

THEO VAN LEEUWEN'S INCLUSION THEORY IN ECONOMIC NEWS THEME OF TRADING COMPASSES IN NOVEMBER 2018

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Abstract

This research aims to analyze usage Leeuwen Inclusion theory in economic news with the theme of trading in the November Kompas newspaper 2018. Three steps were taken in the collection of data namely, (1) understand and read discourse with the theme of investment in the November Kompas newspaper 2018, (2) the discourse will be marked on the parts which is related to inclusion theory, (3) Analyzing the data carried out descriptively. Based on the result of the study it can be concluded, in 3 economic news title with the theme of investment in the November Kompas newspaper 2018 found the Leeuwen inclusion theory. Of the seven theories that exist the author found five theories namely, indifferention-differentiation, objectivities-abstractoin, nomination- categorization, , determination-indetermination.

Keywords: economy, kompas, Leeuwen, inclusion

INTRODUCTION

Humans in communication need the means to express ideas, ideas, and thoughts. Language is an important means of communication. Humans throughout their lives have never been separated from communication (Damayanti, 2015). Before the author analyzed inclusion theory in the trade news discourse. How better we can know what discourse is (Baryadi, 2002) says that discourse comes from the word vacana "reading" in Sanskrit.

Critical analysis of discourse (critical discourse analysis) as a type in which in a socio-political context through text how domination and injustice are reproduced or executed. Indeed, today consumers can sort and choose the text to be interpreted. There will always be idealism in the editorial room, so there will always be enough available journalists who are able to present reality in the packaging of their own chosen text. Both journalists and consumers have the right to have power over a text.

(Sumarlan, 2003) says that viewed from coherence and coherence discourse is the most complete unit of language expressed verbally, such as speeches, lectures, sermons, and dialogues or in writing such as short stories, books. So, from some of the opinions of the experts above, the writer can conclude that discourse is a meaning that has the largest unit of language. Named discourse when the lines of sentences are interconnected and build unity. Broadly

speaking discourse can be divided into two, namely written and oral discourse. It is easier for oral discourse to be seen from electronic media, whereas in print media is written discourse. Today people are very easy to find the latest information about anything in the world, both in electronic media and print media. News is the result of writing from news reporters, therefore in writing, news reporters must present the news in fact and what it is, although sometimes news reporters incorporate elements of power in the news to influence readers.

Theo van Leeuwen in his theory presents a discourse analysis model for researching and detecting a discourse that is marginalized in a group or someone in his position. How does a more powerful group hold more control in interpreting an event and its meaning, while other groups whose position is small tend to be constantly as objects of meaning, and poorly described.

Eriyanto (2009: 178) says according to Leeuwen there are several discourse strategies when a group or person is displayed in the text, as follows.

1. Differentiation-differentiation

In differentiation is an event or a social actor can be displayed in text independently, as a unique or unique event. Differentiation is an event or a social actor can be displayed in the text independently, as a unique or unique event but can also be made in contrast by displaying other events or actors in the text. For example,

In differentiation the Maspion factory workers until yesterday the strike continued

Differentiation Maspion factory workers until yesterday the strike continued. While the offer of directors offering negotiations was not responded to by the workers.

Maspion factory workers until yesterday the strike continued. While the offer of directors offering negotiations was not responded to by the workers.

2. Objection-Abstraction

It can be said that the number of student demonstrations refers to numbers clearly called Objection, while abstraction is to make an abstraction such as tens, hundreds, thousands or a lot in the number of demonstrations a student can say is pointing to unclear numbers. Example,

Objectivation	The PKI has carried out two rebellions twice
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Abstraction	The PKI has repeatedly carried out rebellions
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3. Nomination-categorization

The nomination is news about a problem or about an actor (someone/group), which is not clearly displayed, while categorization is reporting on an issue or actor (someone/group) that is clearly displayed. The actor is displayed as he is or what is called is a category of social actors. This category can vary, which shows the important characteristics of a person: status, religion, physical form, social status and so on. Example,

Nomination	A man was arrested by police because he was found carrying drugs.
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Categorization	A black man was arrested by the police because he was found carrying drugs.
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4. Nomination-Identification

This discourse strategy is almost similar to categorization, namely how certain groups, events, or actions are defined. The difference is in identification, the process of defining it is done by giving clauses as explanations. Here, there are two propositions, where the second proposition is an explanation or description of the first proposition. Generally connected with conjunctions such as where, and which. This second proposition in the sentence is actually original as an explanation of something or identification. Example,

Nomination	A woman was found dead, allegedly raped.
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Identification	A woman, who often goes out at night, was found dead. It was previously raped.
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5. Determination-Determination

Determination is an actor (someone/group) that is not clearly stated, while identification is a figure or actor of the event that is clearly stated. Example,

Indetermination	Foreign Minister Alwi Shihab was said to have been involved in the Bulog scandal.
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Determination	Gus Dur's close associates were said to have been involved in the Bulog scandal.
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6. Assimilation-Individualization

This discourse strategy relates to the issue, whether the social actors reported are clearly indicated by their groups or not. Individualization is a social actor whose categories are reported or clearly demonstrated, while assimilation is a category of social actors that are not clearly reported. Example,

Individualization	Adi, a Trisakti student, was shot dead by Parman, a police officer, during a demonstration in Sandalwood yesterday
Assimilation	Students were shot dead by police during a demonstration in Sandalwood yesterday.

7. Association-Dissociation

This discourse strategy is related to the question, whether the other larger groups are associated with the actor or a party to display themselves. Example,

Dissociation	As many as 40 Muslims died in the cases of Tabelo, Galela, and Jailolo.
Association	Muslims everywhere are always the target of massacres. After in Bosnia, now in Ambon. As many as 40 people died in the Tobelo, Galela and Jailolo cases.

METHOD

The method carried out in this study is a qualitative method with a critical discourse analysis approach. The researcher used critical discourse analysis as a knife of analysis in this study. The critical discourse analysis used refers to Theo Van Leeuwen's discourse analysis where this analysis is used to find out and learn how in a group or someone whose position is marginalized in a discourse and how a dominant group controls more in interpreting an event and meaning while another group tend to be constantly as the object of that meaning.

DATA ANALYSIS

This study uses data in the form of phrases, clauses, and sentences related to the inclusion of Leeuwen's theory in economic discourse with the theme of trade in the November 2018 Edition of Kompas Newspaper. The source of this research is the Kompas Edition in November 2018. The instruments of this research are books regarding Leeuwen's theory inclusion.

The data collection techniques used in this study were (1) understanding and reading the discourse with the investment theme of the November 2018 edition of Kompas newspaper, (2) the discourse will be marked on the parts related to Inclusion theory, (3) analyzing the data descriptively.

The use of Leeuwen's inclusion theory in economic news on trade themes in the November 2018 edition of Kompas newspaper. Of the three economic news titles, Leeuwen's inclusion theory is Differentiation - In differentiation, Objection -Abstraction, Nomination - Categorization, Determination - Determination, Association - Associated.

1. Differentiation-differentiation

In differentiation is a problem where a social actor can be displayed in text independently, as something unique and unique in an event. Differentiation is where a person or actor can be displayed in text independently as something unique and distinctive in an event but can also be contrasted by displaying other events or actors in the text. This can be proven in the news snippet below.

Differentiation	"The United States and China trade wars create opportunities to attract direct investment. The problem is, Indonesia must be ready to accept the investment."
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In the footage, included in Differentiation because the actor is displayed, and made in contrast by showing the event or other actors in a text. The appearance is in the form of P "United States and China Trade War".

2. Objectivation - Abstraction

It can be said to point to something obvious at the number of student demonstrations called Objectivation, whereas it can be said abstraction if the number of student demonstrations can be said to point to an unclear number or by making an abstraction such as hundreds, thousands, or lots. Can be proven in the news snippet below.

Objectivation "Especially from Ooredoo's total customers in 12 countries, Indonesia's portion is quite large, at 40 percent," added Cris (in the title Indosat Ooredoo Improving Performance).

The news excerpt above is an example of objectivity because in the sentence above there are words that show clear objects, namely 12 countries and 40 percent, back again to the nature of objectivity which chooses clear numbers in the example showing the same thing.

Another example found is,

Abstraction The latest survey report in the United States Chamber of Commerce in southern China said, nearly 80 companies in China lost money due to trade wars. If this dynamic continues, they are considering relocating some or all of the manufactures in China.

The news excerpt above shows an example of abstraction, because in the word "several" it is not explained in detail the intended quantity or abstract. The masses will perceive others from the word "several", the mention in this form of abstraction according to Theo van Leeuwen, often journalists have a strategy to display something, so it is not because journalists do not know about certain information.

Objectivation "Export quality increased 6 times from 2007 exports"

News excerpts above are another example of objectivation which is showing numbers that are not abstract or clear.

Abstraction "Our coal resources are huge"

In the above example, an example of abstraction is seen in the word "very much". It is said to be an abstraction because there are so many explanations that seem abstract or not clearly illustrated how many.

3. Nomination-Categorization

It is said the nominees if the news about the actor (someone/group) or about a problem, which is not clearly displayed, while categorization is an actor (someone or group) clearly displayed regarding the issue of a problem. This can be proven in the following snippet,

Nomination Demand from major CPO importing countries
also declined

From the quotation above, the actors not explained in detail "major countries" were not mentioned in the main country of any country and seemed to display but were hidden.

Categorization In the news title "Low Budget Absorption,
Anis Called Good Development"

From the headline above, it can be seen that the Actor is clearly displayed. 'Anis Call Good Development" even though in reality it is not.

4. Determination - Indetermination.

Determination is an actor who is not clearly stated, while identification is a figure or actor of the event that is clearly stated. Can be proven in the following snippet.

Indetermination "Downstream coal companies pushed"

In the November 2018 edition of Kompas newspaper, the author found an example of indeterminate, in the news snippet above, it can be seen that the main character is a coal company who intentionally shows the characters clearly, whether to meet the interests of the company or for other purposes.

5. Association- Associated

This discourse strategy relates to the question, whether the actor or a party is shown alone or is it associated with another larger group, it can be proven in the below snippet,

Association "So far, Ooredoo Asia Pte Ltd, the majority
shareholder of PT Indosat Tbk or Indosat
Ooredoo"

In the news snippet above, the figures are only shown themselves, namely Indosat shareholders.

CONCLUSION

In the findings of most researchers from the above news footage the figures are always clearly displayed, and the objectivity is clear. And the average journalist is more in favor of the main character or actor, it is clear that journalists are dominated by the power to regulate a story. Likewise from the three News titles that researchers found 2 of the 3 titles mentioned the characters. The Form of Theo Van Leeuwen's Inclusion Theory in Economic News The theme of the November 2018 Edition of Kompas Newspaper is, theory (1) Differentiation-indifference Theory, (2) Objectivation-Abstraction Theory, (3) Nomination-Categorization Theory, (4) Determination-Theory Indetermination, (5) Association-Associated Theory.

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