Textual Analysis In The News Issue Of The Demokrat Party On Kompas Tv Youtube’s Channel (Critical Discourse Analysis)

Maharani Ayu Pramesti¹, Abdul Hakim Yassi², Ery Iswary³

¹ Postgraduate of Linguistics Study Program, Hasanuddin University
² Indonesian Literature Study Program, Hasanuddin University
³ Regional Literature Study Program, Hasanuddin University

¹ pramestima20f@student.unhas.ac.id, abdul.hakim@unhas.ac.id, ³ eryiswary@unhas.ac.id

Abstract

This research aim to determine the form of language power through vocabulary features in the discourse of the democratic party in the news issue by using a critical discourse analysis strategy or Norman Fairclough’s model. The analysis of this research focuses on the description of the dimension of the text thorough vocabulary features. This research is a part of a critical linguistics study which not only examines linguistics academically and grammatically, but also relates language to its context, the reciprocal relationship between language, power, and ideology. The data in this study is news text from social media Youtube which includes the vocabulary of power language. The source of the research data is talking about the issue of the democratic Party coup on Youtube social media which went viral in early 2021. The data was obtained by means of documentation, reading, and recording. The result of the study indicate that there is power exercise by the democratic party in presenting the official press conference. The practice of power can take advantage of the use of vocabulary are used to contract, control, and instill ideology into the minds of readers. The description of vocabulary features is examined from various lingual features that have three values. These values have the form of features which are then analyzed. The most widely used form of power language vocabulary features in Kompas.TV news are generalization and metaphorical language styles. Keywords: Critical Discourse Analysis, Coup Discourse Analysis, Power, Speech text, ideological representation.

INTRODUCTION

Technological advances have an impact on all aspects of life in society, one of which is felt in the extraordinary progress in the field of scientific development. With the advancement of science, it is easy to access various information quickly. Easy and fast information acquisition is a trend for today's generation. The internet is growing very rapidly following the growth rate of social development (Chandra, 2017: 406). The internet makes it easy to access various sources of information. With the internet, everyone can access various information and communicate anywhere and anytime without being limited by space and time. The rapid development of
internet accessibility has given birth to social connectivity innovations that make it easier for individuals to form information and add insight quickly. Social media bridges this interaction where the presence of social media connects communication and interaction with anyone and at any time as well as access to information publication facilities. As access to information publication, social media covers all aspects of life including education, religion, tourism, health, politics, business, and others (Fitriani, 2017:148. Kaplan & Haenlein, 2010:52).

Social media provides freedom of opinion and creativity for anyone. One of the social media that is currently becoming a trend and favored by the people of Indonesia is Youtube. As a video-based website, Youtube has become the largest and most popular video sharing platform in the world today and facilitates its users to upload video content and broadcast it so that other users can watch it all over the world. This is evidenced by the results of research from the Nelson Sofres Talor Service. Indonesia, where 92% of internet use in Indonesia is aimed at searching for video content on Youtube whose number of viewers has rivaled the world of Indonesian television as a means of information media that provides informative video content, free access via the internet, its use is global, practical, can be disseminated and disseminated to other sites, as well as making it easier for users to socialize through the comments column (Setiadi, Azmi, & Indrawadi, 2019:313).

Youtube as an informative and practical medium makes it easy for content creators to create various content. The content created is not as simple but comes from the concept of thought and creativity. Freedom of expression and creativity are the main supporters of video content. The large number of video content uploaded and available on Youtube illustrates that content creators are free to make videos that do not conflict with Information and Electronic Transactions. Not all content creators make videos to provide entertainment and education to the public, but some content for certain reasons also raises words that go beyond boundaries. One of them is video content that is used to convey their aspirations or provide feedback. The ease of facilities provided by technology does not necessarily have a positive influence but can also have a negative influence if it is not used wisely and is used as the production of interactive information media or media for conveying personal aspirations (Jamilah & Wahyuni 2020: 325).

Expressing aspirations or expressing opinions of course prioritizes the principle of communication with the value of courtesy. This is done so that the communication process is well established between speakers and listeners and vice versa. Freedom to express opinions is a
right for every individual, this is also explained in the Law of the Republic of Indonesia number 9 of 1998 article 5 paragraphs a and b, namely that citizens who express opinions in public have the right to express their thoughts freely and obtain legal protection (Susanto, 2019:225). As explained that freedom of opinion is a right for every citizen which then gives rise to two sides in speech including the freedom to speak good opinions and speak bad opinions which are used in every individual (Pertiwi, 2020: 178).

The increasingly widespread use of Youtube as a medium of political communication shows that the Youtube phenomenon cannot be ignored because it has embraced all levels ranging from individuals, organizations and politicians (Smith, 2007). Although the interactions offered by Youtube are not as diverse and not as busy as social media such as Facebook and Twitter, the use of Youtube has proven to be an effective element in boosting the popularity of political communicators. The ease of expressing opinions in public through social media also provides opportunities for individuals to form identities. The formation of self-identity through a series of activities that are structured to achieve certain goals is a form of identity politics. In this case, social media plays a central role in supporting the formation of identity politics for every level of society. Disseminating personal opinions by utilizing the accessibility of social media, either directly or indirectly, is an important element and characteristic in the current political discourse. Opportunities for the opposition as a form of criticism of opinions through hate speech can build and rearrange identities together, thereby destroying various ideas of a multicultural society (Wasilewski. K, 2019:175-187).

Language as a communication tool used in social media can influence even how to pronounce it, grammar, sentence structure, vocabulary, finally turning it into a conversation of language and meaning. Thus, the use of certain languages has implications for the choice of certain meanings. The choice of words and the way of presenting reality also determines the form of the construction of reality which at the same time gives rise to meaning from it. Departing from this concept, the discourse analysis technique that is considered capable of knowing the meaning of netizens' utterances is critical discourse analysis. By looking at how the language problem is, critical discourse analysis can see the hidden meaning of a text.

Critical discourse analysis in its development has formed various theories and their analytical approaches. One approach, namely Norman Fairclough's theory in analyzing texts is considered complete because it seeks to unite the three Fairclough traditions offering three main
parts that must be analyzed including; 1) text, in this case the text must be analyzed through a linguistic approach that includes formal forms such as vocabulary analysis, grammatical analysis, and textual structure analysis in which this formal form is analyzed more deeply by drawing out any values contained in it including experiential values (revealing how ideological differences are represented in the text as expressed in words), relational values (focusing on how the choice of word use in the text plays a role and contributes to the creation of social relations among the participants), expressive values (related to the subject and social identity), and lastly, the connection value (connecting the text with its situational context), 2) interpretation, in this case interpreting the text itself and how the text is consumed and interpreted by the reader. Interpretation is divided into two parts, namely the interpretation of the text (the expression surface, the meaning of the expression, local coherence, and the global coherence of the text) and the interpretation of the contextual situation (analyzing the institutional and societal social orders that surround the production of the text, and the interactional history of the text). various discourses), and 3) explanation, in this case, aimed at describing discourse as part of social practice and showing the discourse's determination of social structures and their reproductive effects on these structures, both the effect is to establish or change the structure (Fairclough, 1995).

In this study, we will analyze the speeches of political party leaders related to the issue of the Demokrat party coupon on the Kompas.com at the Youtube channel. In this study, we will focus on Youtube content regarding the speeches of the Demokrat party and Moeldoko's camp. Kompas.com is a web portal containing online news and articles in Indonesia. Kompas.com is one of the most popular news sites in Indonesia. Different from other Indonesian language news sites, Kompas.com only has an online edition and relies on advertising revenue. Even so, Kompas.com is at the forefront of breaking news. Since 1995, Kompas.com has been part of Kompas Gramedia. Apart from being a print media, Kompas.com also has online news media that can be read at any time and also the Youtube channel. Kompas TV which was launched on September 9th, 2011, which always provides the latest news that occurs both domestically and abroad.

Youtube videos that are shown on the Kompas TV Youtube’s channel have gone viral in early 2021 and have always been an interesting topic that the public has watched and responded to. One of the more viral cases is the case of the Demokrat party coup. Starting from the issue of
a coup that led to the dismissal of some cadres, the conflict in the Demokrat party is now heating up. As a result of the dismissal, one of the former Democrat Party cadres, Jhoni Allen Marbun, sued Agus Harimurti Yudhoyono, Teuku Riefky, and Hincar Pandjaitan to the Central Jakarta District Court. In addition to the lawsuit, the issue of the Extraordinary Congress (KLB) has also surfaced. KLB was held on Friday (5/3/2021). As a result, Moeldoko was elected as the General Chair of the KLB version of the Demokrat Party. As a result of the incident, news emerged that Moeldoko wanted to coup the leadership of the Demokrat party. The youtube video that was broadcast on the Kompas TV channel went viral in early 2021. Of course, it will shape the public discourse of each side in the takeover of the Demokrat party, thereby triggering a response from netizens. In line with the response of the two camps, there is a need for critical discourse analysis studies to reveal the meaning of speech texts, the practise of transgenderism, and also the socio-cultural practices carried out by Agus Harimurti Yudhoyono and Moeldoko's parties who fought each other in the takeover of the Demokrat Party.

Based on the description above, the use of language in the speech on the issue of the Demokrat party coup is interesting to be studied in more depth because it is based on several relevant studies conducted by Yoga Yolanda and Catur Nugroh (2018). This research is in the form of the Communication Science Lontar journal entitled "The Commodification of Religion in Fashion Products (Norman Fairclough's Critical Discourse Analysis on the “Keepers of the Dean” T-shirt design). This study describes the discourses and ideologies as well as religious practices that are in contact with popular culture. The object is focused on the design of Keepers of the Deen t-shirts, which are heavily loaded with da'wah messages, as well as adopting styles and forms of popular culture. This research method is qualitative by using the theory of Critical Discourse Analysis (CDA) which determines the elements of the microstructural dimension, namely discourse production and macrostructural, namely text producers. The object of this research is fashion products made by Keepers of The Deen, namely clothes/t-shirts with parody themes of several well-known brand logos, or several bands and music groups. The results of the study can be concluded that in the perspective of Critical Discourse Analysis of the Keepers of the Deen phenomenon, in the end, researchers can see that a fashion has various functions. In addition to primary needs, namely clothing, fashion has a function in spreading discourse, religious da'wah, and media capitalization. Keepers of the Deen, also described that da'wah is very flexible and can keep up with the times, then it can also blend in with daily media.
As can be seen in the background, the problems of the studied is to analyze the vocabulary in the text of speech on the issue of Demokrat party coup on Kompas TV Youtube’s channel. And the purpose of this research is to find out the hidden meaning in the speech text vocabulary, grammatical, text structure in the speech of the Demokrat party coup issue.

**Research Methodology**

The data found in this study will use the principles of a qualitative approach in analyzing the discourse form of Norman Fairclough's critical model. Discourse analysis according to Norman Fairclough is divided into three stages, namely the description stage, the explanation stage, and the interpretation stage. In this paper, the discussion only focuses on the text description stage. Furthermore, Fairclough (1989:109) suggests that three lingual features can be seen. At this stage of description, namely (1) vocabulary, (2) grammatical, (3) and text structure. The discussion in this paper is only specified on grammatical features.

The main data source comes from Youtube videos broadcast by Kompas TV. The section reviewed in this paper is about the text of the conversation brought by the Agus Harimurti Yudhoyono camp and the Moeldoko camp which discussed the issue of the Demokrat party coup that went viral in early 2021. The data collection procedure was a listening technique, then orthographically transcribed for analysis, documentation techniques, text observation techniques, and note-taking techniques. Furthermore, data analysis techniques are identifying data, classifying data, and analyzing data.

**RESULT AND DISCUSSION**

This study focuses on vocabulary analysis. Vocabulary feature descriptions are examined from various lingual features or normal features of the text being studied, namely experimental, relational, expressive or connecting values. According to Fairclough (1989), a form of power language vocabulary (bearer of ideology) contains experiential values namely: (1) Text classification patterns. (2) the lexical process, (3) the relation of meaning (4) ideological words to fight for, and (5) metaphor. While the form of power language vocabulary contains relational values, among others, (1) euphemistic expressions and (2) formal and informal words. Then there is the form of expressive value language vocabulary namely positive and negative evaluations. The following is the form of vocabulary in the text of the speech on the issue of the coup.

1. **Experiential Values**

   www.turkjphysiotherrehabil.org
a) Text Classification Pattern

The speech on the issue of the Demokrat party's coup used a classification pattern with classification with certain vocabulary choices. As the name implies, this vocabulary is used to classify and classify certain realities according to the name, this vocabulary is used to classify certain realities. The following is a text classification pattern depicted in speech text:

"I have received a letter of loyalty and determination, from all leaders at the regional and branch levels throughout Indonesia, to submit and obey the Demokrat party and the legitimate leadership of the Demokrat party's fifth congress last year. In other words, God willing, this movement can be crushed by the loyalty and determination of all leaders, both at the central level and will be resolved properly with full determination from all leaders and with the help of all Demokrat cadre parties, both regional and central".

The author in this discourse tries to build a positive image of Demokrat cadres in front of the whole community

b) Lexical Process

- Generalization (Expansion of Meaning)

Excessive generalization will create the impression of a childish thinking style. naivety, pretence and evasion. The consistent use of the term will create an impression, specialist knowledge, the nature of showing scientific interest, obsession and so on. The following is the vocabulary, the language of power in the form of generalizations):

"Furthermore, this movement is also said get support from some ministers and important officials in the government of President Joko Widodo. Of course, we do not easily believe and continue to prioritize the "presumption of innocence" in this matter".

In the text experience, it is found that there is a lexicalization that describes a term that describes the evasion of the sentence "principle of presumption of innocence". not guilty until there is a judge's decision with a legal force stating that the suspect or accused is guilty.

What was presented in Agus Harimurti Yudhoyono's explanation said that the Moeldoko camp had received support from various parties, namely some ministers and important officials in the government of president Joko Widodo. With all the methods used by the Moeldoko camp, of course, it will not make it easier to believe in people who try to usurp democratic power.

- Overlexicalization
Overlexicalization occurs when there are abundant uses of terms for certain objects or concepts. This process is in the form of the availability of many synonyms or synonyms that are close (Santoso, 2012). The following is the text of the speech on Kompas TV Youtube’s channel.

"According to the evidence and evidence we have received, this movement involves important government officials, who are functionally in the closest circle of president Joko Widodo's power."

In the news fragment, there are two that has the same meaning "evidence" and "evidence" which have almost the same meaning. Evidence has the meaning of information given by witnesses, while evidence means the right/recognition of evidence given by witnesses in court. The author uses two synonymous words to describe the conditions that occur in the Demokrat party. However, the excessive use of lexical gives an exaggerated impression as if the conditions that occur really involve quite serious problems.

c) Relation of Meaning

In the text of the speech on the issue of the Demokrat party, meaning relations are often found in the form of synonyms, hyponyms, and antonyms. Following are the forms of vocabulary in the form of three types of meaning relations that contain ideological meanings on the news of the Demokrat party coup issue on Kompas TV Youtube’s channel.

- Synonym

Synonyms are words that have the same or almost the same meaning. This synonym is usually also called the equation or equivalent of a word. The origin of the word synonym comes from Ancient Greek which is taken from the word syn which means "with" and "onomo" which means name, so it can be interpreted as the same meaning as eating with another word. For further, synonyms will be given examples in sentences such as the following:

"Friends of journalists, the third agenda in the commanders call earlier, the Demokrat party leadership Meeting this time, also discussed quite serious matters. Which sooner or later will surely become public consumption and be known by the public at large".

The producer of the text did the initialization with the words of Agus Harimurti Yudhoyono. There are two words that have the same meaning in one utterance. Namely the words "public consumption" and "known by the public". Public consumption has a meaning known to many people. While known by the public has a meaning that is known by everyone.

- Hyponymy
Hyponyms are words or phrases whose meaning includes a general word. These general words are called hypernyms and specific ones are called hyponyms. So that these hyponyms and hypernyms are very closely related, to be further explained in the speech text below:

“First, at the beginning of 2021, our society faces a series of disasters. Starting from plane crashes, flash floods, landslides, earthquakes, to volcanic activity. This condition certainly requires us, to work together to ease the burden on the people who are victims.

The sentence above is a hyphen of natural disasters. While the hyponyms of natural disasters are plane crashes, flash floods, landslides, earthquakes, and volcanic activity. What is described in the text above, Agus Harimurti Yudhoyono discusses all the series of disasters that have continually befallen Indonesia in early 2021. This condition makes people help each other and help ease all the burdens faced by victims of natural disasters in the midst of the Covid 19 pandemic.

d) Ideological words to fight

The words that are fought are generally symbols or visions of certain institutions. Words like this will often be used and often appear by text producers (Santoso, 2012). The following text of the speech on Kompas TV Youtube’s channel which contains the ideological words that are fought for:

"We deem it necessary to provide a legal explanation of the real problem. It is about the existence of a political movement that leads to an attempt to take over the leadership of the Demokrat party by force, which of course threatens the sovereignty and existence of the Demokrat party”.

In the text fragment above, we find ideological words quoting from Agus Harimurti Yudhoyono's statement, namely "takeover of leadership". This sentence showed an ideological thing that occurs in the camp of the Demokrat party which is instilled in all people that there is a transfer of power. What was explained by Agus Harimurti Yudhoyono's discourse is his fellow party saw the need for an explanation to all the public that there had been a forcible takeover of the democratic party to Moeldoko's political movement. What was described by Agus Harimurti Yudhoyono would completely resolve the issue of the coup that befell the democrats, which of course would threaten the development of the democratic party government system.

e) Metaphor
Metaphors are often used to concretize abstract concepts and are also often misused in order to obscure meaning. Metaphors are also used to obscure meaning. Metaphors are also used to reinforce ideological messages. The following is the highlight of the speech's script on the issue of the Demokrat party's on Youtube which contains a metaphor:

"We deem it necessary to provide an official explanation of the real problem. There is a political movement that leads to an attempt to take over the Demokrat leadership by force, which of course threatens the sovereignty and existence of the Demokrat party.”

In the data found a metaphorical word that is a problem which means the main problem. Data discussed the condition of Agus Harimurti Yudhoyono's camp, which considers it necessary to provide a legal explanation regarding the main problems that occur within the Demokrat Party. Agus' camp feels that there is a political movement that turns out to be people closest to the party who want to forcefully seize the leadership of the democratic party which can harm the highest power in the government and can trigger the existence of parties that do not side with Agus Harimurti Yudhoyono's camp.

2. **Relational Value**

a) Euphemistic expressions

One of the strategies used by the author to avoid negative values from readers is the use of euphemisms. The following is the form of the vocabulary of the language of power in the form of euphemistic expressions in the speech text on the issue of the democratic party on Youtube Kompas.com:

<table>
<thead>
<tr>
<th><strong>True Expression</strong></th>
<th><strong>Euphemistic Expressions</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>To be used as a forum to represent those who</td>
<td>It will be used as a way for the person concerned, as a presidential candidate in the upcoming 2024 election.</td>
</tr>
<tr>
<td>are concerned about replacing the positions of</td>
<td></td>
</tr>
<tr>
<td>president and vice president in 2024</td>
<td></td>
</tr>
</tbody>
</table>

"Invitations and requests for support to forcefully replace the general chair of the Demokrat party were carried out either by telephone or in face-to-face meetings. In their communication, the takeover of the position of the chairperson of the Demokrat party will be used as a road or vehicle for the person concerned, as a presidential candidate in the upcoming 2024 election”.

In the text fragment above, it is explained that the invitation and meeting forcefully replace the general chairman of the democratic party to take over the power of the Demokrat party.
Which is intended to be run as president and vice president in 2024. This expression is a form of euphemistic expression made by the text producer to explain the meaning of the source. In the sentence "it will be used as a road or vehicle for the person concerned, as a presidential candidate in the upcoming 2024 Election".

b) Formal and informal words

Formal words are shown through the choice of foreign vocabulary and scientific vocabulary that can bring out a formal tone.

- Formal Words

The following is a news fragment of the issue of the Demokrat party on Youtube that uses scientific vocabulary to create a formal impression:

“They also presented the DPC heads in 514 districts throughout Indonesia. Recently, together with the DPD leaders, I had a leadership meeting or commanders call, which we did specifically to address the latest developments in the situation.

In the news fragment above there is the word "commanders call" which is a form of formal words in the text. Commanders call is a foreign language vocabulary (English) which means a summons order in which Agus Harimurti Yudhoyono’s party is involved in the issue of the democratic party coup issue which is very detrimental to the democratic party leadership by spreading negative issues related to the democratic party's internal problems. The use of English vocabulary or speakers or resource persons above aims to create the speaker's social prestige.

3. Expressive value

Fairclough suggests two kinds of expressive evaluation, namely positive evaluation and negative evaluation. In reporting on the issue of the democratic coup, there is the use of vocabulary in the form of positive and negative evaluations

- Positive Evaluations

"To the reporters, both regional and branch leaders, as well as democratic cadres, I instruct them to close ranks and maintain this solidity that has been built, and continue to unite, and always fight for the hopes of the Indonesian people, we will not be afraid to face trials and challenges."

www.turkjphysiotherrehabil.org
In the news fragment above is the text of Agus Harimurti Yudhoyono’s speech in front of the public media which said that Agus Harimurti Yudhoyono's party invited all cadres of democratic party leaders, both at the branches and at the centre, to close ranks and maintain the solidity that had been built. And if Agus Harimurti Yudhoyono succeeds in a coup d'état by the Demokrat party in order to make it easier for Moeldoko to become the leader of the Demokrat party and as a way to the presidential election in 2024. The author does not appear to be impartial to the democratic party. However, by quoting Agus Harimurti Yudhoyono's words by giving a positive evaluation of the Moeldoko camp which is bringing down Agus Harimurti Yudhoyono's camp with the intention of increasing its prestige and becoming a strong and great candidate for president and vice president in the next election.

- Negative evaluations

"We are really grateful because in essence all the leaders and cadres of the Demokrat party firmly reject all intentions, efforts and movements to overthrow the legitimate leadership of the party."

The fragment above is an excerpt from Agus Harimurti Yudhoyono's statement which was later quoted by the text producer via Youtube. In the news text, it is explained that Agus Harimurti Yudhoyono's camp is very grateful for receiving full support to reject the Demokrat party's coup. Agus Harimurti Yudhoyono from the power of the democratic party. If you read at a glance the purpose and ideology of producing the text can be seen. However, the text producer quoting Agus Harimurti Yudhoyono's statement, of course, gives a negative evaluation of the image of the text producer on the issue of the Demokrat party coup.

CONCLUSION

Youtube has proven to be one of the media that is in great demand by all groups, both children and adults. All information is very quickly obtained on Youtube. The description of the vocabulary features is examined from the lingual features or the formal features of the text. The form of language power vocabulary contained in the speech text on the issue of the Demokrat party on Kompas TV Youtube’s channel is as follows:

1. In the speech text discourse on the issue of the Demokrat party, the vocabulary of the language power is in the form of text classification patterns, the lexical process consisting of generalizations and lexical advantages, meaning relations (antonyms, hyponyms, and
synonyms), ideological words that are fought for and metaphor. The form of power language vocabulary that contains the most experiential values found in Agus Harimurti Yudhoyono's speech discourse is the generalization and use of metaphorical language styles.

2. The text of Agus Harimurti Yudhoyono's speech uses his power through the form of vocabulary features in the language of power that contains relational values, namely euphemisms and the use of formal words that are striking in the text.

3. The form of vocabulary features of the power language of the democratic coup issue which contains expressive values that appear in the text are negative and positive evaluations.

SUGGESTIONS

Based on the findings of the analysis that has been found previously, the authors submit the following suggestions:

1. Youtube of Kompas.TV channel in producing news texts, tends to accompany the public opinion. This is contrary to the function of online media as a public space that conveys news correctly and accurately.

2. To readers or listeners of mass media, both print and online media, especially Kompas.com. We recommend that you pay attention to the text of the published and read the news. So that readers or news listeners can be wiser in accepting the news delivered without cornering the other party because interpreting news is the main purpose of obtaining information.

3. For further researchers, should develop more optimal descriptive research by applying the Critical Discourse Analysis (CDA) model.

DAFTAR PUSTAKA


www.turkjphysiotherrehabil.org