

# **NORMAN FAIRCLOUGH'S PERSPECTIVE ON TEXTUAL ANALYSIS IN THE CONSTRUCTION OF DISCOURSE NEWS CORRUPTION ON METRO TV AND THE NET**

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## **Abstract**

The objective of this study is to identify and analyze the textual analysis in the corruption news in the television. The object of this study was from Metro TV and NET. There are three steps for critical discourse analysis by Norman Fairclough, including description, interpretation, and explanation. The approach of this study was the methodological approach, including descriptive qualitative and theoretical critical discourse analysis by Norman Fairclough. Based on this research, in the aspect of lexical choices was found that there was rewording in arrangement of lexical choices in the news of Metro TV and NET. In addition, it used metaphor in construction of discourse in NET. Two aspect of lexical choices itself was used to strengthen and manipulate absolutely real meaning or intention from the news. Besides the lexical choices, the textual analysis involves grammatical aspect that used transitive sentence, positive and negative sentence, and modality, and textual structure with conversed pyramid through construction news discourse pattern.

**Key words:** discourse, corruption, television, critical, textual analysis

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## **INTRODUCTION**

News is often considered to have various qualities of neutrality and authority that are in reality not owned and cannot be logically expected to have [1], [2]. In line with the opinion of [3], [4] that the values contained in the news reveal the interests of certain people [5], [6], [7]. [8] also completed it with the phrase "these values can be seen as benchmarks of ideological importance". This means that the news is not a picture of reality [9], [10], but the construction of reality that contains non-neutrality [11], [12], [13]. The text is used to see how language users carry certain ideological values [14], [15]. [16], [17] stated that all uses of language have a specific purpose that represents ideology.

In connection with the linguistic aspects used in representing figures and ideologies in reporting, [18], [19] had conducted research on the construction of news. The results showed that the linguistic aspects in the form of diction, sentence use, and source selection in direct quotations [20], [21] used by Media Indonesia in the study [22], placed figures or institutions especially the House of Representatives (DPR) in negative representations [23], [24], [25]. Political discourse was mostly produced by the media along with the situation

Indonesian politics are very dynamic [26], [27]. One of the political news that is currently in the spotlight and media publication is reporting on corruption cases [28], [29], [30]. Corruption that continues to roll and develop, becomes a very complex problem in Indonesia [31], [32] because the impact can exacerbate the condition of the country's economy which impacts on social welfare [33], [34], [35]. In general, Marpaung (1992) formulated the meaning of "corruption" as something relating to "state finances" which were illegally owned (haram) [36], [37], [38].

From these studies obtained two research results. First, with a frame of criticizing corruption news, Koran Tempo in two of its headlines expressed its disapproval of corruption news [39], [40]. Second, with a frame supporting the news of corruption, Kompas, Republika, Koran Tempo, Jawa Pos, and Suara Merdeka newspapers have an attitude and view of agreeing and supporting the news of corruption in the newspaper [41], [42], [43]. The selected television media are Metro TV and News and Entertainment Television (NET) [44], [45]. Both of these media are considered as media which have a high intensity of reporting on corruption cases [46], [47]. The selection of television media is based on the consideration of media ownership representation, namely media owners who are involved in politics and media owners who are not in touch with the political world [48], [49]. To be able to comprehend the news discourse presented in the media comprehensively, critical discourse analysis is needed to understand textual practices in a discourse [50], [51], [52]. Critical discourse analysis looks at the use of oral and written language as a form of social practice [53], [54]. In this study, the news discourse on corruption was dissected using the knife of critical discourse analysis put forward by Norman Fairclough [55], [56], [57]. Fairclough's "social change" approach is used to analyze discourse by paying attention to the relationship between discourse and the accompanying social change. Therefore, analysis of Fairclough's critical discourse is considered as the most appropriate approach to dissect discursive practices in the construction of news of corruption produced by a media, in this case television media [58], [59], [60].

According to [61], [62] critical discourse analysis is a scientific study in which social practices in discourse analysis are seen to cause interrelated relationships between events that break away from a reality and social structure. [63], [64] divided the discourse analysis

into three dimensions namely; (1) text, which deals with linguistics (vocabulary and semantic analysis, grammar of sentences and smaller units, and sound systems (phonology) and writing systems.); (2) discourse practice, which is related to the process of producing and consuming texts; and (3) social practice, which deals with contexts outside the text, for example the context of the situation or the context of the media in relation to certain political societies or cultures.

#### 1. Textual

The above discourse can be said to be cohesive because it uses cohesion tools including:

##### - Repetition

The word that experiences repetition is the word in bold namely the word translation, translator and translate.

##### - Reference

Reference by using the pointer pronouns that can be seen in the underlined words, including:

(1) Paragraph 1: (a), which refers to the era of globalization which opens up huge competition in almost every aspect of employment.

(2) Paragraph 2: (c) refers to the imbalance in the circulation of translators who do not meet the competency standards.

##### - Conjunction

Conjunction is also found in every paragraph, including:

Paragraph 1: Among them (for example), but (contradiction), because (cause)

Paragraph 3: Even (confirmers); but (contradiction); or (optional)

Aside from being cohesive, the discourse also has good coherence because the linkage between one part and the part is very clearly seen to have a unified whole meaning [65], [66]. At the beginning of the paragraph it was explained that competition in every aspect of employment was increasingly felt, including in the world of translation [67], [68]. However, these challenges have not been overcome properly because there are still cases of circulation of translators who do not meet the competency standards and the abuse of the license of sworn translators. This could have happened because the DKI provincial government was not serious in supervising sworn translator

licenses. If monitored seriously, as has been done in Australia, the number of cases of misuse can be reduced.

## 2. Discourse Practice

In 1998, Kompas.com emerged as a response to the development of community trends in internet usage in Indonesia. However, long before, the printed version, named Kompas Daily, had long been formed under the auspices of the Kompas Gramedia company in 1965 [69]. Since its emergence until now, Kompas Gramedia has grown rapidly and has various types of businesses spread throughout Indonesia including several publications book of all genres.

Kompas' motto is "The Mandate of People's Conscience", while its vision and mission "To be the largest, best, integrated and scattered company in Southeast Asia through knowledge-based efforts that create an educated, enlightened, respectful diversity and prosperous society" [70].

Thus, the issues raised in the article "Competence of Translators Questioned" can be said in accordance with the motto, vision and mission carried by Kompas, which represents a criticism of the phenomena that occur in the world of Indonesian translation and as enlightenment for the community, especially the academic community to be more careful careful in choosing the work of translation. Not surprisingly, in a seminar entitled "One Day Seminar on Book Translation", for example, a lecturer at the University of Indonesia forbade his students to buy translated economics books published by a publisher in Jakarta because the translation works were misleading.

However, if analyzed further, a process of translation work does not stop at the hands of translators, editors and publishers also have an equally important role in determining the quality of translation. Editing training for editors as the party that determines the appropriateness of a published translation work, is certainly very necessary. Thus, Kompas which is also a book publishing company, including translation works, is closely related to this phenomenon. So, this article could also be an internal evaluation for the parties involved in the Kompas institution.

### 3. Social Practice Analysis

As a daily newspaper that represents the people's conscience, through this discourse, Kompas tries to raise the phenomenon that is happening related to the world of translation in Indonesia which is considered not yet capable of achieving the qualities needed in the era of globalization. This is not to bring down the reputation of the translators and publishers concerned but to spur all parties concerned to continuously improve their abilities.

Given the size of the exposure it has, of course Kompas has a considerable influence in raising awareness of various parties. And we can see, translation associations, translation centers and universities that have translation study programs often synergize to improve the quality of translation by holding seminars, discussions and translation training. Not surprisingly, at this time, there are many reliable translators who even make domestic works soar to foreign countries. Call it one of them *Man Tiger*, the fictional work of Eka Kurniawan who received the Man Booker 2016 award that made Indonesian literary works re-eyed by the world.

### **METHOD**

Data analysis based on critical discourse analysis (AWK) was conducted with a qualitative descriptive analysis using Fairclough (1995) critical discourse analysis (1995) which views discourse as text. This is because the language in the mass media is a reconstruction of news writers (journalists). Thus, the approach used in this research is a qualitative approach with the perspective of Norman Fairclough's critical discourse analysis. The data collection method according to Mahsun (2014) is divided into two, namely the listening and competent methods. In this study it used the refer method which was followed by a competent free speech, record technique, and note taking technique. The data of this research were in the form of news discourse on corruption on Metro TV and NET in the period of October and November 2016. Then the data collection was obtained from data sources in the form of fragments of corruption news discourse on Metro TV and NET in the period of October and November 2016, articles about corruption discourse in Indonesia, and corruption news in Indonesia as well as from the internet or books that were related.

Data analysis methods used in the form of analytical methods that are tailored to the perspective of Fairclough's critical discourse analysis. In AWK Fairclough's (1992) perspective there are three stages of analysis, namely description, interpretation, and explanation. The description stage is to describe the content and descriptive analysis of the discourse. At this stage the text was explained without being associated with other aspects, only analyzing the vocabulary, grammar, and structure of the text. Interpretation stage is by interpreting the text that is associated with the practice of the discourse being carried out. The last stage, the explanation phase which aims to find an explanation of the results of the interpretation obtained at the interpretation stage to find reasons why the news text is produced. The three stages were used to express ideology in the construction of corruption news texts that air on Metro TV and NET stations

## **RESULTS AND DISCUSSION**

Corruption news is an issue that has always graced the Indonesian mass media. Corruption is a social parasite that damages the joints of government structures, and becomes the main obstacle to development. Until now corruption was a latent danger, both by the government itself and by sections of the community. This section will present the results of the analysis of critical discourse on the construction of corruption news discourse on Metro TV and NET. The results of this analysis include textual dimensions which are dissected through three stages, namely the stage of description, interpretation, and explanation. As a study conducted by Assidik (2016) that contextual analysis has a role in finding out how the mass media has imaged the President. Based on the data collected by Assidik, it is known that the Suara Merdeka Daily is more inclined to form a positive image of the President in every report. While the Tempo Daily was judged more inclined in shaping the negative image of the President. Textual dimension analysis in the perspective of Norman Fairclough's critical discourse analysis encompasses the description of vocabulary, grammar, and textual structure. In connection with the vocabulary aspects, there are several aspects of the vocabulary that are utilized to represent the form of corruption news discourse construction in Metro TV and NET media. As in the construction of discourse on Metro TV tends to display soundbite or snippets that indicate the reordering with the aim to provide a description or description in order to can be understood by the community, as in the following fragment.

*“Saya minta kepada seluruh Kapolda membentuk tim untuk melakukan Operasi Pemberantasan Pungli (OPP) yang sarasannya adalah layanan publik. Layanan publik ya. Mulai dari masalah perizinan, surat, baik termasuk lingkungan kepolisian SIM, STNK, BPKB. Kemudian juga menyangkut sertifikat, pengurusan jenazah, KTP, apapun juga yang berhubungan dengan masyarakat layanan publik. Harapan Pak Presiden dalam reformasi hukum ini, layanan publik ini bersih dari pungli.” tutur Kapolri Jenderal Tito Karnavian. (Pungli di Kementerian Perhubungan, Metro TV, 12 Oktober 2016)”*

The repetition of the vocabulary refers to the representation of Metro TV media ideology that is serving the people. While in the construction of corruption news discourse on NET tends to be found repetition of vocabulary that represents its ideology as in the following fragment.

*“Bukan hanya masalah kepandaian, bukan hanya masalah kepintaran, tetapi adalah masalah karakter, masalah integritas, masalah kejujuran, masalah akhlak. Yang kita butuhkan adalah yang berakhlakul qarimah. Banyak yang pintar-pinter tapi senengnya pungli. Senengnya mungli, bukan pungli seneng mungli. Ini yang... ini yang menjadi penyakit bangsa kita,” tutur Presiden Joko Widodo. (Terapkan Pungli, Oknum Dishub Tertangkap, NET, 22 Oktober 2016)”*

From this fragment, it can be seen that in the same case, NET journalists prefer to include direct speeches from the President representing the ideology of NET, which is to instill morale to improve the character of Indonesian society. In addition to reordering the words, the results of the analysis also found striking differences in the utilization of the metaphorical vocabulary between the two media. In this case, NET journalists more often use the metaphorical vocabulary in the news discourse they construct such as scurrying, occupying seats, pockets, limping, eating money, accepting bribes, and receiving cash flow, and marathon checks. One of them can be seen in the following fragment.

*“Kemudian harus menjadi tersangka yang bukan karena makan uang, bukan karena menerima sogokan, bukan karena menerima aliran dana, tapi karena harus tanda tangan dokumen yang disiapkan anak buah.” tutur Dahlan Iskan, Tersangka Kasus Korupsi. (Dahlan Iskan Ditetapkan sebagai Tersangka, NET, 28 Oktober 2016)”*

Utilization of metaphors in the construction of corruption news discourse is intended as a speaking strategy to launch certain intentions in speech partners or the public. The use of certain metaphors by journalists can be used as a basis for thinking or justification for certain ideas to the public. Journalists use everyday expressions, proverbs, or proverbs to reinforce the main message of the constructed message. Regarding expressive values in the Fairclough critical discourse analysis, there are two kinds of evaluations put forward, namely positive evaluations and negative evaluations. Both media tend to lead to positive evaluation or negative evaluation of what is reported. This can be seen in the following fragments.

*“Usai konferensi pers tadi, Wakil Ketua KPK, Basaria Panjaitan menyebut bahwa alat terkait dengan alat pendidikan ataupun proyek di pendidikan ini seharusnya tidak menjadi alat korupsi karena menyangkut dengan kehidupan pada masa yang akan datang. (Anggota DPRD & PNS Dispar Kebumen Jadi Tersangka, Metro TV, 16 Oktober 2016)”*

*“Dan tadi Laode Muhammad Syarif juga mengatakan bahwa kasus suap yang melibatkan atau masuk ke ranah pendidikan ini sangat merugikan masyarakat di kabupaten Kebumen, sehingga tim penyelidik KPK langsung menetapkan atau melakukan operasi tangkap tangan pada hari Sabtu kemarin. (5 Orang Masih Menjalani Pemeriksaan, NET, 16 Oktober 2016)”*

Both of these sentences show how reporters identify themselves amid various social factors involved. In the first sentence constructed by Metro TV, the journalist identified himself as the subject or actor of education, so he gave a negative evaluation of the perpetrators or cases of corruption in the field of education. From this piece of news, journalists want to highlight a positive evaluation of the importance of education for life in the future. While in the second sentence which was constructed by NET, the journalist identified himself as part of the Kebumen community who felt aggrieved by the existence of bribery cases in the realm of education so that the journalist gave a negative evaluation of bribery and corruption cases that harmed the community. From this sentence, journalists were also seen to indicate that the community or the KPK team must act quickly to eradicate corruption cases. Although the focus is different from the evaluation values of the



two news reports, both news texts are consciously condemning acts of corruption or bribery because these actions can be detrimental to many things in various areas of society. With regard to grammatical aspects, the two media show the existence of transparency that is largely clauses are constructed in the form of active clauses (S + P + O) and are presented with sentence patterns in the form of actions. The dominance of the sentence in the form of the action shows that both Metro TV and NET raises the presence of the offender who refers to the actions taken against the target in order to be known to the speech partner or the public.

In addition to transparency, from the analysis of positive and negative sentences on the news discourse of corruption between Metro TV and NET found that NET journalists are more numerous and varied in using positive and negative sentences than Metro TV reporters. The negative sentence form found on Metro TV is in the form of a negation *no* and *not*, whereas in NET it uses a negative form in the form of *no*, *no*, and *not*. The form of negation carries out three functions, namely the real negation, the manipulative negation, and the ideological negation. In this case, the negation used in the news discourse is a journalist's strategy for his uncertainty in conveying his opinions and ideas to the public. The use of negative sentences is a form of discourse practice that describes the expression and attitudes of journalists who are implicitly hidden. While the use of modalities in the construction of corruption news discourse between Metro TV and NET is used to facilitate the public in understanding the attitude of a media in responding to a reported case. In reporting on Metro TV found the use of the dominant modality in the form of 'probable' modality as it could, maybe, at least, and it could, as in the following section.

*“Sedang memikirkan mungkin dua langkah. Langkah pertama, kami mengajukan keberatan melalui lembaga praperadilan terhadap penetapan tersangka dan penahanan. Atau bisa juga kita memahami kesehatan Pak Dahlan yang perlu pengobatan dan sebagainya, kami mungkin mengajukan penangguhan” tutur Pieter Talaway, Kuasa Hukum Dahlan Iskan. (Kasus Hukum Dahlan Iskan, Metro TV, 29 Oktober 2016)”*

The news fragment above is a statement from Pieter Talaway's statement as Dahlan Iskan's attorney regarding the determination of the suspect against his client. On fragments that, Pieter Talaway uses a modality that states 'possibility', that is, it is possible and / or

possible. The use of modality is possible and it also shows the possibility of steps to be taken to propose a pretrial and adjournment to alleviate the determination of Dahlan as a suspect. and will soon. This modality refers to the media's authority on a more objective view of seeing and predicting conditions that are likely to occur, as in the following section.

*“Ketiga oknum Polri yang diduga melakukan pelanggaran akan diperiksa lebih lanjut. Mereka terancam dikenai sanksi disiplin berupa teguran tertulis, penundaan kenaikan pangkat, hingga pemecatan. Oktabari melaporkan untuk NET. (3 Oknum Polisi Diamankan, NET, 13 Oktober 2016)”*

The news fragment above is a news presentation read by the presenter about a police officer caught in the act of extorting illegal fees. In this fragment, the presenter uses a modality that states 'ardeness', that is, suspected, will, and threatened. The use of the assumed modality will be used by the presenter to provide an estimate of the situation and predictions of what steps will be taken by the employer to handle this case. The use of threatened modalities also provides an estimate of what sanctions will be received by the police who committed the violation. In the textual structure aspect produced by Metro TV and NET media illustrates the tendency of inverted pyramid structure patterns consisting of three elements, namely the headline (news digest) leads (extracts or brief reports from the news), and and body (completeness of the news). Based on several aspects that have been analyzed from the construction of the news discourse, Metro TV and NET journalists have utilized vocabulary, grammatical, and textual structures to represent the ideology adopted. In this case, the news from the two media tends to lead to his agreement in eradicating corrupt practices that have spread in Indonesia.

## CONCLUSION

Analysis of the news discourse construction on Metro TV and NET is done through the stage of text representation. Text representation is divided into aspects of vocabulary, grammar, and textual structure. In the vocabulary representation, it is found that there is a rearrangement of vocabulary on Metro TV and NET. Both aspects of the vocabulary have the intention to confirm and obscure the true intentions. In addition to vocabulary, textual analysis also includes aspects of grammar by utilizing transparency, positive and negative sentences, and modalities, as well as utilizing textual structures in accordance with the

inverted pyramid with the pattern of news text construction. The construction of corruption news in such a way from each of the media tends to be firm and shows the attitude of the media towards the phenomenon of corruption cases that are rife in Indonesia. In delivering news, the media also tends to convince the public to trust the news that it conveys. The reason for constructing the corruption news discourse in such a way is influenced by situational, institutional, and social aspects. By making use of these aspects, the media seeks to represent their ideology to the public.

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