

Critical discourse analysis of model Teun Van Dijk in Liputan6.com news media "Prabowo woos the TikTok generation with gemoy dance for 2024 election"

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ABSTRACT

This study describes the text dimension of Teun A Van Dijk's model in online news discourse on liputan6.com with the title "Prabowo Woos the TikTok Generation with Gemoy Dance for 2024 Election" on December, 3 2023. This research data is a speech on online media liputan6.com, while the source of the data is an online newspaper liputan6.com in the form of news text about Prabowo Woos the TikTok Generation with Gemoy Dance for 2024 Election. Data collection methods and techniques use documentation methods with listen and record techniques, while data analysis methods use content

analysis methods with critical discourse analysis approaches Teun A Van Dijk model. The results of the study found that the news contained three dimensions of text based on Teun A Van Dijk's theory. The three dimensions are superstructure dimensions, macrostructure, and microstructure. However, this study only discusses micro-dimensions / superstructures which include semantics (background, intent and details) and syntax (main sentences, descriptive sentences, quotation sentences, predicative sentences, coherence, and pronouns).

ABSTRAK

Penelitian ini mendeskripsikan dimensi teks model Teun A Van Dijk dalam wacana berita online di liputan6.com dengan judul "Prabowo Woos the TikTok Generation with Gemoy Dance for 2024 Election" pada 3 Desember 2023. Data riset ini merupakan pidato di media online liputan6.com, sedangkan sumber datanya adalah koran online liputan6.com berupa teks berita tentang Prabowo Rayu Generasi TikTok dengan Tari Gemoy untuk Pemilu 2024. Metode dan teknik pengumpulan data menggunakan metode dokumentasi dengan teknik listen and record, sedangkan metode analisis data menggunakan metode analisis isi dengan pendekatan analisis wacana kritis model Teun A Van Dijk. Hasil penelitian menemukan bahwa berita tersebut mengandung tiga dimensi teks berdasarkan teori Teun A Van Dijk. Ketiga dimensi tersebut adalah dimensi suprastruktur, struktur makro, dan struktur mikro. Namun, penelitian ini hanya membahas dimensi mikro/suprastruktur yang meliputi semantik (latar belakang, maksud dan detail) dan sintaksis (kalimat utama, kalimat deskriptif, kalimat kutipan, kalimat predikatif, koherensi, dan kata ganti).

Introduction

News media, often referred to as information media or mass news media, refers to platforms or channels that provide news information to a wide audience. News media plays an important role in conveying current facts, events, and developments in various



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fields such as politics, economics, social issues, and culture. Therefore, sometimes the information conveyed through newspapers has differences with reality. This is of course also influenced by the ability of a writer to make discourse published in a mass media. Discourse is one of the materials used in linguistic terms. Discourse is also a complete language unit that is expressed orally and in writing is cohesive, coherent and integrated, and reflects the results of social interaction so that it can be understood by readers (Humaira, 2018).

The existence of discourse production is closely related to the background of the author (Payuyasa, 2017). The editorials published in some newspapers are sometimes uneven. If you compare two newspapers that publish the same news, you may get different impressions. If this happens, readers will have doubts about the content of the news. Whether the information reported is correct. However, by analyzing the discourse, the reader becomes aware of the implicit motives of the message text.

A deeper, more critical reading technique is called discourse analysis. Discourse expressed in several news media sometimes experiences inequality. Sometimes between two newspapers with the same news, different impressions are found when compared (Pramitasari & Khofifah, 2022). If this happens, readers will have doubts about the content of the news. Whether the information reported is correct. However, by analyzing the discourse, the reader will recognize the implicit motives of the message text.

More critical method of reading is called discourse analysis. Discourse analysis is used to determine and know ideological practices in the media. Critical discourse analysis also explains (1) the dominant sources and inequalities in society in the form of criticism of linguistics. (2). Critical discourse analysis also explains cultural and sociological developments with the aim of describing the linguistic dimensions of discourse on social and cultural phenomena, as well as the process of recent modernity changes (Khasanah & Faris, 2018).

Discourse analysis is commonly used to find the meaning of discourse that is exactly the same or at least very strict as the meaning intended by the speaker in oral discourse, or by the author in written discourse. Meaning does not depend on the structure of meaning itself, but on the practice of meaning. Meaning is a social production, a practice. The mass media basically do not reproduce, but determine reality through the use of chosen words. Meaning, cannot simply be considered as reproduction in language, but a social conflict, a struggle to win discourse. In relation to meaning, the media can be seen as a meeting place for all groups with different points of view (Andayani et al., 2021). Each side seeks to highlight its own base of interpretation, claims, and arguments. In the news about "Prabowo Woos the TikTok Generation with Gemoy Dance for 2024 Election" discussed Prabowo's dance after getting the vice president number, which is number 2. After the dance was uploaded on social media, many young people, especially those who accessed and made Prabowo's dance as a dance on the TikTok application. Not only that, they also call it gemoy dance.

In understanding a discourse as a whole, text and context are needed. Context is needed to know the relationship of the text with phenomena outside the language such

as social and cultural. Thus, the information obtained can be known as a whole (Sumarlam, 2020).

In this study, it is discussed only on the text dimension. This is focused because the object studied is the news text. The inner text dimensions in Teun A. VanDijk's model are divided into three dimensions. These dimensions are assumed to be interconnected with each other, namely micro, meso and macro. In this study, researchers only focused on the first dimension in van Dijk's model analysis, namely the text dimension. More specifically, the author wants to see how grammar and certain vocabulary choices (lexicalization) carry certain implications and ideologies.

Furthermore, the study highlights the role of critical discourse analysis in dismantling ideological practices in news media. This analysis not only deals with linguistic aspects, but also explains the dominant sources, societal inequalities, and cultural and sociological developments. The study also delves into the text dimension in Teun A. Van Dijk's model analysis, focusing on grammar and specific vocabulary choices that carry ideological implications.

Through news about Prabowo's dance on TikTok, this study tries to apply discourse analysis to a concrete case. In addition to discussing news texts from the micro dimension, this study also recognizes the importance of understanding contexts outside language, such as social and cultural aspects, to provide a thorough understanding of a discourse. With a focus on the text dimension, this study seeks to understand how grammar and lexicalization in news shape certain implications and ideologies.

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In addition, this study considers the importance of discourse analysis in the context of the growing mass media (Mukhlis et al., 2020). Mass media not only reproduce reality, but also become an arena where groups with diverse points of view meet. In the face of information presented by the mass media, each group tries to highlight interpretations and arguments according to its perspective. Therefore, critical discourse analysis not only delves into meaning in language, but also involves social conflicts, meaning-struggles, and truth claims that characterize the arena of media discourse. By understanding these dynamics, this study aims to contribute in detailing the dimensions

of text in news media and formulating a more comprehensive understanding of the ideological implications contained therein.

The author (I) have found as many as 10 previous studies related to van Dijk's discourse analysis, such as the works of Mukhlis et al., with the title Critical Discourse Analysis of Teun A. Van Dijk's Model in Online Newspapers with the title Flashback of Distance Learning Due to the Covid-19 Pandemic. Humaira in Critical Discourse Analysis (Awk) Model Teun A. Van Dijk on Republika Newspaper Reporting, Sumarlam in Javanese Proverbs As Social Control And Human Character Imageries (Textual And Contextual Understanding, Payuyasa in Critical Discourse Analysis Van Dijk Model In Mata Najwa Program On Metro Tv, Andayani, et al., in Critical Discourse Analysis Of Van Dijk Model In Energy Crisis Reporting On Cnbcindonesia. Com.

Khasanah with the title Attack of Kpk Investigator Novel Baswedan on Media Coverage6. Com. Pramitasari in the Critical Discourse Analysis of Teun A Van Dijk's Approach to the News "FMD Threatens, Ridwan Kamil Asks Local Government to Beware of Livestock Ahead of Eid Al-Adha" in Sindo News. Sari in Thematic Structure of Indonesian Media Daily Drug Abuse News. Setiawan in the title Critical Discourse Analysis of Teun Van Dijk's Model on Reporting Santri Abuse Cases by Kiai Jombang Children in Online Media. Harared & Iriyansah in his work entitled Characteristics of Online Media News in the Covid19 Pandemic Era: Van Dijk's Macro-Semantic Critical Discourse Analysis. All of these previous studies have continuity and can provide understanding to conduct my research entitled "Critical Discourse Analysis of Teun Van Dijk's Model in the Liputan6.com News Media "Prabowo Woos the TikTok Generation with Gemoy Dance for 2024 Election".

Discussion

In this section, the author explains how the smallest structure of the text/microstructure is used by online mass media in reporting the vice president. Microstructure itself is the meaning of discourse that can be observed from the selection of words and sentences by the media in reporting something. The discussion of the textual strategies used by liputan6.com in the preaching of gemoy dance is classified into two parts, namely semantics and syntax.

Semantics

The Microstructure analysis on Prabowo's discourse text Woos the TikTok Generation with Gemoy Dance for 2024 Election consists of background, intent, and details. Semantics is a branch of linguistics that studies the meaning of words, phrases, sentences, and texts in a language. More specifically, semantics focuses on the meaning of words and how they are organized to convey meaning in the context of sentences and discourses (Harared & Iriyansah, 2021).

1. Background

The setting is an element to know the intention that the author wants to convey. The background element of this news article is when Pabowo received uindian number 2 at the KPU RI on November 14, 2023 yesterday. The background can also include

information about Prabowo Subianto, the 2024 presidential election, as well as TikTok phenomena or trends that are the focus of the news. This setting helps readers to place themselves in a broader context and understand the relationship between the text and the events being reviewed (Setiawan et al., 2022).

In this news, the figure of Vice President Prabowo became very viral when he danced with his signature sway. This made the 2000s children who initially contradicted him like it and began to enliven by following his dance trend, namely the "gemoy" dance.

2. Intention

Intent refers to the author's purpose or intention in conveying the text. In this case, the point could be an explanation of how Prabowo Subianto tried to gain support from the TikTok generation through the "Gemoy Dance" dance. Perhaps the intention was to give a positive picture of Prabowo among the younger generation, using social media and TikTok trends as a means of creative political campaigning. This intent analysis will help in understanding the message or narrative that the author wants to convey.

The term "gemoy" in the news is slang to describe someone who is fat. While literally, gemoy means cute and adorable. However, in its use, gemoy can have a broader meaning. Gemoy can be used to describe something cute, adorable, cute, or attention-grabbing. Everyone knows that Prabowo is a fat person and has a funny face and behavior. It was depicted as she danced with her signature moves.

3. Details

Details refer to specific elements or information that support and describe the setting and intent in the text. In the context of this story, details may include descriptions of the "Gemoy Dance," the reactions of young people on social media, as well as the expected impact on Prabowo Subianto's image as a presidential candidate. These details provide concrete content to support the argument or narrative that the author wants to convey.

With the word "gemoy" this becomes a new reference or breakthrough for the number 2 couple, namely Prabowo Subianto and Gibran Raka Buming Raka. How not, only with the viral "gemoy" dance Prabowo, young people or generation Z are ready to support this vice president couple.

By understanding this microstructure, text analysis can become more comprehensive, identifying how small elements make up the overall meaning, and how the author uses setting, intent, and detail to convey a message or information to the reader.

Syntax

Syntax is the branch of linguistics that studies the structure and arrangement of phrases, clauses, and sentences in a language. In other words, syntax focuses on grammar or the rules that govern how words can be arranged to form larger grammatical units (Sari, 2018).

1. Main sentence

"For their days a-changin': while activists in the early 2000s criticized Defense Minister Prabowo Subianto for his human rights concerns, now the younger generation is beginning to love the general for his adorable dancing." This complex sentence has a fairly complex structure. The sentence begins with a main clause that conveys changes in perception of Prabowo Subianto from time to time. This clause is followed by a clause that gives the reason for the change, which is because of the adorable dance.

2. Descriptive sentence

"Prabowo Subianto recently went viral for his "gemoy dance" which shows his spontaneous dance. The staff and supporters also helped create a dance sensation online." This sentence contains a descriptive clause that explains the viral event or phenomenon of Prabowo's "gemoy" dance. The sentence structure is simple and effective in conveying information.

3. Quote sentence

"Prabowo's campaign spokeswoman, Cheryl Anelia Tanzil, said the word "gemoy" comes from Gen Z who value Prabowo's originality." This sentence includes a direct quote from a spokesperson for Prabowo Subianto's campaign team, providing additional information about the origin of the word "gemoy" and how Gen Z values Prabowo's originality.

4. Predicative Sentence

"This will be the first selection for many babies in the 2000s in Indonesia." This sentence is predicative and provides information about the first election for the 2000s generation in Indonesia.

5. Coherence

The coherence in this article is maintained through the logical relationships between its sentences. From criticism of Prabowo in the early 2000s to the changing perceptions of the younger generation towards him today, the article forms a cohesive narrative about Prabowo's image transformation.

6. Pronouns

Pronouns are used effectively in this article to refer to specific figures and groups. For example, "they" refer to the younger generation, "general" refers to Prabowo Subianto, and "those born in 2005" refers to the new generation eligible to vote in the 2024 elections. The use of these pronouns helps maintain a smooth reading and understanding of the subjects discussed in the article.

Conclusion

Based on the results of research through discourse analysis of the dimensions of Teun A Van Dijk's news text, several things can be concluded as follows. The news with the title "Prabowo Woos the TikTok Generation with Gemoy Dance for 2024 Election" can be analyzed from three dimensions, namely micro, meso and macro analysis.

However, the author only explains from the micro dimension which can provide important understanding related to this analysis.

This analysis can be done more in-depth than its meso and macro dimensions. Prospective researchers can continue this research by adding more in-depth and informative analysis. The goal is that readers can find out more clearly about this research.

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