

FAIRCLOUGH THEORY OF CRITICAL DISCOURSE ANALYSIS ON MULAN JAMEELA HIJRAH BY

Liputan6.com

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Abstract

Mass media is a tool to convey information, thoughts and ideas that are given to a wide audience. The information conveyed is very diverse, one of them is news about life. And the word discourse is also not only mentioned in a discourse analysis of text media, or communication media, but also a scientific discipline such as psychology, sociology, politics, literature or others. Differences in the scope of the world of science usually have many different meanings or definitions according to various scientists from various scientific fields and what is circulating around the community. The discourse in question is an analysis of the form of structure or form of interview and the practice of communicators. Language becomes a tool as an intermediary at the political point through the portrayal of subjects where there is an interest in ideology. The purpose of this mini research is to find out the critical discourse analysis of a celebrity's life news about her migration, Mulan Jameela, which was reported through Liputan6.com.

Key words: critical discourse analysis, Fairclough theory, Mulan Jameela

INTRODUCTION

Humans are social creatures who have to interact with others to be social [1], [2], [3]. In interacting with others, humans need a tool, which is the language used to establish communication properly [4], [5]. Language can be interpreted as a medium to convey something that comes to mind or human feelings [6], [7], [8]. In use, the language becomes very diverse [9], [10], [11]. Language diversity can be oral or written depending on the needs and goals of communication [12], [13]. In this era, technological developments make it easier for humans to communicate [14], [15], [16]. Communication is the process of delivering and receiving symbols that contain meaning [17], [18], whether in the form of information, thoughts, knowledge or others [19], [20], [21]. Because in communication what is important is a shared understanding [22], [23] and requires an understanding of social processes [24], [25], [26]. Along with the development of the times, how to communicate also changes [27], [28]. Through the media, both individually and collectively can build perceptions of other parties [29], [30].

Aside from being a tool to convey news, images, or a general picture of many things, the media is also able to act as an institution [31], [32], [33] that can shape public opinion [34],

[35], and even become a pressure group on an idea that must be accepted by others [36], [37], [38]. The media has a big role in explaining events and how they are interpreted [39] and understood by the public [40], [41]. [42] introduce concepts that are considered important in the analysis of critical discourse such as "discourse, power, ideology, social practice and common sense." [43] argued that language must be analyzed as a social practice through the lens of discourse in speaking and writing.

Celebrities are public figures who are recognized by almost all Indonesian people in other words [44], [45], celebrities are individuals who have high social status (celebrities) [46], [47], [48]. According to a psychology study, humans tend to observe the behavior of dominant or high-status individuals in their groups [49], [50], [51]. Therefore, news about the development of entertainment and celebrity life is often the topic most sought after by readers [52], [53]. Thus, each online media uses different methods [54], [55] or techniques for presenting news in attracting public interest [56], [57], [58]. Every news contained in the media has its own side [59], [60], which cannot be compared to the meaning of the presentation between one media and another media [61], [62], [63]. That is because the media have different goals in each publication of news [64], [65]. That is, every media has an ideology, which is derived from the ideology of the author presented [66], [67] so that it becomes an ideology of the media [68], [69], [70]. Based on this background, this research is focused on describing how online media constructs news using Norman Fairclough analysis.

In this study focused on describing celebrity reporting, namely the move of Mulan Jameela to a news story based on Fairclough's theory, namely the dimensions of microstructural, mesostructural, and macrostructural. In this search stage, searching for and marking news that is related to Mulan Jameela's migration, summarizes the findings of news that is related to Mulan Jameela's migration to be used as discussion material, and explains or explains that the media is neutral, corner or favor Mulan Jameela.

METHOD

This research used news from a celebrity named Mulan Jameela who made a hijrah. Because news is a representation of the world in practice in language. Because language is a semiotic code, language determines the side, social, and economic structure of what is

represented. This study used Norman Fairclough's critical discourse analysis theory. In his theory, Fairclough authorizes the concept of discourse that seeks to combine several traditions, namely linguistics, interpretive traditions, and sociology. In addition, Fairclough offers a discourse model that contains three dimensions of discourse analysis, namely the dimensions of text, discourse practice, and sociocultural practice. Dimensions of text (microstructural) are analyzed linguistically, by looking at vocabulary, semantics, and syntax. Discourse practice (mesostructural) is a dimension related to the process of producing and consuming texts. Sociocultural practice (macrostructural) is a dimension related to context outside the text. The three dimensions are then analyzed using three different stages of analysis, namely the description used to analyze the text, including cohesion and coherence, grammar, and diction, interpretation is used to analyze the interpretation of the text, including the production, distribution, and consumption of the text, and the explanation used to analyze socio-cultural practices that cover situational, institutional, and social levels.

In this mini research the method used was descriptive method. in this method, data were generated descriptively; the point was that the data obtained was not seen from right and wrong, presented as systematically, factually, and accurately about the data, nature, and its relation to phenomena. The method used in research was listening, which was listening to the news delivered and also listening to the headline, examining the purpose of the title along with its objectives and objectives. In this researchs also discussed based on three news that discussed the Mulame Jameela who did the Hijrah, then afterwards made a difference from the three news.

RESULTS AND DISCUSSION

In this Fairclough theory has attention to language as a social practice as the idealism of the media in representing a news and displaying it in the news text, the news delivered by Lipitan6.com is reporting on the Mulan Jameela Hijrah case. The title given in this news is that Mulan Jameela Pioneered Online Business. In the headline it appears that the phrase given to Mulan Jameela with the disclosure of the syntactic function of the predicate has moved. The phrase has moved in that sentence implicitly preaching the positive side that Mulan Jameela who has now left the bad things to the good.

In addition, the information Now Starting a Business Online represents the profession or career of a Mulan Jameela. In the headline there was no mention of what kind of business Mulan Jameela was running. So the words "business" and "online" are choices to focus on the news. In this case, Liputan6.com also reported the existence of a spiritual event, namely "hijrah" experienced by a Mulan Jameela. As a result or impact of the events of the hijrah is Mulan Jameela who originally worked as a singer who always dressed in open clothes now plunged into a businessman. Based on various information tools used by these people to get any news, and one of them is the coverage of Mulan Jameela. Through the vocabulary used in the form of choice of formal and non-formal vocabulary, expressions and grammar, syntactic functions and forms of devotion. In the words of Hijrah, Mulan Jameela sells Muslim clothes. In the statement of the news, the expression given to Mulan Jameela was marked by the presence of the hijrah information function. The word hijrah has the meaning of change for the better.

In the other news delivered, that used to be the section, Mulan Jameela is now more comfortable wearing Syar'i clothes, and this is included in the sentence of conflict because it compares the past and present life of Mulan Jameela. It used to refer to Mulan Jameela's negative past life, as a celebrity with a sexy image. Function information First the section was the topicalisation of the discourse which was then opposed to the clause More Comfortable in Syar'i Clothing. The presence of a More Comfortable clause Using Paju Syar'i indicates that detik.com wants to highlight the positive side of a Mulan Jameela. The choice of comfortable vocabulary shows Mulan Jameela's consistency in using syar'i clothing. In addition, the use of the word shar'i which is a word that comes from Arabic namely shari'ah is interpreted as long and loose clothing for Muslim women. Therefore, the news stated the positive side that a Mulan Jameela not only covered the genitals (hijab), but now dressed in good Muslim clothing and in accordance with Islamic law. The form of reporting in that sentence is the shape of the situation, namely detik.com wants to compare the past situation of Mulan Jameela who is often dressed sexy and the present condition of Mulan Jameela who has been using syar'i clothing.

In this news also shows the negative side of another Mulan Jameela that is by saying that the singing job is reduced, this phrase provides information about the profession of a Mulan Jameela who as a singer but there is no call to sing. In this news also given the cause and effect that is, because there is currently no call to sing Mulan Jameela doing

business online. In the online business news that is run by Mulan Jameela is selling Muslim clothes, and in my opinion the business of selling Muslim clothes has something to do with the migration of a Mulan Jameela who previously did not wear the hijab but now has used it.

The next news is discusses about Jameela's Mulaan is about "Beautiful Mulan Jameela's Photographs in the Hijab and Already Leaving a Sexy Image." In the headline it appears that tribunews.com highlights the positive side of a Mulan Jameela shown by the phrase "Leave a Sexy Image." However, in my opinion the phrase is ambiguous. And the good news is that tribunews.com leaves the reader in two interpretations, namely stating the negative side of Mulan Jameela that in the past Mulan Jameela was a celebrity who often appeared sexy and positive, namely Mulan Jameela, who has now closed genitalia. In this report there is also a sentence which forms a situation. Here, Tribunews.com uses the word hijab to proclaim the state of Mulan Jameela who went through the hijrah process and finally decided to veil. Vocabulary selection, such as beautiful and hijab dressing strengthens or adds to the positive side of Mulan Jameela.

CONCLUSION

Based on the results of the critical discharge, the incision of discharge methods emphasizes the discourse as an interaction form and through the critical discharge forms appear language and writing the form of the social and writing of the social practice of a social practice. The practice of social in the analysis of critical discourse relates to the event of a reality and social structure. The media release is not separated from the media release is not separated from the idea of the idea of the idea of theology, which means presence by a news construction to attract interest to readers. Media Liputan6.com explains the reality that appears with the character of the selection of titles and discourses are made as attractive as well as views of Theory Fairclough, Mulan Jameela is the main object in the news that will bring up speculation that good or bad about her who does Hijrah, but in the liputan6.com this focuses on the profession and about the economy of Mulan Jameela

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