

**KNOWLEDGE POWER MODEL ACCORDING TO MICHEL FOUCAULT ON  
NEWS TEXT THEMED CHANGES IN FUEL PRICES**

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**Abstract**

*The thought arises and develops based on the socio-cultural state of every human being, which then forms the distinctiveness of thought. Without realizing the thought of each individual has been monopolized by the ruler in a different sense. The ruler, in this case, as stated by Michel Foucault, that rationality and subjectivity of thought does not seem given and natural but are dominated by dominators who exploit some other people as a result of discourse. Gradually the influence of power has an impact on the ways of thinking and acting of dominant groups. One way that the ruling group built to strengthen the concept of "truth" through discourse. This article shows how power tries to make new concepts of truth in certain situations. The method used in this research is descriptive-qualitative analyzing the news text entitled, "Minister Jonan: BBM Premium Does Not Rise, Pertamina Adjust Prices" on news on lineTempo.co edition Thursday, September 6, 2018. Data collection is done through, (1) read and understand the news text being researched in order to obtain a clear understanding of the contents of the news, (2) mark parts of the news relating to Foucault's theory of power-knowledge, and (3) inventory the sentences in the news relating to Foucault's power-knowledge theory. This research shows that the new term that was rolled out by the authorities through news discourse aims to erase the public's perception of the truth they have always believed.*

**Keywords:** *The Power of knowledge, Socio-cultural, Adjustment.*

**PRELIMINARY**

The power is a position that allows individuals or groups of people to be able to influence the attitudes and perspectives of others. Through these influences, a control group's mindset will be realized in accordance with the intent of the ruling group. Knowledge becomes something that is continuously instilled in order to form an understanding. Knowledge is born from a discourse formed through regulation. (Foucault, 2017) argues that each discourse formation is basically a form of power enforcement. According to him, power works positively and productively, not in negative and repressive ways. Knowledge has the potential to produce truths formed by power through the discourse that is rolled out. The main goal is to perpetuate

power. Further explained, the activity of power is beyond the ways of hegemonic, this is conceptualized by Foucault as governmentality (Kamahi, 2017).

According to Foucault, not only knowledge make someone or a group of people be in command. However, it is precisely the power utterance the knowledge. Episteme in an era is the result of the domination of certain parties' power. The power here is not interpreted as the owner of power (government) but the power here can be anyone anywhere. When a group of dominant people utters to a discourse in the form of knowledge and discourse that is conveyed mastering episteme, then that group becomes the ruler who will continue to produce knowledge to legitimize his power. The power includes political, social, economic, or religious fields, even though they have different discourses. In this paper, the research is focused on the impact of rolling out a discourse concerning changes in the price of fuel oil in Indonesia which is published on the online news Tempo.co edition Thursday, September 6, 2018. The discourse that is presented to the public by the government has in terms of this minister– aims to change people's perceptions about changes in fuel prices.

So far, the public considers that the change (increase) in fuel prices is something that has a broad impact on the increase in goods and services so that their burden will increase. In other words, the increase in fuel prices is scary news. Not surprisingly, if this happens, various forms of rejection are carried out by community groups through demonstrations that often result in national upheaval. Discourse according to Foucault (in Eriyanto, 2017), discourse sometimes applies as a field of a statement, it can also be defined as a group individualization statement and as a regulative practice seen from a number of statements.

Referring to this definition, Foucault implicitly states that covert discourse can be used as a medium to disseminate and reinforce rules set by certain groups. The main goal, so that the dominant group believes in the knowledge of the discourse as a truth that has the potential to confront the understanding of truth that they previously believed.

Discourse is widespread through mass media coverage to be further understood as an official statement for purposes that they consider better in the future. This kind of truth is indeed periodic. However, it is often used as a reference or comparison to understand further truths.

In the case of changes (increase) in the price of fuel in Indonesia, it is often used as a material for discourse to be debated between parties who are pro and contra against the government.

The pro party considers that the increase in fuel prices is an international policy based on the world crude oil market price. They think that this is reasonable because the government subsidy for fuel since the previous government has been transferred to a sector that is more useful and equitable for all the people of Indonesia. The opposite party considers that the increase in the price of fuel oil is the trigger for the increase in prices of other people's needs. Thus, inflation and unemployment will be higher. They assume it is proper for the government to subsidize fuel so that it does not have a complex impact on people's lives.

This analysis is conducted to determine the extent to which the concept of power can change people's perceptions of a meaning that has been considered true by the community. What is meant is the use of the term "adjustment" used by the government in the event of a fuel price increase in 2018.

Power will utterance to knowledge regarding the concept of truth that is believed. In edition V of the Indonesian Dictionary (Badan Pengembangan dan Pembinaan Bahasa, 2016), power is defined as the ability of people or groups to control other people or groups based on authority, authority, charisma, or physical strength.

Unlike the historical philosophers who usually discussed the nature of historical development, historical theory, direction and tendency, the strongholds behind historical events and so on, Foucault looks different. Foucault did not write "about history" but wrote many things "in history". Every problem he always sees in relationships that are complicated by various other social elements - politics, power, interests, gender, thought, ideology and so on - is a whole system of thinking in society called "episteme". What we view as truth in various discourses (reasoning through language), be it scientific discourse, meetings, political speeches, discussions, etc. not apart from this episteme influence. (Foucault, 2017) argues that truth is an orderly procedural system to provide explanations about production, regulation, distribution, circulation, and operation. So, the audience is subjugated not through strict direct control and physical violence, but through discourse and mechanisms in the form of procedures, rules, procedures, etc. (Eriyanto, 2017).

Discourse in linguistic structure is interpreted as the most complete unit of language. Discourse can be in the form of text and non-text. In the practice of communication, we certainly often give birth to various discourses with various aims and objectives. We also often understand a variety of discourses with diverse intentions and understandings. Linguists view discourse as themselves without having anything to do with the context outside. However, discourse according to Foucault is not just a series of words or propositions in the text, but as something that produces another (idea, concept, or effect). Discourse can be detected because systematically is an idea, opinion, concept, and view of life that is formed in a particular context so as to influence certain ways of thinking and acting (Eriyanto, 2017). Thus, discourse according to Foucault has a more complex understanding related to the social context, and even influences the way of acting and thinking of a person and group of people. Through discourse, individuals are not only defined, but also formed, controlled, and disciplined.

A discourse because it has influence and is influenced by the social context, certainly raises a lot of analysis or analysis. This is what is called discourse analysis. According to (Halwati, 2011) discourse analysis is one alternative to content analysis, in addition to dominant quantitative analysis and often used. If a quantitative content analysis is more oriented to the question "what", discourse analysis is more likely to question the "how" of the message or text of the communication. Through discourse analysis, not only knowing what the text is, but how the message can also be conveyed through phrases, sentences, and metaphors of what kind of text is conveyed.

As for how to analyze discourse in Foucault's view, that is by analyzing a text, or discourse (for example in the mass media) using an archaeological and genealogical concept approach. The emphasis is more on genealogists, namely trying to uncover the things that are hidden behind discourse relating to power.

A discourse that is critically analyzed certainly has theories and methods that are used as a basis for conducting empirical studies of the relations between discourse, social and cultural development, and different social domains. One method of analyzing discourse critically is proposed by (Badara, 2014a), which must show integration: (a) text analysis; (b) analysis of

the process, production, consumption, and distribution of texts: and (c) sociocultural analysis that develops around the discourse.

## **METHOD**

The method used in this study is a descriptive-qualitative method by applying a critical discourse analytical approach to the news text entitled “Menteri Jonan: BBM Premium Tidak Naik, Pertamina Sesuaikan Harga,” on news on Tempo.co edition Thursday, September 6, 2018. Collection data is done through, (1) Reading and understanding the news text being researched in order to obtain a clear understanding of the content of the news, (2) marking parts of news relating to Foucault's power-knowledge theory, and (3) inventorying sentences in related news with the power-knowledge theory of Foucault (Sobari & Faridah, 2012). The method of qualitative content analysis is a method of reviewing messages from a news text. The message is in the form of symbols of the main ideas or themes found in the news text (Badara, 2014).

## **RESULTS AND DISCUSSION**

The discussion of critical discourse analysis is not only seen from the point of view of the content of the discourse but also related to real sociocultural conditions. The thinking of Michel Foucault (in Eriyanto, 2017) about discourse analysis focuses on how discourse and social change. According to him, the main characteristic of the discourse is a set which functions to form and preserve power relations in a society.

Discourse limits our space of view, issues differences within certain limits. When the discourse rules are formed, statements are adjusted to the rules that have been determined. Here, the statement received, then entered, then becomes a different view of the object in the discourse. Objects may not change, but the discursive structure that is made makes the object change.

Discourse on the online newspaper edition Thursday, September 6, 2018, with the title, “Menteri Jonan: BBM Premium Tidak Naik, Pertamina Sesuaikan Harga,” the object used as news material is BBM. BBM is a shortening of fuel oil which is a fuel for motorized vehicles.

Changes - especially the increased - fuel prices are currently a very sensitive issue in the community. These changes cause other problems in front of him. Because this increase will trigger a community economic turmoil, it is no wonder we witness various forms of rejection in the form of demonstrations. This problem raises the public's perception that the trigger for

all the problems that started from BBM was the government. In reality, it is in the community that it is the government that is able to regulate the economic balance of its people, including the adjustment of fuel prices which is very crucial. Negative impressions from the community towards the government are inevitable and again the government is blamed and is required to take responsibility for the chaos that arises in the community. Negative impressions that have already been attached to the government then try to be improved by making discursive structures. Discursive structures are able to change people's views through published discourse as in the discourse text that is the object of this research.

The text of the discourse published by Tempo Newspaper tried to make a discrete structure to change the negative view of society towards the government. The choice of words in the title is very visible, that this newspaper is trying to master and change the negative perceptions of society. The phrase "Premium BBM does not rise" in the fragment of the title of this news text tries to lead the community to interpret it as a word that represents the meaning that the government is making pro-people efforts by not raising premium prices. The process of mastering community thinking has begun in the writing of titles, which unwittingly changed the mindset of the community so that they thought the government had done the best for the people. The main goal is to change the negative view of the community in order to be positive about all government policies. So whatever happens in reality, the community has been able to influence its mindset with the pseudo-reality made in this text.

sThe term "adjustment" is something new for our society. So far, it is inherent in the minds of the public, that if fuel prices turn out to be more expensive, then the term that is popular and logical in public thought is the term "increase." Thus, there is an effort from the authorities (the government) to change the perception of the people who all this time believe a term that creates a negative impression and even tends to be terrible with new terms, namely adjustment.

In addition to the title sentence, another sentence on the news discourse that shows the appearance of "adjustments" namely, ESDM Minister Ignasius Jonan said the government did not make price adjustments to subsidized fuel oil (BBM). However, it will free public fuel to adjust the price. In the sentence, the term "adjustment" is understood as a substitute for the term "increase". The word "adjustment" when examined literally, is meaningful as an interaction

that is carried out continuously. Furthermore, it can be concluded that general fuel may experience price increases and may also experience price declines.

The new term was then disguised to change people's perceptions so far. Based on Foucault's theory, it is a knowledge that will be believed as truth. The expected impression is that the public understands that the change in fuel prices is not at the initiative of the government, but rather a compulsion from the price mechanism established by the world oil market. Thus, the government will continue to make price changes in accordance with world oil prices and people's economic conditions.

In the news discourse, the term "adjustment" was raised several times. Examples of other sentences, "Jonan explained that for bio-diesel fuel or 48 gas oil and Ron 88 type gasoline or premium, price adjustments will not apply. In fact, the government will provide subsidies ". In other words, the government tried to convince the public that adjusting fuel prices was the right thing. The community as consumers and the affected parties must accept it as a truth.

The truth that arises from the results of the monopoly of the thoughts of the ruler ultimately forms a truth that is different from reality. The selection of words that compose this discourse is arranged so neatly that it can easily master the reader's mind. Disguising reality then considers all the news in the discourse to have good and truth values. It can be concluded, that Ron88 and Premium types of fuel will always receive subsidies from the government in order to ease the burden of people's lives, while in reality, the fuel mentioned to relieve the people is limited in number and only in certain regions not spread evenly. This raises new problems, but in this discourse, there is no thorough discussion of the problems faced by the community. The purpose has not discussed the problem, it might be so that people forget a little and only focus on BBM, which will always receive subsidies or assistance from the government. The spread of general fuel that does not get subsidies and always adjusts prices is large and easily available to the public. This fact is not discussed in the news discourse.

Some inequalities between the truth formed in the discourse of the results of the monopoly of the mind power with a specific purpose there are disguises of reality which prove that the discursive structure is true. The power theory put forward by Michel Foucault is evident in this

news discourse, there is a process of mastering the mind by selecting sentences that can disguise reality and form new truths based on the achievement of the goals expected by the newsmaker.

## CONCLUSION

In the context of Foucault's thought, "truth" is always related to the knowledge produced by the power in discourse. Power and knowledge are interrelated; both are like two sides of one coin, inseparable from one another. There is no power relationship that is not related to the formation of a field of knowledge, and there is no knowledge that is not formed through power.

Referring to Foucault's thinking, the results of the study indicate that the appearance of the term "adjustment" in Tempo.co online media is an attempt by the authorities to form new knowledge about changes in fuel prices. We all agree, if the price of an item/service in a count continues to increase, then we call it the term "increase". No exception to the price of fuel. However, with the term "adjustment", the community is forced to understand it as a truth referring to the world oil price reference standard. The term is expected to be able to improve the government's image in terms of people's welfare which is considered by some to be decreasing along with the increase in fuel prices which has an impact on other price increases.

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Lampiran

## Menteri Jonan: BBM Premium Tidak Naik, Pertamina Sesuaikan Harga

Reporter:

 **Chitra Paramaesti**

Editor:

**Ali Akhmad Noor Hidayat**

Kamis, 6 September 2018 20:00 WIB

Menteri Energi dan Sumber Daya Mineral (ESDM) Ignasius Jonan setelah melaporkan Surat Rambuhtahsil Tahunan (SRT) Pajak Penghasilan (PPH) Wajib Pajak Orang Pribadi Tahun 2017 secara elektronik di kantornya, Jakarta, 5 Maret 2018. Jonan didampingi langsung Kepala Kantor Direktorat Jenderal Pajak (DJP) Kementerian Keuangan Jakarta Selatan P. Edl Samel Janto dan sejumlah pejabat Kantor DJP Jakarta Selatan lainnya. *TEMPO*/Tory Hartawan

TEMPO.CO, Jakarta - Menteri Energi dan Sumber Daya Mineral Ignasius Jonan mengatakan pemerintah tidak akan melakukan penyesuaian harga terhadap bahan bakar minyak (BBM) bersubsidi. Namun, dia akan membebaskan bahan bakar umum untuk disesuaikan harganya.

"Seperti shell, pertamax, pertamax plus, pertamax turbo, pertamina dex itu kan market bebas aja sih, mereka akan menyesuaikan harga keekonomian," ujar dia di Gedung JCC, Jakarta, Kamis 6 September 2018.

Jonan menjelaskan untuk bahan bakar jenis bio solar atau gas oil 48 dan bensin jenis Ron 88 atau premium, tidak akan diberlakukan penyesuaian harga. Malah, pemerintah akan memberikan subsidi.

Dirjen Migas Kementerian ESDM Djoko Siswanto mengatakan subsidi tidak ditetapkan baku Rp 2.000, tapi disesuaikan dengan kondisi harga minyak dunia. "Jadi bahasanya paling besar Rp 2.000 per liter, jadi kalau nanti harga minyak turun, ya tinggal disesuaikan," katanya, Rabu, 6 September 2018.

Kementerian Energi dan Sumber Daya Mineral menerbitkan beleid kenaikan subsidi solar paling besar senilai Rp 2.000 per liter. Dalam Pasal 2 ayat 1 Peraturan Menteri ESDM Nomor 40 Tahun 2018 yang diterbitkan pada 16 Agustus 2018, disebutkan perhitungan harga jual eceran jenis BBM tertentu berupa minyak solar (gas oil) di titik serah, untuk setiap liter ditetapkan dengan formula sesuai dengan harga dasar ditambah pajak pertambahan nilai (PPN) dikurangi subsidi paling banyak sebesar Rp 2.000 dan ditambah pajak bahan bakar kendaraan bermotor (PBBKB).

Dalam RAPBN 2019 subsidi energi sebesar Rp 156,5 triliun. Angka tersebut lebih rendah dibandingkan 2018 yang sebesar Rp 163,5 triliun.

Subsidi energi Rp 156,5 triliun terbagi dari Rp 100,1 triliun untuk subsidi BBM dan LPG. Sedangkan Rp 56,5 triliun dialokasikan untuk subsidi listrik.

CHITRA PARAMAESTI | MUHAMMAD HENDARTYO