town Columbus OH. Second black man to be killed by law enforcement there in less than a month. I'm sick over this. #justiceforandrehill #justiceforcaseygoodson
>
> (8)@brittkburnett (And my fellow white (liberal) neighbours are like, "this is what you get for defunding the police" as if they didn't get a 14% budget increase less than 6 months ago...#Justiceforcaseygoodson)
>
> (9)@reganfallon "Same in Columbus, Ohio!!! CPD got a huge budget increase after the community called for demilitarization and defunding CPD following protests. It's awful here, and they just killed TWO INNOCENT BLACK MEN in DECEMBER." #justiceforcaseygoodson #justiceforandrehill.

(20)@corybush: To be a Black man in America is to be shot three times in the back with your keys in the front door of your own home. To be a Black man in America is to be murdered by a federal agent when you weren't even the suspect in their search. We need #justiceforcaseygoodson.

(19)Replied by @blacklivesm_300: #JUSTICEFORCASEYGOODSONJR When will you Intervene in the Black Genocide by White US Police. The US government is complicit & does nothing. This is 400yrs of brutalized Slavery &120 yrs of consistent murders of black Americans. When will you act?@unhumanrights @UN@intlcrimcourt https://t.co/grqkifukmf

In data (2), @Chattycee uses the ordinal number "Second" to rely on the noun phrase "black man." The function of the ordinal number "second" is as evidence that there has been a "second murder" of a black person by law enforcement in "less than a month." Meanwhile, "less than a month" is a form of adv of time, which means that the author uses the comparison as corroborating evidence that the police have murdered in less than a month.

Meanwhile, the data (20) @cortbush states that being a black person in America must be adored "Three times" from behind. It is a numbers game strategy to reinforce the evidence. The author uses the cardinal number "three" to describe the number of shots the police aimed at black people, namely three times. With this strategy, the authors convinced other parties to admit to police brutality.

Data (8) @brittburnett states that the percentage increase in the police budget is 14% in less than six months. Likewise, with data (9), @reganfallon admitted that in his city, Columbus, Ohio, CPD received a considerable budget increase. It is a numbers game strategy to reinforce the evidence. With this strategy, the authors persuade other parties to admit the government's mistake in raising the police budget that is not professional in its work.

Meanwhile, the data (19) @ blacklivesm_300 states that it was "400yrs of brutalized Slavery & 120 yrs of consistent of black Americans" at that time. It is a

numbers game strategy to strengthen the evidence by stating the year the tragedy occurred. With this strategy, the authors persuade others to remember that the US police and government were involved in genocide and must solve these human rights issues.

m. Pressuposition

It Is the submission of propositions that invite other parties to think in the desired direction (Dijk, 2006).

> (3)@blkoutcoalition: After the election, the 'Black Lives Matter movement has been virtually non-existent. Where's the protest & shutdowns for Casey & Andre? Their killers remain free. Most white liberal 'allies' really don't care.#justiceforandrehill justiceforcaseygoodson#columbusiskkkolumbus
>
> (12)@Smelly_katarina: How the actual fuck do you mistake a sandwich wrapper for a fucking GUN? The answer is you can't; you cops only made this as a fucking excuse to murder a black person because you're racist assholes! #justiceforcaseygoodson
>
> (16)@westerfelt: @johnberman @alisyncamerota @CNN Why aren't you covering #justiceforcaseygoodson? You had a correspondent in Columbus today reporting on the vaccine. Are young black men being shot in the back by police no longer news, now that the election is over?

In Data (3), @Blkoutcoalition uses a Structural presupposition strategy with a question sentence to assume the truth. This type leads the reader's opinion to believe that the information presented must be correct. With the sentence of the question will appear the assumption "there was once a protest in defense of black people." He also answered his questions with the answer that, in reality, all those involved in the murder were still free. "Free" means that the people involved are still free from legal bondage, or if they are processed legally, it seems that they are not under the prevailing legal rules. There is interference from "White Liberal" Allies "whose nature is to master the highest rules.

In Data (12), @Smelly_Katarina uses a presupposition structural strategy

with question sentences to assume the truth. This type leads the reader's opinion to believe that the information presented must be correct. With the sentence of the question, the presupposition that emerged was "the police thought the sandwich wrapper was Gun." Then He Answers His Questions With "You Can't" Answers. "You" refers to police agencies. They will not explain what happened because the police were racists, which was their reason for killing black people.

Whereas in Data (16), @Westfelt also uses a presupposition structural strategy with question sentences to assume the truth. This type leads the reader's opinion to believe that the information presented must be correct. With the sentence of the question, the presupposition that appears is "This morning or yesterday; reporters cover the news." Then he answered his question with the fact that on that day, a correspondent was covering the Covid-19 vaccine. However, when there was news about killing a black man, the media seemed to shut down.

n. **Vagueness**

It mentions expressions that are not clearly defined, such as the words 'several', 'many', 'low', 'high', 'very' etc. (Dijk, 2006).

> (21) @BQIC_ohio: **A lot of bullshit** is in the air....first, we see articles talking about the officers were in plainclothes, and now they aren't even sure if officer Meade was working for them or supposed to be!!?? Y'all ever heard of hot potatoes!? #justiceforcaseygoodson
>
> (46) Replied by @maliciousbirb: Cops can open a case that's been cold or dead for 40 years, but apparently, 4 days is "**too long**" to investigate this shooting Fuck the cops' man
>
> (44) @exilesatellite : tw // shooting , gun , racism. They're refusing to look into Casey Goodson's case because "**too much time** has passed" .... What's more, the officer that shot him wasn't wearing a body cam. #justiceforcaseygoodson
>
> (33) @syko_4: #caseygoodson #justiceforcaseygoodson **How many people**, yes people not "black people", have to die before you understand that police don't care about ANYONE! This is about human rights, not about offending your political bias.

In data (21), @BQIC_Ohio uses the Vagueness strategy by using an unreadable expression, namely "A lot of bullshit." It describes how many statements and news reports have emerged but cannot be trusted because they are inconsistent and constantly changing. With this strategy, writers who do not have enough data want to convey how police agencies seem inconsistent in acting and tend to escape responsibility.

Meanwhile, on data (33), @syko uses the uncertainty strategy with the Noun phrase "How many people." The noun phrase explains how many people, not "black people," have to die because of the brutal actions of the police. The author does not want to use the term "Black people" as a nickname for people who are born black. With this strategy, the author conveys a large number. However, she does not know exactly how many black people have been killed by police brutality. The goal of this strategy is to get the audience to empathize with these events.

Meanwhile, data (44) and (46) @exilesatellite use the Vagueness strategy with the noun phrase "too much time.", which is an obscure expression. The author wants to convey "too much time" because the police refused to investigate the Casey Goodson case. With this strategy, the writer wants to convey a long duration of time. However, the author does not know or does not have accurate evidence about how long that time duration is. The goal of this strategy is to get the audience to empathize with the event.

Meanwhile (46) @maliciousbirb uses the Vagueness strategy by using the adjective phrase "Too long." The noun phrase explains that the police can open a

case that has been cold or dead for 40 years, but four days is a long time for them to investigate this shooting. With this strategy, the writer wants to convey time to emphasize meaning so that the audience empathizes. The authors do not know and have no accurate evidence of how long this time duration is.

In data (44) and (46), the authors seem to use this strategy because they do not have accurate data. However, the writer's message is not that; they want to convey how the police seem ignorant and lazy to investigate the case because the police are involved.

o. Victimization with Dramatization

It is the depiction of the negative consequences that must be received by one party due to the actions of the other party using dramatic language (Dijk, 2006).

> (1)@blmoutcoalition: In other words, if Casey Goodson or Andre Hill were **white**, the cops would have been questioned, arrested and charged by now. But Hill and Goodson are **Black**, so guess what... Their murderers remain free. #justiceforcaseygoodson #justiceforandrehill #columbusiskkkolumbus
>
> (1.1)@mrwilliamjones: To be a black man means **anything you hold in your hand**, or nothing at all even, will be interpreted as a "gun" and make officers "fear for their lives". #blacklivesmatter #justiceforcaseygoodson
>
> (31)@kvdoudbleyou: Casey Goodson. Shot in his own home because the cops mistook a subway sandwich for a gun. And there's no bodycam footage? We need reform. Police need more training. We can't keep losing **human life** because of stupid mistakes. #justiceforcaseygoodson
>
> (49)@Vanpvirgil:tw , **shooting, gun, racism, police brutality**. The officer should already be in trouble and under investigation for not wearing his fucking body camera the night that he killed a man. Casey Goodson. #justiceforcaseygoodson

In data (1) @blmoutcoalition used the adjectives "Black" and "White," which refer to race to show polarization. By doing this, @blmoutcoalition wanted to emphasize the different treatment between black people and white people. This strategy further raises the meaning of victimization to Black people.

In data (1.1) @mrwilliamjones used the noun phrase "anything you hold in your hand" to dramatically affect the readers. This noun phrase shows how hard to be black people since they are constantly perceived to be suspicious. Using this noun phrase will emphasize the meaning of dramatization, which at the same time shows victimization to Black people.

In data (31) @kvdoudbleyou used the strategy of dramatization to raise the meaning of victimization. The tweet used the noun phrase "human life" to emphasize killing the black community. The tweet could've used the noun phrase "black people." However, it used "human life" instead to give a dramatic effect so that the readers will feel involved in the conversation as a human being. That is, it then raises the meaning of victimization.

In data (49) @vanpvirgil used the four nouns in a row to evoke the dramatic meaning. "Shooting, gun, racism, police brutality" these nouns used to show how messed up the killing act of Casey Goodson. By using those four nouns in a row, the tweet attempted to evoke the readers' emotions. Furthermore, those four nouns are negative actions. To specify the killing act into four sub-actions, the tweet emphasizes the meaning of victimization.
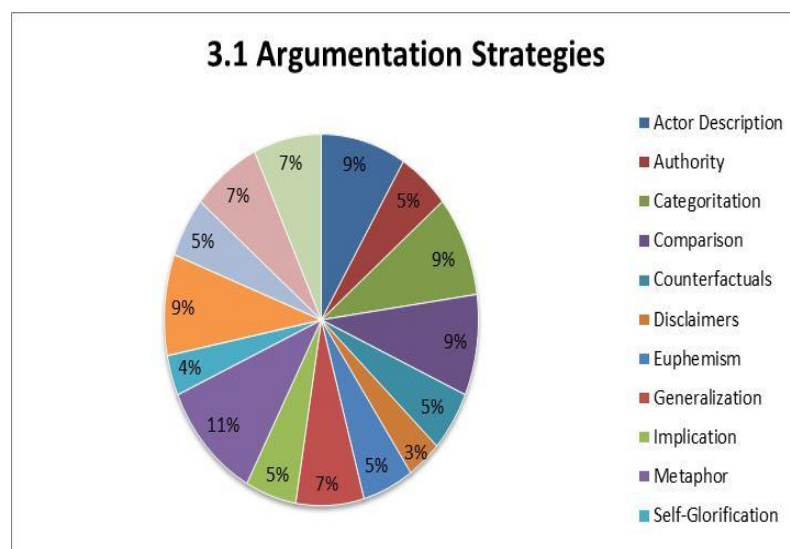
Note: From the pie chart data above, in carrying out data analysis, 15 of 27 categories of Argumentation strategies analysis models were found.

2. Prejudice Opinions in Ideological Square Strategies

The use of the Hashtag #JusticeForCaseyGoodson is a new social movement that aims to voice anti-racism ideology. The hashtag movement emerged after the brutal shooting of an Ohio police officer named Jason Meade to a black man named Casey Goodson Jr. . Anti-racism arises because of actions to combat racial hatred, bias, systemic racism, and oppression of marginalized groups. Anti-racism is usually organized around conscious efforts and deliberate actions to provide equitable opportunities for individuals at and systemic level. As a philosophy, it can state that it is willing to state privileges, personally face acts and systems of racial discrimination, and/or seeks to change personal, racial bias (Antiracist, 2019).

This kind of movement first appeared on July 13, 2013; Patrisse Cullos, Alicia Garza, and Opal Tometi posted #BlackLivesMatter on Twitter. The hashtag was created to protest George Zimmerman's release in the case of the death of Trayvon Martin. This movement became big when the Michael Brown murder case in 2014, then the George Floyd murder case by the police in 2020 (Tillary, 2019). Black lives matter itself is an ideology to intervene in politics in a world where the lives of black people are systematically killed (Bonfiglo, 2017).

BLM is also here to remove the barrier that exists between blacks and whites in America. Not only that, but BLM also has several objectives. It focuses not only on *anti-racism* but also on *the socio- economic* and *the socio-cultural*

aspect, "End The War On Black People". The BLM wants to stop the unequal treatment of black people. The BLM also demanded an end to the criminalization of black youth in all areas, including the justice system, state education, social service institutions and the media. It also includes ending the school policy of zero tolerance and the arrest of students, the placement of police from schools, and relocation of funds from the police (Campaign zero, 2019).

a. Prejudice Opinion Strategies in the Origin/Appearance Position

As a form of resistance, the Anti-racism ideology appears with the same pattern as the Racism ideology. Here, instead of Emphasize Our bad things, the audience is shown various De-Emphasize Our bad things movements. As well as genuine empathy and sympathy for Black People through the strategy of Prejudice Opinions and Ideological square by Van Dijk:

> (1)@mrwilliamjones: To be **a black man** means anything you hold in your hand, or nothing at all even, will be interpreted as a "gun" and make officers "fear for their lives". #BlackLivesMatter #JusticeForCaseyGoodson

> (20)@CoryBush: To be **a Black man in America** is to be shot three times in the back with your keys in the front door of your own home. To be **a Black man** in America is to be murdered by a federal agent when you weren't even the suspect in their search. We need #JusticeforCaseyGoodson.

In data (1) and (20), @mrwilliamjones and @CoryBush use a prejudice opinion strategy in the Origin / Appearance category dimension in the Noun phrase "a black man". A term used in certain countries, often socially based on a classification system of racial or ethnicity, describes a black person compared to the rest of the population. For some individuals, communities and other countries, the term is derogatory or other pleasant labels. Whereas in North America, the term Black people is not a sign of skin colour or ethnic origin, but a socially-based rational classification relating to African Americans, with a family history usually

associated with institutionalized slavery (Meira, 2012). Appearances, defined as a set of socially prominent physical traits, play an essential role in this "rapid" process of identification and categorization through strategy. Once identified as "Black", categorization and further evaluation of members outside the group can follow "automatically".

At the structural level of analysis, this strategy can emerge in society through systematic interactions at the micro-level. As well as through historical and cultural factors in differences of power and status along with the colour "hierarchy.". People with very light skin colour who for other reasons would be categorized as "Black" (or simply as "non-White"). However, they are not always evaluated less negatively by Whites if the differentiation process is "all or nothing" and not gradual. We have seen above that group categorization tends to reduce differences between members of the outer group. They tend to use racist language to denote an exaggerated and polarized process of "seeing" people as Black. in fact, their skin colour or other characteristics are almost indistinguishable from some members of their own group.

Whereas in the Ideological square strategy, @mrwilliamjones and CoryBush use the Emphasize Our bad things category so that the negative image of people in their group stands out. Therefore, the Black Group will not be evaluated negatively by the audience. That's because the author attempts to lead the readers' opinion that black people are victims of racial injustice in the US. While the Group "Officers and federal agent in America" will be evaluated negatively by the public. Black Lives Matter activists created a campaign called

Campaign Zero, a campaign that talks about reducing violence perpetrated by the police, especially against people of colour. One of the points of Campaign Zero is the "Limit Use Force". It is a suggestion for the power/security authorities not to take life deprivation if no threat seriously threatens the officer or the lives of others (Campaign Zero, 2019). This strategy shows that the ideology of @mrwilliamjones and @CoryBush is anti-racism.

b. Prejudice Opinion Strategies in Socio-Economic Position

The terms defunding the police, white liberal neighbours are an integral part of the social representation of oppressive groups or institutions, such as those organized by progressive, Neo-liberalism or humanitarian ideologies. "Emphasize Their bad things" may also be relevant to critical discourse about white people, police, government institutions or government policy.

> (8)@BrittKBurnett (And my fellow white **(liberal)** neighbours are like, "this is what you get for **defunding the police**" as if **they** didn't get a 14% budget increase less than 6 months ago...#Justiceforcaseygoodson)

> (9)@reganfallon "Same in Columbus, Ohio!!! CPD got a huge budget increase after the community called for demilitarization and **defunding CPD** following protests. It's awful here, and **they** just killed TWO INNOCENT BLACK MEN in DECEMBER R." #JusticeforCaseyGoodson #JusticeforAndreHill.

In data (8), @BrirrKBurnett uses the Prejudice opinion strategy in the Socio-Economic category in the Noun phrase "defunding the police" and the adjective "liberal". The term "defunding the police" means the termination of funding to the police, which is a demand from several civil society organizations in the US. In essence, they want the public budget devoted to the police and prisons to be reduced. Better, the funding is diverted to strengthen other public services such as public housing, health, education and job creation (Amanda,

2020). Meanwhile, the term "Liberal", which is based on the Noun phrase White-neighbors is a welfare-state system that establishes the people's welfare on providing social assistance by the government. One of them is Franklin Delanor, with the New Deal policy to respond to the Great Depression in the US. This policy provides an opportunity for people to return to participate in employment amid one of the worst economic recessions in the United States history. "Liberal" in this context can also be related to the "Keynesian" principle in the economy, which is based on the law of capitalist market supply and demand (Kanazawa, 2010).

This Socioeconomic category regulates all opinions about the threats felt by minorities. However, for members of the group with the most relevant and socioeconomic interests or the most unstable, this attitude category is a threat. Through this strategy, prejudice can easily be transferred to those who are socially and economically oppressed. American civil society, especially black people with low income, was deeply disappointed by the budget increase of 14% in just under six months. However, the Police did not do their job well. Instead, they killed black civilians.

Whereas in the Ideological square strategy, @BrittKBurnett and @reganfallon use the category Emphasize Their bad things to describe negative outgroups. The group with the Pronoun "They", namely the police and white groups, will be evaluated very negatively by the public. The author attempts to lead the readers' opinion to believe that there has been an abuse of authority by the government unprofessional police in their work. The Washington Post, since 2015

collecting data on the fatal police shooting, shows that US police kill nearly 1000 people per year. In 2019, the number reached 1004 people. Meanwhile, the large budget for the police is not as big as the work of the police in solving cases. In investigating crime cases, the US police are often seen as racist. The New York Daily News report shows that the police solve 86% of Homicide cases whose victims are white, but only 45% for black victims and 56% for Hispanic victims (Samuel, 2020). At the Zero campaign, Black Lives Matter activists have also proposed community representation. Police departments should develop and openly release plans to reach a representative proportion of women and people of colour through outreach, recruitment, and policy change (Compaign Zero, 2019). This strategy shows that the ideology of @BrittKBurnett and @reganfallon is Neo-liberalism.

c. Prejudice Opinion Strategies in Socio-Cultural Position

The deaths of George Floyd and Casey Goodson during the Covid-19 outbreak that is currently sweeping the world have prompted a worldwide movement to tackle the pandemic of racism. The deconstruction of white supremacy is the "old normal", which invites us to believe in the notion that all races are equal entirely. We must respect everyone equally and naturally see that everyone has the same dignity and worth.

In other words, the anti-racist discourse emerges by presenting white supremacy as a violation of the Moral Order, particularly all human rights principles. In the following examples, some of these principles are more explicitly formulated :

(23)Mary3023: I can't stand any of the **white supremacist groups,** and I'm tired of cops acting like **them**. **They** should all be fired. We need to start over and rethink how police are hired. #justiceForCaseyGoodson

(27)@grimtina: Your chances of doing so are significantly better when you aren't **black** and almost certain if you are **white**. Just saying so the few people not wrapping their heads around it get another clue. This is important because if you think of it as routine, not newsworthy, all is lost.#JusticeForCaseyGoodson

(15)@jc_williams: I join Ms St Clair in her dedication to a safe and equitable community for our students to grow up in. I join in the call to demand that the lives of our **Black and brown students** and their familie**s** matter and that we say it until we prove it. #JusticeForCaseyGoodson

In data (23) and (27) @ Mary3023 and @grimtina use the Prejudice opinion strategy in the Socio-Cultural category in the Noun phrase "White supremacist groups" and Adjective "Black and white". The term "white supremacist group" believes that a group of white people is superior to other races and thus dominates them. These beliefs support the maintenance and defence of white power and privilege (Robert, 2005). White supremacy has its roots in the now-discredited doctrine of scientific racism and is a significant justification for colonialism (Ross, 2003). The author uses this prejudice to lead readers' opinion to believe that the Supremacist white group was involved in the police killing movement of blacks.

Meanwhile, @grimtina uses the adjective "Black and white" in a comparison sentence. The adjective phrase "Significantly better" shows how Americans would be much better at doing things if they weren't born black. Meanwhile, the adjective phrase "almost certain" has a more substantial meaning than "significantly better". The writer explains that if people born with white skin are sure to be successful in doing everything. These terms contain negative meanings because they show how injustice involves law enforcers. The police are

supposed to protect and act reasonably to all citizens who have acted racistically. After all, they are suspected of being involved with the white supremacist movement.

Meanwhile, in the ideological square strategy, @ Mary3023 and @grimtina use the category Emphasize Their bad things to describe negative outgroups. Groups with the Pronoun "They" are "White supremacist group" and "Police". They will be evaluated very negatively by the public because the author attempts to lead the readers' opinion to believe that the police and the white supremacist group have a close relationship. It can be seen from the use of the passive sentence "how police are hired". It was used by @ Mary3023 to remove the actor described as "White supremacist group". The author uses this strategy to direct public opinion that "white supremacist groups" are suspected of funding and hiring police to obey white supremacist rules. This strategy shows that the author's ideology is anti-racism because they consider that the "white supremacist group" is their outer group. That is, the outgrowth of racist ideology is Anti-racism.

In data (15), @jc_williams uses the Prejudice opinions strategy in the Socio-Cultural category in the Noun phrase "Black and brown students". This term is a political-race ideology that originally developed among black scholars, writers and activists who fostered global activist associations between blacks and browns (including Chicanos and Latinos). As well as Asians (referred to as " Yellow), whereas Native Americans have historically been referred to as "red" to unite against white supremacy, colonialism and capitalism. They are recognized

as interrelated in maintaining white racial privileges and power over people of colour globally (Eisenstein, 2004). In the context of the discourse, @jc_williams indirectly led public opinion to presume that there has been legal injustice in the education of American experienced by black and brown students. So that, @jc_williams and Ms St Clair demands justice for their black and brown pupils that the life of the student and his family is important.

In contrast, the Ideological square @jc_williams strategy uses the Emphasize Our good things category to describe a positive inner group. The group with the Pronoun "We", namely "@jc_williams and Ms St Clair ", will be evaluated positively by audiences. The author attempts to lead readers' opinion to believe that "We" has struggled to create a safe and fair community for black and brown students. This strategy shows that the author's ideology is anti-racism.
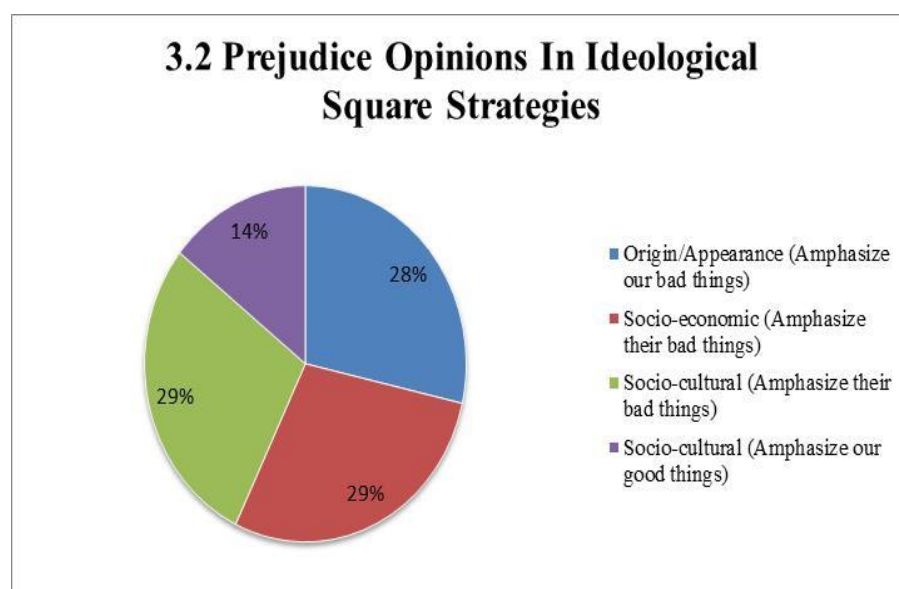
Note : From the Pie chart data above, in conducting data analysis, there were 3 out of 5 categories of the Prejudice opinions analysis model and 3 out of 4 categories of the ideological square analysis model.

B. Discussion

This study tries to describe the representation of the hashtag #JusticeForCaseyGoodson by analyzing textual, discourse, and ideology. These three practices are based on Dijk's (2006) analysis model. The findings above have shown that each discourse has its own goals and ideologies. Then, the alignment and contradiction of these findings with previous studies are examined.

1. Argumentation Strategies

The first discussion in this study is related to the term "discursive strategy". the majority of researcher previously used the term in their research,. for example, Aini (2019) In this study, Aini uses the term "discursive strategy" to analyze linguistic elements in the Jakarta Post mass media. Meanwhile, researcher used the term "argumentation strategy" in this study. In the process and analysis model, it is almost the same as "argumentation strategy." Still, in authenticity, the data the researcher uses authentic data because it uses the original source, namely Van Dijk (2006) "Politics, ideology, and discourse. Meanwhile, Aini uses reference sources in van Dijk (1998) in (Putra, 2016). Dijk (2006) also explicitly uses the term "argumentation strategy" in his research analysis. That is the reason why researcher uses the term "argumentation strategy" in this study.

Furthermore, this research aims to find out how Twitter users want to show their arguments about racism and the enforcement of justice in the hashtag #JusticeForCaseyGoodson. The socially used knowledge cannot be separated from its ideological aspects (Fairlough, 1995). In Van Dijk's view in his book Media Text Analysis, it is then stated that "Discourse analysis is not limited to

text structure, because the structure of discourse itself shows or signifies several meanings, opinions, and ideologies" (Eriyanto, 2001, p.46).

The above statement shows that the argumentation strategy was used by the owner of a Twitter account containing the hashtag #JusticeForCaseyGoodson to convince readers and influence readers' opinion about the killing of black men by white police. #JusticeForCaseyGoodson users use strategic argumentation through word choice and sentence structure to gain public support and empathy for the cases being voiced. The argumentation strategy was used by the owner of a Twitter account containing the hashtag #JusticeForCaseyGoodson to convince readers and influence readers' opinions about the killing of black men by white police. The indication that appears is the most of sentences used as prefix contain Victimization in explaining the perpetrator's description. It is important about positive and negative groups and ends with an invitation to voice the hashtag #JusticeForCaseyGoodson.

From the textual strategy analysis, there is a tendency for users of the hashtag #JusticeForCaseyGoodson to oppose the brutal and racist attitude of the police towards black people. These findings are contained in 15 strategies that appear in the discourse of the hashtag #JusticeForCaseyGoodson text. First, in this study, the actor description strategy was used by social media activists to rely on a positive or negative image of the actor description (Dijk, 2006). The findings show that black people are portrayed negatively, Meaning to ask others to empathize with Black people (see data 1.1). Meanwhile, the emphasis on negative images is placed on law enforcement and police who are considered to have

discriminated against and acted racistly against black people (see data 2,6,3,12). In contrast to the case with Dijk (2006), in this study, the actor description, namely "a man from Romania", was portrayed negatively by Gorman. Mrs Gorman called asylum seekers lazy.

"Gorman explained. In one case, a man from Romania, who came here on a coach tour for a football match (...) it was decided that he did not want to return, declared himself an asylum seeker and is still here four years later. He never did a job in his life (Gorman)".

Second, this study using the authority strategy, namely the strategy of submitting authoritative arguments (authority), namely the submission or mention of authority which is generally known to have authority or excellence in certain fields of expertise or in terms of morality. Authority can be an institution or an individual (Dijk, 2006). Social media activists use this strategy to seek support for figures or institutions that are considered to have the power to solve the problem of racism. This study also finds that the authority strategy is used to show that racism occurs in the government camp and occurs in the mass media and human rights agencies.

In contrast to the case with Degaf (2014), in this study, the term "Center for Policy Studies & Strategic Development (Puskaptis)" was used by ini.com to support their opinion. The aim is not for the public to judge the credibility of the survey agency but for the public to see the credibility of the surveyed figures as superior by the agency. Third, this study uses a categorization strategy, which is grouping people involved in the topic of discourse. For example, from social

psychology, people tend to categorize people and speakers in parliament, especially when Others (immigrants, refugees, etc.) are involved (Dijk, 2006). For example, the findings in this study that "black people" are negatively categorized based on their appearance because they are identified with criminals. While in data (3), @blkoutcoalition categorizes "Black Lives Matter" as a group that always fights for justice for black people, thus creating a positive image on BLM. The use of the categorization strategy also indicates the existence of racism in the process of selecting leaders and social movement groups that involve the state and government of the United States.

Unlike the case with Degaf (2014), in this study, categorization was used to label positive attributes for "us" and negative for "them". Those who are considered "them" are uncommitted, trial-and-error leaders, and untrustworthy. On the other hand, those who are perceived as "us" are described as solutions and responsive parties. Fourth, in this study, a comparison strategy, namely the submission of arguments about similarities or differences about something. It can refer to characters, actions, or events (Dijk, 2006). The findings in this study indicate that there is the differential treatment of black people by law enforcement. Black people tend to be treated unfairly and arbitrarily by the police, unlike the case if it happened to the white race, the police would ease the sentence. Furthermore, the author uses a comparison strategy to compare how government policies in police funding tend to be excessive but not followed by professional police performance, which on the contrary, the police often act brutally and racist. Finally, the comparison strategy found that argumentative

comparisons with black people's chances of success were greater than whites' chances of success.

Unlike the case with Dijk (2006), the comparison strategy in this study was used by Mr Corbyn to compare refugees or minorities, that is when speakers compare between ingroups and outgroups. In the racist talk, outgroups are compared negatively and ingroups positively. The anti-racist talk may be negative to compare our country or government to a disgusting undemocratic regime. In the following example, Mr Corbyn uses an argumentative comparison with the Second World War to emphasize the plight of asylum seekers. Fifth, this study uses a counterfactual strategy, which is a statement or question that is asked to the other party so that the statement or question is explained or answered by the other party. This step is also proposed so that the other party can imagine the conditions experienced by one of the parties, one of which is to gain empathy. "What will happen, if . . ." typical expression of counterfactual (Dijk, 2006). This study found several examples, one of which is in data (63); @charlesmaine uses a counterfactual strategy by using the verb "Imagine". With the Counterfactual strategy, the author shows law enforcement in the context of civil society life in the USA that is not under the facts or applicable laws.

Unlike the case with Aini (2019), in this study, the Counterfactual strategy used by Prabowo to convey false facts about Boyolali people will be refused to check-in at the hotel. The reader will consider the statement as an insult because it does not correspond to the facts. It is because there is no data or evidence that the so-called "boyolali face" cannot enter the hotel.

Sixth, In this study, the data (17) and (43), @Alipeachsenpai and @Ryanholiday92 used a disclaimers strategy, namely the strategy of delivering statements that deny or deny the truth of a statement (Dijk, 2006). they use the conjunction "But" so that it leads to "Apparent Empathy". This strategy created a negative image of the police, although it was not seen in his statement. With a disclaimer strategy, the author presents the issue of racism in the context of the emergence of black people who are always suspected of criminal acts. Meanwhile, data (43) @ Ryanholiday92 shows the problem of law enforcement in the context of unfair law enforcement.

Unlike the case with Dijk (2006), this study found that there are two models of disclaimers, namely "Apparent Empathy" and "Apparent Denial". Denial is a combination of ideology-based strategies, namely positive self-representation and negative depiction of others (Dijk, 2006). This can be seen from the use of conjunctions. "Apparent Empathy" uses the conjunction "but" as a rebuttal to Gorman's argument, which seems to contain empathy for asylum seekers still. Meanwhile, "Apparent Denial" using the conjunction "However" is used by Gorman as a form of open rejection of any asylum application in Eastern Europe.

in other studies, Irham & Wahyudi (2012) has similarities with research conducted by Researcher. This is a strategy used, namely (disclaimer). In the study showed that speakers (Netanyahu) created a legitimacy (de) strategy in the disclaimer to protect the positive face of the US group, and at the same time demeaned their group. While the words included in the disclaimer will be typed in

bold letters. Whereas in this study, Disclaimer is one of the 15 strategies used by Researcher as a tool to analyze the text structure in the #justiceForcaseGoodson hashtag. The findings show that in the data (17) and (43) the disclaimer strategy through compound conjunction "but" indicates as a form of "apparent emphaty" against the injustice of law. While Irham & Wahyudi (2012) in their studies found 5 types of disclaimers from 7 types of disclaimer models which were described on the literary review. The five types of disclaimer models are apparent denial, apparent concession, apparent emphaty, apparent effort, and apparent transfer strategy. The five strategies have their respective roles and goals that are inseparable from political goals (Netanyuhu).

Seventh, In this study, social media activists use the Euphemization strategy, namely the euphemism disclosure strategy, which is the use of statements that define the meaning of words. This strategy includes measures such as avoiding negative impressions from others through reducing negative self-images (Dijk, 2006). The finding in the Euphemization strategy is that the use of the noun phrase "Our elected officials" indicates an improvement in meaning by replacing terms that contain negative moral effects, which are intended to make readers change their mindset about the need to be careful in choosing future leaders. The euphemism strategy will positively image these groups of people and show racism in US politics. Furthermore, in the context of education, @jc_williams uses the choice of the noun "Safe and Fair" as a refinement of meaning by replacing terms that contain negative moral references such as "Danger, threatened". The euphemism strategy will provide a positive image for

writers and social movements and show racism in education in the United States. Meanwhile, data (13) @BQIC_Ohio uses the noun phrase "Fellow comrades" instead of the term group that contains negative moral effects, such as the noun phrase "Our Black people group". Meanwhile, using the To infinitive phrase "to create space for ……" is a way for @BQIV_Ohio to change the mindset that not all movements will act brutally, racist, or against the law. The euphemism strategy will give a positive image to social movements and show the issue of racism in social activities.

In another discussion, Degaf (2014) explains that politicians use the Euphemization model to elevate and promote the status of several events or phenomena in the 2014 Presidential Election. Meanwhile, the variation model in the context of derogation and Euphemization is used by politicians to categorize positive people in groups. Inside and outside groups are negative.

Eighth, In this study, the Generalization strategy is used by social media activists to rely on a negative image of government agencies, namely "Police" and "law enforcement". Generalization strategy, namely the delivery of generalizations on certain things. For example, in a populist strategy, conservative speakers can generalize negative feelings towards asylum seekers (Dijk, 2006). The murder that happened to Casey Goodson was only carried out by a police officer, namely Jason Meade. So with the generalization strategy, the author will describe a negative image to all police agencies because it has shown the existence of legal injustice between civil society and government officials. Meanwhile, the author uses the term "law enforcement" to describe a negative

image to all law enforcement agencies who seem to protect the mistakes of their colleagues who acted brutally and racistly to Casey Goodson.

Unlike the case with Dijk (2006), Goman uses a generalization strategy to formulate prejudices about the negative characteristics of immigrants. The use of the pronoun "They" refers to asylum seekers who are considered nuisances and troublemakers in the rules of a country (to get up the noses of all constituents).

Ninth, In this study, the Implication strategy is used by social media activists to convey racist things implicitly; for example, even though it is not spoken directly, the audience can still catch the meaning to be conveyed (Dijk, 2006). This study found several examples, one of which is in data (11) @blmoutcoalition, the use of the adjective "White" whose domain is "Color". It is used to describe a "white police group" (racist) so that it implicitly conveys the message that "White" is a group that will get legal certainty. Meanwhile, the adjective "Black", whose domain is "color", or an antonym of the adjective "white", is used to describe an anti-racist "black person". Therefore, the message is implied that because Casey Goodson and Andre Hill are black, they do not get legal certainty, so the police who killed them are still free.

Unlike the case with Dijk (2006), the mention of immigrants is who comes to England as "able body male" so that it implicitly contains the message that immigrants do not need help taking funds from the state budget. For example, when Ms Gorman says that many refugees come from countries in Eastern Europe that have just been liberated, she implies that people from those countries cannot be true asylum seekers because democratic countries do not oppress their citizens

(a thing that later attacked by the Labor Party). Opposite).

Tenth, In this study, social media activists use the Metaphor strategy, namely the use of figurative words that contain a more substantial meaning than the actual word (Dijk, 2006). In this study, there are several figurative words, one of which is in data (25); @justicenow_2020 uses the noun "Parka and winter gear" to describe movements in winter. The noun domain is a tool that humans use to protect themselves from cold weather, but in this context, the author uses nouns in the means used to make hot walks. "The streets are hot again!" The original domain was "the street temperature got hot again because of something and should be able to be measured using a thermometer." On the other hand, the Metaphor domain contains the meaning of spirit, togetherness, and resistance. It demands fairness as before, so it is not related to the domain of temperature, which can be measured using a thermometer.

In contrast to Dijk (2006), Ms Gorman warned of changes in the current law, saying that such changes would "open the floodgates again." Another world-famous semantic metaphor describes people in terms of (aggressive, repulsive, etc.) animals, e.g. asylum seekers as 'parasites', as Mrs Gorman did.

In another study, Masroor (2019) found that Imran Khan as a politician uses this negative strategy to show the inability of Nawaz and her government to meet the necessary government standards. This was done by pointing on how ranging this government headed for democracy and the nation. Metaphors of various domains are often used by politicians to build arguments and reasons for certain impacts on the audience.

Eleventh, this study, using the Number game strategy, namely numbers as supporting quantitative facts of a problem carried out to increase credibility, strengthen evidence and convince others (Dijk, 2006). this study found several Number game strategies, one of which was in the data. This study found several Number game strategies, one of which was in the data (8); @brittburnett stated that the percentage increase in the police budget was 14% in less than six months. Likewise, with data (9), @reganfallon admitted that in his city, Columbus, Ohio, the CPD received a relatively large budget increase. It is a numbers game strategy to strengthen the evidence. With this strategy, the author persuades other parties to admit the government's mistake in increasing the police budget, which is unprofessional in its work.

Twelfth, in this study, using the Self-Glorification strategy, glorifying various things that can generate confidence between groups, whether country, religion, ethnicity, behaviour, or audience (Dijk, 2006). in this study found several examples, one of which is in data (13); @imclaytonmoore uses the simple sentence "We are one people", especially the pronoun "We" in the plural, which is interpreted as the singular form "One." In contrast, the "people" domain is a popular form of the word "people," but the phrase relies on the "main number" One. The author uses this choice of words to describe the group's unity and pride in their country and free personality. The self-glorification strategy is used to attract a positive image for the group.

Thirteenth, In this study using the Pressupotition strategy, which is a strategy to invite other parties to think in the desired direction (Dijk, 2006). this

study found several examples, one of which is In Data (3); @blkoutcoalition uses a Structural presupposition strategy with interrogative sentences to assume the truth. This type leads the opinion of the reader to believe that the information presented must be true. With the sentence of the question will appear the assumption "there has ever been a protest defending black people". He also answered his question with the answer that all those involved in the murder were still at large. What meant by "free" is that the people involved are still free from legal bondage or processed Legal as if they are not under the applicable legal rules. There was interference from the Allied "White Liberals" "who controlled the supreme rule.

Fourteenth, this study uses the Vaguaness strategy, which is a strategy of uttering expressions that are not clearly defined, such as the words 'some', 'many', 'low', 'high', 'very' etc. (Dijk, 2006). in this study found several examples, one of them In Data (21), @BQIC_Ohio uses the Vagueness strategy by using an unreadable expression, namely "A lot of bullshit." It describes how many statements and news reports have emerged but are not reliable because they are inconsistent and constantly changing. With this strategy, the author, who does not have enough data, wants to convey how police agencies seem inconsistent in their actions and tend to run away from responsibility.

Fifteenth, In this study using a strategy of Victimization, namely the depiction of negative consequences that must be accepted by one party due to the actions of the other party by using dramatic language (Dijk, 2006). This study found several examples, one of which is in data (1.1) @mrwilliamjones uses the

noun phrase "anything you hold in your hand" to influence the reader dramatically. This noun phrase shows how difficult it is to be black because they are always considered suspicious. The use of this noun phrase will emphasize the meaning of dramatization, which at the same time shows the Victimization of black people.

In another study, Masroor (2019) found that Nawaz politicians seemed to highlight the issue of feminism as a refutation tool for vile allegations of it using the Victimization strategy. This can also be seen from the use of excessive pathos and use with code witching in Urdu as a form of emphasis.

 2. **Black Lives Matter in Historical, Institutional, and Social Contexts**

A language is a tool that is often used to construct social reality. If in linguistics what is referred to as discourse is word, sentence and social, then in more contemporary discourse analysis, sentences and paragraphs are still the tools used to explain social problems. However, these words, sentences and paragraphs are in a broader context, constantly in dialogue with historical, institutional and social contexts. There is one crucial example that explains this, for example, the word negro. The word negro comes from Spanish, which means harm.

However, this word is not socially neutral. The word is not only a sign of a black object. Therefore, he also became a marker of black people who were slaves brought from African America in the 18th century. This superiority of white people to black slaves gave rise to discrimination and racism widespread in the United States until 1966. This word became very historical and political. First, historically, the word negro describes a conflation when discrimination against

black people, especially in the United States. The struggle of black people to fight for their rights entered the language level when the word negro became taboo to pronounce because people who use the word negro are considered to perpetuate racist thoughts and behaviour still. Of course, this word is still used today, especially by groups that still position black and people of colour as inferior. However, constitutionally and socially, this word is no longer used even though socially using the word negro is still frequently practised.

Meanwhile, as a strategy to determine ideology in the Hashtag #JusticeForCaseyGoodson, the researcher uses Prejudice opinions in the ideological square by van Dijk. In this strategy, elements of appearance/origin are explained through the history and background of the conflict based on their respective contexts. From the findings above, the emergence/origin in this study is the most powerful element in generating racist ideology. It can be seen from the history of the emergence of the term "black people" in America. The term creates a prolonged racial conflict and is a problem that has never been resolved in America's long history. Second, institutionally, the word negro is related to how the state and citizenship are regulated, including the imbalance of relations between white people and black people. The segregation of ethnicity based on skin colour is even controlled institutionally by separating black people from whites, especially in public spaces, which is an example of the institutionalization of the word negro. In line with the criticism of the word that gave rise to racism, the word became an identity questioned by black Americans so that the struggle dynamically bore fruit by changing the word negro to black American.

The change from the word Negro to Black was spearheaded by the black warrior Malcolm X in the 1960s. The Black American math raises the question because the skin hierarchy appears in American social life. The word black American became Afro-American. However, said Afro raises the following question: Why is Africa always cut while America is complete. Then came the African-American word, which was considered to represent the full identity of black people in America. Third, the word negro also has social implications because negro evokes racist sentiments from white captives in the early 20th century. The Ku Klux Klan is an example of how social practice related to negro is practised in America.

In contrast to the case in (Dijk 1986), in this study, appearance defines the physiological boundaries of the outer group for the inner group, the origin defines spatial or territorial boundaries, such as the world region (itself), country, city, or environment. For example, in the Netherlands, ethnic minority groups, even those of Dutch nationality, such as most people who immigrated from former colonies (East Indies, Suriname), are called foreigners (Buitenlanders). In general, foreigners are categorized as literal "outsiders" and, therefore, as "outsiders" as far as territorial rights or privileges are concerned. Racist propaganda in the Netherlands, for example, plays on the emotions and opinions of white groups categorized under this label: This is "our" country, and, therefore, "we" should have priority rights, and consequently the power to send them "home." " The finding in Dijk's research is that origin may be more dominant than appearance, especially when territorial rights, such as space, housing and social services, are

considered. Thus, along one dimension of analysis, for example, manual workers from other European countries, or from Mediterranean countries such as Turkey or Morocco, may be categorized as negatively in the Netherlands as blacks from Suriname, even when they graduate as "White." " or "almost White." Here, the origin is combined with social and cultural differences, which, relative to Dutch culture, are greater for Turks or Moroccans than for Surinamese. The same is true for blacks and Latinos in the United States.

The next major category for group attitude organization is socioeconomic position. These categories explain group attitudes that are widespread among "classes," such as the dominant middle-class attitudes toward working-class groups. For the formation of attitudes of ethnic groups, this category can regulate opinions about socioeconomic status, goals, and interests of outside groups (Dijk, 1986). The findings in this study are the emergence of the term "defunding the police", which is the demand of the Zero BLM Campaign. The lawsuit is included in the End for-profit policing category, which shows that police departments and courts issue fines and fees to help fill local budget gaps (Seidman, 2019). Campaign Zero tries to eliminate these bogus incentives by ending police department quotas for fines and arrests, limiting fines and fees for low-income people, and stopping police from taking money or property from people. These three components, namely the historical, institutional and social aspects, are the core of the discussion about discourse. Joan Scott then argues that discourse is not just words, sentences, or paragraphs described in previous linguistics. Discourse is

a specific structure of statements, terms, categories and beliefs constructed historically, institutionally and socially (Scott, 1986).

In contrast to the case in (Dijk 1986), the findings in Dijk's research have shown that there is a ruling caste that considers a "lower" caste: lack of education, intelligence, courtesy, speech, cleanliness, and so on, on the one hand, and the presence of laziness, aggression. Violence or crime, on the other hand, For relatively small outgroups, such evaluations are mostly less relevant, so, in general, attitudes about very small ethnic minority groups are underdeveloped and prominent. Thus, in the Netherlands, prejudice is much more developed against Surinamese people (about 185,000) than against the small group (for white Dutch, indistinguishable) from the Caribbean Netherlands Antilles (43,000). Large immigrant groups are considered more competitive for space, housing, jobs, and social services. Many of the everyday prejudices formulated in Dijk's interview relate to the "unfair" claims that minority groups feel for an equal share in society and the economy: "They took our jobs", "they took our houses", or "they profit from the social welfare system."

In general, this category governs all opinions about the Socioeconomic threats perceived by the dominant majority. This attitude category stands out the most for members of the group whose Socioeconomic interests are most relevant and most unstable. It doesn't just mean that the "poor" will particularly smear this category in the conversation. Political and intellectual elites often "formulate" attitudes based on these categories and disseminate them through the media in

ways that appeal to the economically disadvantaged. Thus, ethnic prejudices tend to be placed, if not "transferred", by these same elites of the middle class.

The next major category that people use when organizing beliefs and opinions about other groups can be called sociocultural. Under this category, the in-group typically hold beliefs about the assumed norms, values, rules, and customs of the outgroup, as well as opinions about language, religion, and other cultural or ethnic information that is considered to distinguish the outgroup from the in-group (Dijk, 1986). This study found the racial term "white supremacist group" based on the socio-cultural context". This term is a long history of racism in America, which assumes that white people are superior, high race, and are entitled to legal privileges in America. The appearance of this term in American history made black people more marginalized, oppressed and it was not easy for black people to get legal justice from their own country. In the end, a white person will arbitrarily commit cruelty and brutality to the life of a black person.

In contrast to the case in (Dijk 1986), this study shows that this is a significant category, especially for group members who live in daily contact with members of ethnic minority groups. The apparent reason is that, apart from physical appearance, the sociocultural nature of the outgroup seems to be the most "visible". They determine behaviour and, therefore, interactions with outside group members. Regular complaints about strange clothing, religious customs, family structure and relationships, cooking, child-rearing, or communication account for the vast majority of interviews with prejudiced group members. Therefore, the everyday differences seem to be most striking in this category and,

at the same time, are related to many influences. Therefore, the overall conclusion drawn from these cultural differences is standard: If they want to live here, they have to adapt to our culture; they should at least speak our language, behave the way we do and organize their lives further so that they don't bother us. Indeed, differences in basic norms and values are considered a cultural threat because they are seen as a possible violation of the core cultural identity of the dominant inner group. Cultural differences associated with Islam, in particular, are routinely noted for their disturbing if not "dominant" nature. For example, in the Netherlands, there is much hatred towards the use of their language by the Turks and Moroccans, the "home slaughtering" of sheep or goats, or the treatment of women according to (assumed) Islamic rule. The long-standing norms of religious tolerance in the Netherlands are usually not applied to Muslims. And the fact that women in the Netherlands had a less subservient role is easily forgotten in such cultural stereotypes.

3. Ideology in the Hashtag Black Lives Matter

Ideology is a fundamental part of discourse research. Why ideology is an important part of the discourse is because discourse is built continuously in society through a process of ideology. There is something that is repeated repeatedly, which causes the spread of the discourse to become part of the cognitive society that is ideological in nature. However, the ideology referred to here is quite specific when it is theoretically defined.

According to van Dijk (2006, p. 116), ideology (es), he writes in the plural; the first is some form of the idea or belief system. What is essential in the

category is the role of cognitive components that can relate to belief or belief system. Thus, ideology is not merely a question of political ideology or church ideology, for example. Second, no language or ideology is private. The belief system is made social and also socially. Ideology contains representations that explain the identity of a group with their shared beliefs. Thus, there are various types of ideology defined by different groups, such as the ideology of social movement groups, political groups, etc.

Third, ideology is not social knowledge or social behaviour but more fundamental than that. Ideology is what controls shared belief. Van Dik gave an example that racist ideology controls immigration. Fourth, ideology is dynamic. It moves with the movements of time and period so that people often think of making it stable.

Fifth, ideology is spread in society and is accepted as behaviour or common sense. For example, in soap operas in Indonesia, the distinction between good and bad women's characteristics is explained by the symbols they wear, for example, clothes. Good women are dressed in a veil. Meanwhile, evil women are given a symbol in sexy clothes. Identification with these symbols is repeated over and over so that it becomes common sense, as something that is considered general and natural. In a linguistic context, good characters are described by the use of their subtle language. Meanwhile, the evil character is described as hearing the use of harsh language, shouting and cursing. These ideological characteristics explain why discourse analysis is interested in connecting language

with ideological issues. Following are van Dijk's thoughts on the relationship between ideology and discourse.

> "Contrary to most traditional approaches, ideologies are defined here within a multidisciplinary framework that combines a social, cognitive and discursive component. As 'systems of ideas', ideologies are sociocognitively defined as shared representations of social groups, and more specifically as the 'axiomatic' principles of such representations. As the basis of a social group's self-image, ideologies organize its identity, actions, aims, norms and values, and resources as well as its relations to other social groups. Ideologies are distinct from the sociocognitive basis of broader cultural communities, within which different ideological groups share fundamental beliefs such as their cultural knowledge. Ideologies are expressed and generally reproduced in the social practices of their members, and more particularly acquired, confirmed, changed and perpetuated through discourse" (van Dijk, 2006, p.116).

How can the relationship between ideology and discourse be seen from how the same word changes meaning due to different ideological contestations. An example is a word Taliban. Etymologically, the word Taliban comes from the word Thalib which means to ask or learn, which when it becomes a noun the meaning is a student. However, after 11 September 2001 and the emergence of terrorism issues globally, the meaning of the word Taliban was transformed into a terrorist meaning. There is a "pars prototo" to the problem here because Taliban is the word used by a fundamentalist group in Afghanistan, which in the Western

context has an integrated hard-line Islamic ideology.

Western discourse that dominates global discourse has made the word Taliban transform from meaning a student to a terrorist group. As a continuation of the presence of the concept of Taliban even in other social practices, for example, in immigration, these ideological assumptions are institutionalized. The word Taliban which in the past meant more neutral then became a very ideological word because it became a label of Islamic identity which was not even attributed only to certain Islamic groups. In Western scepticism that Islam is peaceful, even all Muslims often get stereotyped and treated as if they are terrorists because of the religion they adhere to.

Meanwhile, to find out the ideologies used in the hashtag #JusticeForcaseyGoodson, the researcher used Van Dijk's Ideological square. In this study, the researcher found the following indications. First, in this study, the researcher found the "Emphasize Our bad things" model in the Appearance/origin category. The use of this category is intended not to emphasize "us" on the bad things of one's group but to describe how the lives of black people who are constantly suspected of negative and criminal emotions. The findings in this strategy indicate that the emerging ideology is Anti-racism. Second, in the socio-economic category, the researcher found the "Emphasize Their Bad Things" model. This model strategy is used by groups who are anti-government ideas and policies that lead to a liberal economy. Therefore, the findings in the use of the strategy show that the ideology used in the hashtag #JusticeForCaseyGoodson is an anti-neoliberal movement. Neoliberalism refers to the ideas, strategies, and

policies introduced by intellectuals and government elites to reproduce economic liberalism (Foucault, 2008). while Experts argue that anti-neoliberalism groups are called the Left. Globalization and poor electoral support for the left during the last two decades of the twentieth century are the background for the emergence of anti-neoliberalism groups as a form of resistance to neoliberalism. They tend to be underestimated and characterized as weak, backward, unable to resist neoliberal developments, and unable to take state power or undertake alternative anti-capitalist measures (Ellner, 2006). In contrast to 19th-century liberalism, neoliberalism is understood as idealism that is actively initiated and implemented by the state (Foucault, 2008). The term defunding the police, white liberal neighbor which is an integral part of the social representation of oppressive groups or institutions, as organized by the ideology of Neo-liberalism has been found in this study. The "Emphasize their bad thing" strategy may also be relevant and found to critical discourse about white people, the police, government agencies, or government policy in this research.

The use of this category emphasizes the bad things in the group that are considered "Them" or outside the group. The use of the pronoun "They" refers to police and white people. This study found that in the data (8) and (9), the authors wanted to emphasize the bad things about them because they were considered allies in the evil consensus. Finally, in the socio-cultural category, the researcher found a model of "Emphasize their bad things" and "Emphasize our good things." "Emphasize their bad things" The goal is the same as the above socio-economic category, which is to emphasize bad things to groups that are considered "them"

or outside groups. In the Socio-cultural category, the use of the pronoun "They" refers to "white supremacist groups."

Meanwhile, the model "Emphasize our good things" in this study leads to members who are considered "Our". The model is used to emphasize the things that are good for group members. The groups in question are @jc_williams and Ms St. Clair, credited with fighting for a safe and fair life for the lives of black and brown students in America. This category also includes elements of racism in the American education system.

In other findings, Khoirunnisa & Indah (2017) explained that the use of Emphasize by "Clinton" in the ideological square to defame the Syrian government and its allies Russia and Iran as enemies of the United States. Meanwhile, "Trump" focuses on the negative actions of Muslims in America. Therefore, both candidates use the "Emphasize their bad things" strategy to control the audience's thoughts to sustain manipulation, inequality, and exclusion.

In other studies, Masroor's (2019) analysis shows that the objectives of political conversations are driven by political ideologies built from social reality and achieved through important language tools using various rhetoric strategies (O'Barr & O'Barr, 1976). Persuasion and rhetoric as a life-age tool for politics (Cohen, 1995) play their role in allowing politicians to use their "access" to resources (van Dijk, 1993) as a means to attract their attention and projects themselves. Among several other purposes such as political survival and building public opinions.

The negative self-presentation strategy, positive self-presentation were

emphasized in this study. In the findings of Maryam, Nawaz politicians use positive self-presentation to get more time for the government from the public (and secretly from the military) and to restore their destroyed beliefs. Most structures in the form of "revelation" or "eye-opener" to the public. The public announcement was made (like "it was surprising," "it reveals") with the assumption that the people are naive and not aware of what is hidden under the carpet. This rhetoric plays an important role and presents a variety of purposes. "Play" and persuasion is considered one of the favorite tools by politicians (Wodak, 2009).

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CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter covers the conclusion of the study and the suggestions from the researcher for further research.

A. Conclusion

Based on the discussion about social movement discourse with the hashtag #JusticeForCaseyGoodson on Twitter social media, which has been described in previous chapters. It can be concluded that the process of meaningful discourse on the message conveyed. Through argumentation strategies, social cognition, and Ideology is a message regarding the issue of racism and law enforcement of justice. Social media activists make social movement discourse. Through tweets, several Twitter user accounts include the hashtag #JusticeForCaseyGoodson using short and straightforward language. Besides, through the hashtag, the public can determine what ideology is being used in the #JusticeForCaseyGoodson movement.

By using Teun A. Van Dijk's critical discourse analysis model, namely the argumentation strategies and the prejudice opinion in ideological square, the data found are as follows :

1. Judging from the text level (Argumentation strategies), the social movement #JusticeForCaseyGoodson shows discourse on the issue of racism and Law enforcement of justice in Columbia, Ohio, United States. The majority of

tweets on Hashtag #JusticeForCaseyGoodson used argumentation strategies in every tweet. Every opinion that comes from each contains a message of support for Black People in America, especially Casey Goodson. This opinion also contains criticism of government policies in law enforcement for black people. However, instead of criticizing government policies, the discourse that appears sometimes appears negative through racist language such as (Black people, white liberal 'allies', White supremacist groups, etc.). Simultaneously, the central theme in echoing the hashtag is opposing racist attitudes from the Police who are brutal towards black people. Besides, the issue of unfair law enforcement on black people's lives in America shows several tweets that attempt to lead public opinion. So that, they believe that the police and police institutions seem to act brutally and carelessly in every task that results in the loss of a person's life. These issues in the #JusticeForCaseyGoodson hashtag will be discovered through word choices such as (shooting, gun, racism, violence, police brutality) in the analysis of Argumentation strategies.

2. At the level of social and ideological context, it can be seen from the discourse that developed in society when the hashtag #JusticeForCaseyGoodson was launched. The discourse that developed in society was about rampant police racist actions against black people and the enforcement of unfair laws against black people. This issue can accelerate and prolong the issue of racism and law enforcement in America. However, social media has made it easier for people to spread and receive information. Opinion stirring runs efficiently through social media so that provocation appears as a force to voice and defend the rights of the

silenced voters. The use of the "Appearance, socio-economic and socio-cultural" model shows how the history and background of the emergence of conflicts between the black race, the white race and the police, and the organizations and movements that arise as a result of these conflicts. In the end, through this social conflict, groups will fight for their rights, even based on group interests. Those who are perceived as a group will be imaged as positive. However, those who are considered as an outside group will be considered very negative. Will determine the ideology of each of these groups.

From the above conclusions, the researcher can understand that each hashtag on social media has its views and ideologies. Researcher can conclude that each hashtag that appears is an opinion that arises from each individual in the form of decisions expressed through oral and written words. Until finally, this personal opinion will form an idea that is public / group in nature. This public opinion ultimately has the power to reject or accept or even condemn a policy of a certain authority depending on the ideology they profess.

B. Suggestion

Based on the research that has been done, several things can be good suggestions for all Humanities Faculty academics. Especially the English letters department of UIN Maulana Malik Ibrahim Malang, who want to conduct discourse analysis research on social media, namely as follows:

1. For further research, it is recommended to use various discourse analysis methods in the Faculty of Humanities. It is to study deeper and get more attention to enrich the scientific knowledge of linguistics.

2. For the people of Indonesia, this can be a picture of social media that can be used to preach and criticise. Social media is not only a place for personal affairs and entertainment. Hopefully, the good things in this research become input. It can invite social media users to take advantage of technological advances so that values can be taken from social media life.

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CURRICULUM VITAE

Muhammad Imam Ali Syadlili was born in Muara Bulian. He graduated from Islamic Boarding School Matholi'ul Falah. He started his Higher education in 2017 at the English Literature Department in UIN Maulana Malik Ibrahim Malang and finished his study in 2021. During his study at University, He became language Teaching in Kampung Inggris Pare, Kediri East Java. He also active in youth community cares about education (Jejak Pengabdi Indonesia Chapter Malang) in 2017-2021 and He becomes chairman in 2019-2020 period.

APPENDIX

<table>
<tr><td colspan="3" align="center">Argumentation Strategies</td></tr>
<tr><td>No</td><td align="center">Model strategies</td><td align="center">Text analysis</td></tr>
<tr>
<td>1</td>
<td align="center">Actor Description</td>
<td>(1.1)@mrwilliamjones: To be a black man means anything you hold in your hand, or nothing at all even, will be interpreted as a "gun" and make officers "fear for their lives." #blacklivesmatter #justiceforcaseygoodson
(2)@Chattycee: My home town Columbus OH. The second black man to be killed by law enforcement there in less than a month. I'm sick over this. #justiceforandrehill #justiceforcaseygoodson
(3)@blkoutcoalition: After the election, the 'Black Lives Matter movement has been virtually non-existent. Where's the protest & shutdowns for Casey & Andre? Their killers remain free. Most white liberal 'allies' really don't care.#justiceforandrehill justiceforcaseygoodson#columbusiskkkolumbus
(6)@Taneishasmith9: Two black men killed in the month of December just days apart; why isn't nobody talking about this? Where is the full coverage of these two cases? Keep demanding justice for all black lives taken by law enforcement. #justiceforcaseygoodson #justicefordolalidd
(12)@Smelly_katarina: How the actual fuck do you mistake a sandwich wrapper for a fucking GUN? The answer is you can't; you cops only made this as a fucking excuse to murder a black person because you're racist assholes! #justiceforcaseygoodson</td>
</tr>
<tr>
<td>2</td>
<td align="center">Authority</td>
<td>(4) @gkjill: Look who's coming to town, Columbus. Like our police need any more encouragement to be racists & murders. You need to stop this, Columbus police,@OHFCSO, @weinmanmike, @capcityfop, @mayorginther @govmikedewine#blacklivesmatter #justiceforcaseygoodson #justiceforandrehill uses an article: one of America's most popular police trainers is teaching officers how to kill, and One of America's top trainers is teaching officers to be "emotionally, spiritually, psychologically" prepared to kill people on the job. If you are prepared to kill, Dave Grossman says, it's "just not that big of a</td>
</tr>
</table>

		deal. "then Continue again: There's time to let him know he is not welcome here. The question is, does anyone in LE here have enough spine to do it? Does the Mayor? Or the Governor? Or will they all continue to maintain the racist status quo?
		(16) @westerfelt: @johnberman @alisyncamerota @CNN Why aren't you covering #justiceforcaseygoodson? You had a correspondent in Columbus today reporting on the vaccine. Are young black men being shot in the back by police no longer news, now that the election is over?
		(19) Replied by @blacklivesm_300: #JUSTICEFORCASEYGOODSONJR When will you Intervene in the Black Genocide by White US Police. The US government is complicit & does nothing. This is 400yrs of brutalized Slavery &120 yrs of consistent murders of black Americans. When will you act?@unhumanrights @UN @intlcrimcourt https://t.co/grqkifukm
3	Categorization	(1.1)@mrwilliamjones: To be a black man means anything you hold in your hand, or nothing at all even, will be interpreted as a "gun" and make officers "fear for their lives." #blacklivesmatter #justiceforcaseygoodson
		(3)@blkoutcoalition: After the election, the 'Black Lives Matter movement has been virtually non-existent. Where's the protest & shutdowns for Casey & Andre? Their killers remain free. Most white liberal 'allies' really don't care.#justiceforandrehill justiceforcaseygoodson#columbusiskkkolumbus
		(10)@surjcolombhusoh: 🏛Martin Luther King Jr Weekend of Action🏛Join us for a weekend of action in honour of Martin Luther King Jr., to uplift the legacies of Black people killed by police in Columbus, and to demand action from our elected officials. Justiceforcaseygoodson #justiceforandrehill
		(13)@BQIC_Ohio: Yesterday, we joined fellow comrades for a People's Conference to create space for local residents, organizers and freedom fighters to have our voices heard. COLUMBUS IS NOT SAFE FOR BLACK PEOPLE!#justiceforandréhill#justiceforcaseygoodson #justiceforjuliustate
		(19)Replied by @blacklivesm_300: JUSTICEFORCASEYGOODSONJR When will you Intervene in the Black

		Genocide by White US Police. The US government is complicit & does nothing.This is 400yrs of brutalized Slavery &120 yrs of consistent murders of black Americans. When will you act?@unhumanrights @UN@intlcrimcourt https://t.co/grqkifukmf
4	Comparison	(1.1)@mrwilliamjones: To be a black man means anything you hold in your hand, or nothing at all even, will be interpreted as a "gun" and make officers "fear for their lives". #blacklivesmatter #justiceforcaseygoodson (9)@reganfallon "Same in Columbus, Ohio!!! CPD got a huge budget increase after the community called for demilitarization and defunding CPD following protests. It's awful here, and they just killed TWO INNOCENT BLACK MEN in DECEMBER." #justiceforcaseygoodson #justiceforandrehill. (16)@westerfelt: @johnberman @alisyncamerota @CNN Why aren't you covering #justiceforcaseygoodson? You had a correspondent in Columbus today reporting on the vaccine. Are young black men being shot in the back by police no longer news, now that the election is over? (17)@Alipeachsenpai: You know what? I never had to be scared of because of how I look? Entering my home with a sandwich. But apparently, a black man was murdered because of this. #justiceforcasey #justiceforcaseygoodson #blacklivesmatter (27)@grimtina: Your chances of doing so are significantly better when you aren't black and almost certain if you are white. Just saying so the few people not wrapping their heads around it get another clue. This is important because if you think of it as routine, not newsworthy, all is lost.#justiceforcaseygoodson
5	Counterfactuals	(1)@blmoutcoalition: In other words, if Casey Goodson or Andre Hill were white, the cops would have been questioned, arrested and charged by now. But Hill and Goodson are Black, so guess what. Their murderers remain free. #justiceforcaseygoodson #justiceforandrehill #columbusiskkkolumbus (63)@charlesmaine: Imagine living in a world where you're on edge when simply going home every day. Sounds like hell, right? So why on earth do we perpetuate a system in which we put millions of Americans in this exact scenario? #justiceforcaseygoodson

		(49)@Vanpvirgil:tw, shooting, gun, racism, police brutality. The officer should already be in trouble and under investigation for not wearing his fucking body camera the night that he killed a man. Casey Goodson. #justiceforcaseygoodson
6	Disclaimers	(17)@Alipeachsenpai: You know what? I never had to be scared of because of how I look? Entering my home with a sandwich. But apparently, a black man was murdered because of this. #justiceforcasey #justiceforcaseygoodson #blacklivesmatter (43)@Ryanholiday92: #caseygoodsonjr Is yet another tragedy involving Poorly trained Law enforcement. Shot in the back multiple times while unlocking the door to his home. Keys in the lock as all this takes place. Coroners office ruled his death as a HOMICIDE, yet no one has been charged yet!? 3 days after the incident, the Columbus Police Chief request the BCI to investigate. I ask why 3 days? Why not immediately as protocol? Was it so they could get their story and "facts" together with all involved? #JUSTICEFORCASEYGOODSONJR#justiceforcaseygoodson
7	Euphemism	(10)@surjcolombhusoh: ⚖Martin Luther King Jr Weekend of Action⚖Join us for a weekend of action in honour of Martin Luther King Jr., to uplift the legacies of Black people killed by police in Columbus, and to demand action from our elected officials. Justiceforcaseygoodson #justiceforandrehill (13)@BQIC_Ohio: Yesterday, we joined fellow comrades for a People's Conference to create space for local residents, organizers and freedom fighters to have our voices heard. COLUMBUS IS NOT SAFE FOR BLACK PEOPLE!#justiceforandréhill#justiceforcaseygoodson #justiceforjuliustate (15)@jc_williams: I join Ms St Clair in her dedication to a safe and equitable community for our students to grow up in. I join in the call to demand that the lives of our Black and brown students and their families matter and that we say it until we prove it. #justiceforcaseygoodson
8	Generalization	(2)@brittburneet retweet @rsganfallon and fkaluna "Murders by police aren't called homicides, so there's that." (53)@daveluvscoffe: I use to support the police in every way through donations to the Fraternal

		Order of Police. I stopped that long ago when I seen the blatant racism inside police departments all across the USA. Even police friends, no longer friends for the way they act with black people in general. #justiceforcaseygoodson (43)@Ryanholiday92: #caseygoodsonjr Is yet another tragedy involving Poorly trained Law enforcement. Shot in the back multiple times while unlocking the door to his home. Keys in the lock as all this takes place. Coroners office ruled his death as a HOMICIDE, yet no one has been charged yet!? 3 days after the incident, the Columbus Police Chief request the BCI to investigate. I ask why 3 days? Why not immediately as protocol? Was it so they could get their story and "facts" together with all involved? #JUSTICEFORCASEYGOODSONJR#Justice (9)@_cockwomble: #justiceforcaseygoodson it was a sandwich, and they mistook it for a gun? Bullshit. They killed another innocent black man. It has to stop."
9	Implication	(11)@blmoutcoalition: In other words, if Casey Goodson or Andre Hill were white, the cops would have been questioned, arrested and charged by now. But Hill and Goodson are Black, so guess what. Their murderers remain free. #justiceforcaseygoodson #justiceforandrehill #columbusiskkkolumbus (3)@ox_Rwdacted: We need justice for all the lives lost to these tyrannical street pirates. Enough is enough. Hear our words, NO JUSTICE, NO PEACE!! #blacklivesmatter#justiceforcaseygoodson (18)@Dean2Ohio: News coverage has pulled away from this latest race killing by police, which is part of the cycle. No press releases issued on the topic, so lazy 'reporters' have moved on to new PR and propaganda hot buttons. You are part of this cycle by your consent. #justiceforcaseygoodson
10	Metaphor	(3)@ox_Rwdacted: We need justice for all the lives lost to these tyrannical street pirates. Enough is enough. Hear our words, NO JUSTICE, NO PEACE!! #blacklivesmatter#justiceforcaseygoodson (14)@blkoutcoalition: #caseygoodson should be with loved ones today. But because race soldier Jason Meade had no respect for his Black life, his family mourns instead. Ginther

		(mayor of Columbus) refuses to call for the immediate arrest of Meade. #justiceforcaseygoodson#lockupjasonmeade#howwefight (18)@Dean2Ohio: News coverage has pulled away from this latest race killing by police, which is part of the cycle. No press releases issued on the topic, so lazy 'reporters' have moved on to new PR and propaganda hot buttons. You are part of this cycle by your consent. #justiceforcaseygoodson (21)@BQIC_ohio: A lot of bullshit is in the air....first, we see articles talking about the officers were in plainclothes, and now they aren't even sure if officer Meade was working for them or supposed to be!!?? Y'all ever heard of hot potato!? #justiceforcaseygoodson (25)@justicenow_2020: These police gang initiations has got to stop. We know what racist set they are from. We can and will protest in parkas and winter gear. Please don't misunderstand the season. We can make the streets hot again! #justiceforcaseygoodson #nojusticenopeace (27)@grimtina: Your chances of doing so are significantly better when you aren't black and almost certain if you are white. Just saying so the few people not wrapping their heads around it get another clue. This is important because if you think of it as routine, not newsworthy, all is lost.#justiceforcaseygoodson
11	Self-Glorification	(13)@imclaytonmoore: January 17th, we will all stand together and show that we are one people, indivisible. We will show the truth. We are a nation of free men and women who deserve to live our lives without fear. By showing unity, we will destroy the false narratives placed against us! #UNITY #BLM#Justiceforcaseygoodson (42)@ancaprebel: All around the country #proudboys and #antifa members are beating the fuck out of each other, one shot in Olympia, Wa and one stabbed in DC Yet in Columbus, OH hundreds of people from all walks of life gathered to peacefully assemble #justiceforcaseygoodson #BLM #boogaloobois https://t.co/ehemztnh63
12	Number-Game	(2)@Chattycee: My home town Columbus OH. Second black man to be killed by law enforcement there in less than a month. I'm sick over this. #justiceforandrehill

		#justiceforcaseygoodson
		(8)@brittkburnett (And my fellow white (liberal) neighbours are like, "this is what you get for defunding the police" as if they didn't get a 14% budget increase less than 6 months ago...#Justiceforcaseygoodson)
		(9)@reganfallon "Same in Columbus, Ohio!!! CPD got a huge budget increase after the community called for demilitarization and defunding CPD following protests. It's awful here, and they just killed TWO INNOCENT BLACK MEN in DECEMBER." #justiceforcaseygoodson #justiceforandrehill.
		(20)@corybush: To be a Black man in America is to be shot three times in the back with your keys in the front door of your own home. To be a Black man in America is to be murdered by a federal agent when you weren't even the suspect in their search. We need #justiceforcaseygoodson.
		(19)Replied by @blacklivesm_300: JUSTICEFORCASEYGOODSONJR When will you Intervene in the Black Genocide by White US Police. The US government is complicit & does nothing. This is 400yrs of brutalized Slavery &120 yrs of consistent murders of black Americans. When will you act?@unhumanrights @UN@intlcrimcourt https://t.co/grqkifukmf
13	Pressuposition	(3)@blkoutcoalition: After the election, the 'Black Lives Matter movement has been virtually non-existent. Where's the protest & shutdowns for Casey & Andre? Their killers remain free. Most white liberal 'allies' really don't care.#justiceforandrehill justiceforcaseygoodson#columbusiskkkolumbus
		(12)@Smelly_katarina: How the actual fuck do you mistake a sandwich wrapper for a fucking GUN? The answer is you can't; you cops only made this as a fucking excuse to murder a black person because you're racist assholes! #justiceforcaseygoodson
		(16)@westerfelt: @johnberman @alisyncamerota @CNN Why aren't you covering #justiceforcaseygoodson? You had a correspondent in Columbus today reporting on the vaccine. Are young black men being shot in the back by police no longer news, now that the election is over?
14	Vagueness	(21)@BQIC_ohio: **A lot of bullshit** is in the air....first, we see articles talking about the officers were in plainclothes, and now they aren't even

		sure if officer Meade was working for them or supposed to be!!?? Y'all ever heard of hot potatoes!? #justiceforcaseygoodson
		(46)Replied by @maliciousbirb: Cops can open a case that's been cold or dead for 40 years, but apparently, 4 days is "**too long**" to investigate this shooting Fuck the cops' man
		(44)@exilesatellite : tw // shooting , gun , racism. They're refusing to look into Casey Goodson's case because "**too much time** has passed" .... What's more, the officer that shot him wasn't wearing a body cam. #justiceforcaseygoodson
		(33)@syko_4: #caseygoodson #justiceforcaseygoodson **How many people**, yes people not "black people", have to die before you understand that police don't care about ANYONE! This is about human rights, not about offending your political bias
15	Victimization	(1)@blmoutcoalition: In other words, if Casey Goodson or Andre Hill were **white**, the cops would have been questioned, arrested and charged by now. But Hill and Goodson are **Black**, so guess what... Their murderers remain free. #justiceforcaseygoodson #justiceforandrehill #columbusiskkkolumbus
		(1.1)@mrwilliamjones: To be a black man means **anything you hold in your hand**, or nothing at all even, will be interpreted as a "gun" and make officers "fear for their lives". #blacklivesmatter #justiceforcaseygoodson
		(31)@kvdoudbleyou: Casey Goodson. Shot in his own home because the cops mistook a subway sandwich for a gun. And there's no bodycam footage? We need reform. Police need more training. We can't keep losing **human life** because of stupid mistakes. #justiceforcaseygoodson
		(49)@Vanpvirgil:tw , **shooting, gun, racism, police brutality**. The officer should already be in trouble and under investigation for not wearing his fucking body camera the night that he killed a man. Casey Goodson. #justiceforcaseygoodson

Prejudice Opinions in Ideological Square Strategies			
No	Prejudice opinion strategies	Ideological square strategies	Text analysis
1	Origin/Appearance	Emphasize our bad things	(1)@mrwilliamjones: To be **a black man** means anything you hold in your hand, or nothing at all even, will be interpreted as a "gun" and make officers "fear for their lives". #BlackLivesMatter #JusticeForCaseyGoodson (20)@CoryBush: To be **a Black man in America** is to be shot three times in the back with your keys in the front door of your own home. To be **a Black man** in America is to be murdered by a federal agent when you weren't even the suspect in their search. We need #JusticeforCaseyGoodson
2	Socio-economic	Emphasize their bad things	(8)@BrittKBurnett (And my fellow white **(liberal)** neighbours are like, "this is what you get for **defunding the police**" as if **they** didn't get a 14% budget increase less than 6 months ago...#Justiceforcaseygoodson) (9)@reganfallon "Same in Columbus, Ohio!!! CPD got a huge budget increase after the community called for demilitarization and **defunding CPD** following protests. It's awful here, and **they** just killed TWO INNOCENT BLACK MEN in DECEMBER R." #JusticeforCaseyGoods

			on #JusticeforAndreHill.
3	Socio-cultural	Emphasize their bad things	(23)Mary3023: I can't stand any of the **white supremacist groups,** and I'm tired of cops acting like **them**. **They** should all be fired. We need to start over and rethink how police are hired. #justiceForCaseyGoodson
			(27)@grimtina: Your chances of doing so are significantly better when you aren't **black** and almost certain if you are **white**. Just saying so the few people not wrapping their heads around it get another clue. This is important because if you think of it as routine, not newsworthy, all is lost.#JusticeForCaseyGoodson
		Emphasize our good things	(15)@jc_williams: I join Ms St Clair in her dedication to a safe and equitable community for our students to grow up in. I join in the call to demand that the lives of our **Black and brown students** and their familie**s** matter and that we say it until we prove it. #JusticeForCaseyGoodson