



Critical Discourse Analysis of Kompas.Com News about Valentino Rossi Who Exposed to Covid-19

Veronika Unun Pratiwi

Veteran Bangun Nusantara University (UNIVET) of Sukoharjo, Indonesia

<http://dx.doi.org/10.18415/ijmmu.v8i5.2652>

Abstract

This study aims to describe the word choice, cohesion, and coherence, as well as the grammatical elements, which feature in the kompas.com article entitled “*Profil Valentino Rossi, Rider Moto GP Pertama yang Positif Covid-19*”. The data was gathered through a combination of literature research, observation, and note-taking techniques. The data was analyzed using CDA and the Teun A. Van Dijk model. Teun A. Van Dijk's theory allows the writer to explain the structure of text in online media. Kompas' coverage of Valentino Rossi, who was exposed to Covid-19, exemplifies the Italian racer's current state and how the subject is reported using basic linguistic analytical tools. The author also employs graphic elements to visually emphasize and clarify real-world situations and conditions.

Keywords: *Critical Analysis Discourse; Covid-19; Valentino Rossi*

Introduction

According to the needs of the younger generation, information technology has now infiltrated online media and is the most powerful way of conveying information packaged in the form of dialogue to the public, whether through individuals, organisations, or government agencies. According to Baryadi (2002: 2), the word discourse is used in linguistic terms. Discourse is the most complete unit in a complete hierarchy, since it can be interpreted by readers both orally and in writing, and it often reflects the outcomes of social experiences (Kridalaksana, 2008:259; Purwoko, 2008:10). There are variations in the way words are used in spoken and written discourse. The term text refers to written material with a news structure that contains an event that was published in a newspaper, while the term discourse refers to written material with a news structure that contains an event that was published in a newspaper (Coulthard, 1979; Badara; 2012).

The background of the author has a significant impact on the creation of a discourse (Hermina, 2014; Payuyasa, 2017). The difference in how discourse is produced in the media allows us to see the imbalances that occur, as well as the writer's partisanship, which forces us to choose and sort out which information is accurate. However, attempting to analyze the discourse will reveal the motivation or ideology hidden behind a simple news text. Discourse analysis is a term that refers to this more in-depth reading method.

Essentially, the presence of the mass media should be a means of conveying accurate and factual information to the public. As a result, the news media must provide their audiences with neutral and balanced information (McQuail, 1992; 2011). However, whether we realize it or not, the mass media of today is a product of fabricated information based on a specific ideology. According to Stuart Hall, the most important means of maintaining ideological hegemony in twentieth-century capitalism is through mass media. All forms of expression and how they are used in order to influence the mindset of the media, as well as the media's ability to shape the agenda setting of society in determining cultural choices, are influenced through certain working mechanisms.

In this day and age of globalization, communication media is used as a tool to convey a message. Quick and accurate information about an event that occurred in another location. Currently, there are three types of communication media: print media, electronic media, and online or internet media. Media is a place with great potential for producing and disseminating social meaning; in other words, media plays a significant role in determining the meaning of events that occur in the world for a specific culture, society, or social group (Thomas & Wareing 2007:78; McQuail, 1992; 2011).

According to critical discourse analysis, no mass media outlet is completely neutral. Media is more than just a free channel; it is also a subject that constructs reality, complete with its own points of view, biases, and sides. Certain groups control the media, which is then used to dominate non-dominant groups. The preceding can be understood because there are other interests that must be met by the mass media in every process of information production, distribution, and consumption. Because of these reasons, the maker is not truly neutral or objective. In other words, the mass media is smack dab in the middle of a social reality rife with competing interests, conflicts, and complex and varied facts.

Adetunji (2006), Imam (2012), Lado (2014), Albaburrahim (2017), and Humaira (2017) conducted critical discourse analysis research in Indonesia (2018). Adetunji (2006) discovered how deixis can be used for personal, spatial, and temporary anchoring of political discourse. Imam used Van Dijk's model to cover a song in his study, whereas Lado chose a Metro TV program, Mata Najwa, as the research object. Albaburrahim (2017) used the Fairclough method to analyze the Papa Ask for Shares stories. The difference in this study is that it is conducted specifically on the online daily *kompas.com*. The researched discourse focuses on the news that motorsport racer Valentino Rossi is the only motorbike racing athlete who has been exposed to the Covid-19 virus. The purpose of this research is to determine how effective Teun A. Van Dijk's critical discourse analysis is in news contexts.

Theory

Ideology in text is a key concept in critical discourse analysis. Text and conversation, among other things, are forms of ideological practice or a reflection of a specific ideology. According to Van Dijk (Eriyanto, 2001: 13), ideology is intended to govern the actions and practices of individuals or members of a group. Ideology causes members of a group to act in the same situation, to be able to relate their problems, and to contribute to the formation of solidarity and cohesion within the group. First, ideology is inherently social, not personal or individual: it requires sharing among members of a group, organization or collectivity with other people. Second, even though ideology is social, it is used internally among members of a group or community. Therefore, ideology not only provides a coordinative function and cohesion, but also forms a group's self-identity, differentiating it from other groups. With this perspective, past discourse is not understood as something neutral that occurs naturally, because there is always an ideology to dominate and fight for influence in every discourse. As a result, discourse analysis cannot confine language to a single context, but must consider the context as a whole, particularly how the ideology of existing groups influences the discourse (Ghaderinezhad, 2015).

Discourse

Discourse is the most complete unit of language expressed verbally such as speech, lecture, sermon, and dialogue, or in writing such as short stories, novels, books, letters, and written documents, which is visible, from the physical structure (in terms of form) is cohesive, and the inner structure (in terms of meaning) is coherent, and integrated (Sumarlam, 2003: 15). Discourse is defined as a complete linguistic record of all communication events. Oral and written communication can be distinguished. Discourse can be divided into two types based on its purpose: transactional discourse and interactive discourse (Samsuri 1988: 1). Transactional discourse emphasizes the content of the communication that occurs, whereas interactional discourse emphasizes the creation of reciprocal communication. Speeches, sermons, and lectures are examples of transactional oral discourse. Meanwhile, interactive oral discourse such as questions and answers in trials, debates, and hearings. Meanwhile, transactional written discourse can take the form of letters, advertisements, papers, novels, and so on. Unlike interactional written discourse, such as email, correspondence, and conversations on social media platforms such as Facebook, WhatsApp, and Twitter.

Teun A. Van Dijk's Critical Discourse Analysis Model

Van Dijk's model is also known as social cognition. The term social cognition comes from a social psychology perspective, and it is used to describe the structure and process of creating a text. According to Van Dijk (Eriyanto, 2001: 224), discourse has three dimensions: text, social cognition, and social context.

a. Texts

In the text dimension, what is studied includes how the text structure and discourse strategies are used to emphasize certain themes. Van Dijk divides the structure / levels of text into certain levels, among others; (1). Macro structure, namely the global / general meaning of a text which can be observed by looking at the topics and themes being put forward; (2). Superstructure, namely the structure of discourse related to the framework of a text (introduction, content, closing, and conclusion) or it can be called a schematic; (3). Micro structure, namely the meaning that can be observed from a small part of a text, includes words, sentences, prepositions, clauses, paraphrases, and pictures. Below are the elements that can be examined as follows; a) Semantic elements, namely the meanings that arise from words, clauses, sentences, and paragraphs, as well as the relationships between them, such as relationships between words, relationships between clauses, between sentences, and between paragraphs that build a unity of meaning in a single text. b). The syntactic element is one of the elements that helps text creators to manipulate situations by emphasizing them thematically at a sentence level. In this case, the manipulation can take the form of choosing the use of words, pronouns, prepositions, and conjunctions, as well as choosing sentence forms such as passive or active sentences. c). The stylistic element is the style or variety of appearance of a text using language as the means. A text can choose from a variety of views such as poetry, drama, or narrative. In relation to language style, a text can display style through diction / choice of words, choice of sentences, figures of speech, mantras, or other linguistic characteristics. d). Rhetorical elements are elements of the emphasis of a topic in a text. This emphasis style is closely related to how the message of a text will be conveyed, including graphics, metaphors, expressions, and others.

b. Social Cognition

Social cognition is the study of the text production process, which includes the text maker's individual cognition. Van Dijk's approach attempts to raise readers' awareness of the fact that text (news) does not emerge from a vacuum. Journalists write the texts with certain mental cognitions that influence how they reconstruct reality. Journalists, as text-creating parties, have certain values and perspectives on reality. This study demonstrates the journalists' viewpoint on the existence of journalists who benefit the dominant group. Journalists' values and perspectives are also not natural, but rather the result of learning from a large context in which journalists are included. If the dominant discourse in society is the context that develops in society, it will be seen what ideologies are carried and reproduced by journalists or the mass media for a story. We can understand how a text is produced in a comprehensive way by using Van Dijk's approach.

c. Social Context

The social context aspect investigates the discourse construction that occurs in a society as a result of a problem. To analyze this, an intertextual analysis of how discourse about something is produced and constructed in society must be conducted. In the analysis of society, there are two important points to consider: 1) Power Experimentation. This power is generally based on the ownership of valuable resources such as money, status, and knowledge. Power can also take the form of persuasion (an individual's action to gain indirect control by influencing mental conditions such as beliefs, attitudes, and knowledge). 2) Obtainable Elite groups have more access than non-powerful groups. As a result, those with more power have a greater opportunity to influence public awareness (Van Dijk in Eriyanto, 2001: 271-273).

Methodology

In accordance with the problems raised, this type of research is descriptive qualitative with content analysis techniques. Qualitative research tends to analyze data inductively. So, it does not look for data to test hypotheses, but tends to make generalizations or abstractions built from scattered piles of phenomena as expressed by Robert K. Yin (2005: 8) which is relevant in answering the questions "how" and "why" without having to focus on contemporary events. Qualitative content analysis is an effective approach to content analysis procedures in this study. Content analysis is a research technique used for replicable and valid reference of data in its context. The researcher looks for regular shapes and structures and patterns in the text and makes conclusions on the basis of the regularities the researcher finds.

In exploring and collecting data, the researcher used several data collection techniques, namely document study by utilizing various document materials, both written documents, pictures, works of art, and electronics. The documents that have been obtained are then analyzed, compared, and combined to form a systematic, integrated and complete study. This activity by Yin (in H.B. Sutopo, 2002: 69- 70.) is called content analysis. The data analysis technique was carried out qualitatively because the data studied were data that could not be measured directly. Qualitative research promotes inductive analysis by presenting a description, followed by a description of its meaning. Furthermore, the discussion is conical and crystallized in a short, compact, and concluding formulation.

Discussion

A. Text Analysis

1. Macro Structure (Thematic)

The focus of the news is Valentino Rossi's Profile, the First Positive Covid-19 Moto GP Rider, which is reported on Kompas.com on Friday, October 16th, 2020.

2. Superstructure (Schematic)

Van Dijk classified it into two types of big schemes, namely summary and story. Summary is marked with two elements that can be deemed necessary, namely the title and lead. In the text, the title is Profile of Valentino Rossi, the First Moto GP Rider who is Positive Covid-19. Whereas the lead in this news text is “*MotoGP ternama Valentino Rossi mengumumkan dirinya telah terinfeksi virus corona pada Kamis*” [MotoGP superstar Valentino Rossi revealed that he had been infected with the coronavirus on Thursday].

3. Micro Structure

The background in the news is reporting on Valentino Rossi's physical health condition after testing positive for the Corona virus. Syntax (Sentence Form, Coherence, Pronouns).

Sentence Form

This tense element is related to the causality principle, which is a logical way of thinking. The active-passive or deductive-inductive sentence structure is the focus of the sentence form. The most important elements are placed at the beginning of the sentence.

Data 1.

[.....] telah terinfeksi virus corona pada Kamis (15/10/2020). Pengumuman itu **dilakukan** melalui akun Twitter pribadinya @ValeTellow46.

The syntactic elements of this passive sentence form the core (deductive) sentence. The verb “*dilakukan*” [was published on]. In the context of such a reading, it is a passive sentence; however, van Dijk contends that this passive sentence is used as an object.

Coherence

A news article's coherence must also consider its grammatical elements, such as references, substitutions, ellipsis, parallelism, and conjunctions. In other words, it is hoped that by selecting the appropriate words, a news story will provide positive learning to various segments of the reading society.

Data 2.

“Pada 1998, Rossi kemudian naik ke kelas 250cc **dan** sukses meraih runner-up **dan** di tahun selanjutnya ia sukses menyabet gelar juara dunia”.

The use of differentiating coherence was also found in the news text of Valentino Rossi, who was exposed to the Corona virus. When two events can be made to appear to contradict each other, this is referred to as differentiating coherence (contrast). The following is an example of how to use coherence of differentiation in the news.

Data 3.

"PCR tes cepat menunjukkan hasil negatif seperti tes yang saya jalani pada Selasa. **Namun**, tes kedua yang dikirim ke saya pukul 16.00 sore hari ini mengeluarkan hasil positif,"

The aforementioned data explains that the coherence of differentiation is in the word, but it is mutually contradictory to the circumstances.

Rhetorical (Graphic)

Graphic elements are clearly displayed in a discourse because they are related to the visualization of a word. A writer will treat a word differently if it is considered important or has a different meaning. The word is displayed in a variety of ways, such as italics, guesswork, underlining, or quotations.



Fig. 1 Valentino Rossi in the News

The image above represents a graphic element in the form of an image that supports the discourse. This image shows Valentino Rossi with his racing attributes. Despite having social functions such as conveying accurate information, providing education, and so on, the media remains a capitalist industry. The existence of online media, like print media, is heavily reliant on the number of readers. Finally, the number of advertisements received by the mass media is determined by the number of readers. Whereas print newspapers rely heavily on the number of subscribers, online media relies heavily on reader traffic. The greater the number of people who click on specific online media, the greater the media's bargaining power in front of advertisers.

Conclusion

The findings show that the discourse reflected from the news structure of the Kompas.com online media entitled "*Profil Valentino Rossi, Rider Moto GP Pertama yang Positif Covid-19*". The text structure in online media is explained by Teun A. Van Dijk theory. Kompas's reaction to the news of Valentino Rossi being exposed to covid-19 exemplifies the Italian racer's current condition and how the subject is reported using basic linguistic analytical tools. The author also employs graphic elements to visually emphasize or emphasize real-world situations and conditions that occur in the field.

References

- Adetunji, A. (2006). Inclusion and exclusion in political discourse: Deixis in Olusegun Obasanjo's speeches. *Journal of Language and Linguistics*, 5 (2), pp: 177-191.
- Albaburrahim. (2017). Analisis Wacana Kritis Pada Pemberitaan Kasus Papa Minta Saham Di Metro TV. *Lingua Franca. Jurnal Bahasa, Sastra, Dan Pengajarannya*, 5 (2), Hal 1—12.
- Badara, A. (2012). *Analisis Wacana, Teori, Metode, dan Penerapannya Pada Media*. Jakarta: Kencana Prenada Media Group.
- Baryadi, P. (2002). *Dasar-dasar Analisis Wacana dalam Ilmu Bahasa*. Yogyakarta: Pustaka Gondhosuli.
- Coulthard, M. (1979). *An Introduction to Discourse Analysis*. London: Longman.
- Ghaderinezhad, B. (2015). On the Relationship between Language and Ideology Represented in the CDA Texts. *International Journal of Humanities and Cultural Studies*, December 2015 (Special Issue), www.ijhcs.com/index.php/ijhcs/index.
- Hermina. (2014). Analisis Wacana Berita Kisah-Kisah Dari Perbatasan Negara (Liputan Khusus Edisi Minggu 12 Juni 2011 Kaltim Post). *Ejournal Ilmu Komunikasi*, 2 (3): 229-243. Dirujuk dari <https://ejournal.ilkom.fisip-unmul.ac.id/site/>.
- Imam, A. F. (2012). Analisis Wacana Van Dijk Pada Lirik Lagu Irgaa Tani (My Heart Will Go On). *Journal of Arabic Learning and Teaching*, 1 (1): pp. 1—8.
- Lado, C. R. (2014). Analisis Wacana Kritis Program Mata Najwa “Balada Perda” Di Metro TV. *Jurnal E-Komunikasi*, 2 (2), 2014.
- McQuail, Denis. (1992). *Media Performance: Mass Communication and The Public Interest*. California: Sage Publication.
- McQuail, Denis. (2011). *Teori Komunikasi Massa McQuail* (Terjemahan Putri Iva Izzati). Jakarta: Salemba Humanika.
- Payuyasa, I. N. (2017). Analisis Wacana Kritis Model Van Dijk dalam Program Acara Mata Najwa Di Metro TV. *Jurnal Segara Widya*, 5. Hal 14-24.
- Purwoko, H. (2008). *Discourse Analysis (Kajian Wacana bagi Semua Orang)*. Jakarta: PT. Indeks.
- Sumarlam. (2009). *Teori dan Praktik Analisis Wacana*. Surakarta: Pustaka Karya.
- Sutopo, H.B. (2002). *Metodologi Penelitian Kualitatif*. Surakarta: Sebelas Maret University Press.
- Thomas, L. and Wareing, S. (2007). *Bahasa, Masyarakat dan Kekuasaan*. Yogyakarta: Pustaka Pelajar.
- Yin, Robert K. (2005). *Studi Kasus: Desain & Metode*, Penerj. M. Djauzi Mudzakir. Jakarta: Raja Grafindo Persada.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).