

MEANING OF CAREER AS A REALITY CONTRUCTION IN MICHEL FOUCAULT PERSPECTIVE

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Abstract

Through Michel Foucault critical discourse analysis using qualitative descriptive methods. This study aims to describe aspects of the meaning of text and context simultaneously in expression. Three caricatures in the Kompas daily published on Sunday, December 2, 2018 became the object of research. The background of how the conceptual view of realism in a media contains the power and power behind these statements. The results of the analysis show that referential meanings in three caricatures have elements of language that are closely related to the environmental, social, and cultural conditions of the community that are taking place. The editorial team has not used a neutral point of view in choosing titles, news sources and news frames. News written and published impressed as a construction of reality that aims to influence and direct the perspective of society in addressing a social problem that occurs reflecting how the power of knowledge can imply subordinate people.

Keywords: Michel Foucault's Analysis, Caricature, Referential Meaning, Reality Construction

INTRODUCTION

Digital culture is often associated with social change, technological developments, ways of thinking, and views on the world. This allows everyone to easily convey their ideas by being involved in making or spreading meaning. This principle of freedom has been ratified in Law No. 40 of 1999 namely that the development of freedom of the press is in line with freedom of expression in the media. Media as a space for various ideologies is represented, both the ideology of the pros and cons of a discourse. Clearly, information about education, religion, politics and culture whether written or visual text contains various interests that play in the mass media (Sobur, 2018)

Ideology that develops in the reality of people's lives becomes a natural thing. The application of an ideology that exists in the community has imperfections along with the development of knowledge. Therefore, a discourse arises from thinkers or observers of social problems. The mass media is an effective tool or mediator in ideological publications. In essence, a discourse has its own ideological meaning. In line with Eryanto's opinion, the emerging text can be analyzed from one's ideology, for example feminism, antifeminis, capitalists, socialists and so on. (Sobur, 2018)

Discourse analysis learns the use of language in visual texts to communicate as certain actions or beliefs. It has the capacity to create and reflect the context of the existence of visual language in its reality. Visual language works at the level of the reader to recognize the language context. Visual text was created to communicate ideas that have broader (intertextual) meaning compared to written language.

There are two ways of looking at reality, image orientation, realism in optical precision. First, reality is reflected in images of realism that pursue physical similarities in visual reality. Second, the important thing in re-drawing reality is not the visual resemblance of a picture, but the visualization of the conceptual view or reality. (Ajidarma, 2011, p.84)

Along with the development of the world of information and communication, every mass media also develops cartoons that become a vehicle of opinion. The results of the development of the cartoon are in the form of caricatures. Today, caricatures are developing because of the creative hands of the nation's children who are often used to voice their opinions on the government. Caricature is something very interesting as a satire vehicle.

In Indonesia the term caricature is used for journalistic editorial drawings and cartoon terms for humor humor images. Caricature is used as a vehicle for opinion related to issues that are currently being discussed, both issues about the

government, economic, political, and even issues related to the state of society. Criticism packaged in the form of cartoons is a different matter, because the cartoons made have expressive value in expressing opinions. In newspaper media, cartoons are often found in the rubric of opinions because they are used by writers to express their opinions implicitly. (Ajidarma, 2011 p. 83)

Discourse analysis of media texts, whether oral, written, or in visual form, is certainly needed to find out the contents of the message to be conveyed. Discourse analysis from Michel Foucault is a method of text analysis used to dissect how the media constructs discourse. Foucault distinguishes discourse learning into three types, namely discourse discourse seen from the theoretical conceptual level, usage context, and explanation method. (Sobur, 2018) p. 11).

Research on the meaning behind a karcir is not new in discourse analysis. Several previous articles have also been carried out, namely "Analysis of Reference Meanings in Caricature in Opinion Rubrics in Daily Kompas Newspaper Edition August-October 2014" Siti Arnisyah (UMS, 2015) The method used by researchers is the theory of semiotics. The results of the analysis show that the existence of social criticism from the interpretation of caricature meanings shows the process of caricature communication to express his opinion on events that are happening.

The same thing about the analysis of meaning using the Foucault approach was also carried out by (Halawati, 2011) The object of the study was da'wah texts in mass media with the results of analysis knowing the traces of the text behind a text and knowledge archeology analysis, to find out the analysis of archives a text of da'wah discourse in the mass media.

Some of the studies above show the perspectives used by various authors. Of course this is very reasonable to show a language in the media can be conveyed well or not. So, language is actually able to present power struggles, both at the individual and structural level. (Munawar, 2010, p. 18)

The critical discourse analysis of Michel Foucault's model using a qualitative descriptive method dissects the meaning implied in a text. The way to analyze discourse in Foucault's view is by analyzing a text, or discourse 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. In conducting this research, a relevant literature review is used, namely Michel Foucault: Archeology of Archeology knowledge and Knowledge (2018).

Referential meaning in three caricatures published on Sunday 2 December 2018 in Kompas daily as a research background containing the power and power in these expressions. It can be said that the meaning in the caricature believes in the power relations in society can influence and shape the ways in which we interact and how knowledge is created. The referential meaning contained in caricatures is interpreted as meaning the elements of language that are closely related to the community environment.

Critical Discourse analysis, this approach is an interdisciplinary approach to text, which views "text as a form of social phenomena" (Ahmad, 2010, p. 51) also adds that discourse analysis is one approach in analyzing languages that emphasize in sentences or level clauses as representations of social phenomena. Meanwhile, (Sobur, 2018) explained that discourse analysis of media texts is needed so that the contents of the text can be known and communicative in the delivery of messages. Unlike quantitative analysis which emphasizes the "what" question, discourse analysis looks more at "how from messages or communication texts". Discourse studies besides being useful for mapping what lies behind political events, they are also able to explain the development of one's ideas or the intellectual causkus of a civilization; even at the point of criticism, this method is able to explain the power abuse behind the discourse produced. The spirit of resistance and manipulation of meaning, which is shown by discourse or political text, is an indication of the hidden

interest behind discourse construction. Such suspicion is a feature of postmodernists who are always critical of the situation (Munawar, 2010, pp. 24-25).

The manifestation of the postmodernist movement is seen in various fields, including music, cinematography, architecture and literature. (Munawar, 2010, p. 20). Foucault examines history about the present to find out how the life history of the great people in power at a certain time. Understanding present history is to know what is happening now, namely how power plays a role. Whereas past historical investigations were carried out to look for a discontinuity as an attempt to find out what the knowledge regime (episteme) is in power at certain times (archeology of knowledge), and how the role of geneology of power today. Power in Foucault's eyes is not negatively understood as in a Marxian perspective, but rather productive and reproductive. Not centralized, but omnipresent and normalized in disciplinary practice. (Kamahi, 2017 p.17).

The work of Foucault, *Madness and Civilization* published in 1961, is a critical reflection on the differences in the forms of premodern and modern culture. In his idea of archeology, the habit of insanity sufferers in a world where sufferers of madness arise along with the disappearance of leprosy, and madness replaces disease as a death that has arrived Beilharz (Wiradayana, 2018 p.8-9)

(Halawati, 2017) .155) To find out the power / knowledge relation is constructed, a Foucault discourse analysis can be carried out which includes the analysis of knowledge archeology that allows the investigation of discourse events, statements that are discussed and written down. Foucault concluded that the world was built by thousands of power relations and every power reduced resistance. (Darma, n. P. 150).

(Wiradayana, 2018 pp. 12) says archeology in this case is understood as a means of critical analysis to uncover the relationship between power and knowledge in discourse. The use of power is not always using the road of violence, but it can also

be done by using awareness (Eriyanto, 2011:63). There are at least two important characteristics of the constructionist approach according to Crigler (in Sobur, 2018 p.72) the first constructionist emphasizes the politics of meaning and the process of how one makes a picture of political reality. Second, the constructionist approach views communication activities as a continuous and dynamic process.

The meaning of "word" in communication social relations is determined by the results of endless bargaining. In the event of this bargaining various funny or, sometimes tragic events in communication occur (Sobur, 2018) p.20). The term meaning is indeed a confusing term, so the limits can also vary. Brodbeck, for example (in Sobur, 2018, pp. 25-26) describes three types of meanings, referential meanings, namely the meaning of a term are objects, thoughts, ideas or concepts that are indicated by the term. The second type of meaning from Brodbeck is the meaning of the term. In other words, the symbol or term "means" as far as it is "legally" related to other terms, other concepts. A term can have a referential meaning in the sense in the first sense, which is to have a referent, but because it is not associated with various other concepts, it has no meaning. The third type of meaning of Brodbeck includes intentional meaning in the sense that the meaning of a term or symbol depends on what the user means with the meaning of the symbol. Meanwhile Arnisyah (n.d.:6) states in a referential approach, meaning is interpreted as a label that is in human consciousness to designate the outside world. As a label or nickname meaning is present because of the awareness of observation of facts and drawing conclusions that the whole takes place subjectively.

The notion of realism and caricature refers to the description of Scott McCloud, according to him the form of image realism (realism) in comics is indeed confronted with opposition to cartoon images. In the image of realism, orientation to what is considered visual reality refers to optics, namely images that are similar to the views of the human eye. (Ajidarma, 2011, pp. 83-84). According to Wijana (Prasetyo,

2012 p. 3) caricature (Caricature) comes from the Italian language *Caricatura* (*caricare*) which means giving extra load or burden. Caricature designed or fabricated are political figures or people who because of events are the center of attention.

Caricature is a product of a caricature of expertise, both in terms of knowledge, intellectuals, painting techniques, psychology, ways of lobbying, referential, reading, and how he chooses the right topic of issues (Sobur, 2004: 140). In subsequent developments, caricatures are used as a means to convey healthy criticism. (Sobur, 2004: 140).

(Prasetyo, 2013, p. 3) the main purpose of caricatures is to load as many meanings as possible to be displayed effectively in a face portrait. Caricature is an illustration that is used as a medium to express something of displeasure and satire.

METHOD

The research method used is descriptive qualitative method using a critical discourse analysis approach to three caricatures in the Kompas Newspaper on December 2, 2018. Descriptive methods are intended to investigate the conditions or conditions that occur in the community. The data taken is in the form of qualitative descriptive data, for example about the description of the status or role of the community in politics, culture, or itself.

This study took three caricatures in the Kompas daily newspaper on the week of December 2, 2018 as the object of research. Besides being superior in reporting, Kompas daily is also known as a prestigious and trustworthy newspaper. Even though it seems like a simple one, it contrasts the views about the state of society in a broad and profound manner. There are several rubrics that are presented in the Kompas newspaper daily, about opinions or entertainment using caricatures as the purpose of delivering messages.

RESULT AND DISCUSSION

The following are three caricatures in the Kompas daily on December 02 as the object of the author's study:



Picture 1 Figure of Javanese woman



Picture 2 Cartoons have different perceptions abroad of the figures depicted



Figure 3 two private masks a reality in society

Source: Kompas, Sunday, December 02, 2018

Meaning of caricature Using Michel Foucault's Theory

According to Foucault's analysis, the way to give birth to knowledge to hold onto his power is not negative, pressing, and intimidating. However, it is done by normalization and regulation, so that people who are hegemony are not felt to be influenced, it feels normal, even it seems to be in accordance with the rules and in accordance with existing norms.

In addition to the grip of power carried out in a positive way, according to Foucault the way episteme rulers give birth to their knowledge also with the panoptic style, provides a continuous effect of supervision even though the reality is not. So people will be afraid to make mistakes, even though no one is always watching.

Following this the classification is adjusted based on the caricature theme to facilitate the analysis phase:

| No | Klasifikasi | Jumlah | Keterangan |
|----|--|--------|--|
| 1 | Short story "voice at the airport" | 1 | Shows the ideology of feminism how female figures surrounded by six men are playing music together. The appearance of the meaning of a female figure who has the same rights and freedoms as men. Feel free and don't want to be mastered. |
| 2 | Udar sense "Indonesia emergency laugh" | 1 | Impressed there are two facial images in the caricature of Heryunanto's work, namely the fourth RI president, Gus Dur. While the second is Mahfud MD. Complete with a red nose like a clown caricature writer wants to express his opinion on how Indonesia experiences a polemic in the freedom to laugh without the fraction of political law. |

| | | |
|---|----------------------------------|--|
| 3 | Parody of "two 1 personal masks" | The caricature by Samuel Mulia raises a very implied meaning. A pen about the mask that happened in Indonesia. How can people do evil in politics but is written well in a media report. |
|---|----------------------------------|--|

From the classification above, it can be understood how caricatures represent the state of society in a country. Provide an overview of how the social conditions faced by certain people or groups. Any discourse in the media is basically an ideological construction. The reality indeed contains a number of interests of certain parties, including print media entrepreneurs and press practitioners. Texts circulating in public spaces reflect the existence of discursive formations. The context of the conversation is in the public space of the mass media. There is no other mass media commodity market that trades texts parallel to commercial product advertisements.

Based on the analysis of the table above the analysis of referential meaning and its relationship to the power of a media, or certain legal knowledge as a whole it was concluded that referential meaning is the meaning that has elements of language that are closely related to the environmental, social, and cultural conditions of the community. The community environment that occurs reflects how the power of knowledge can bring down the people under it.

The construction of reality is very visible in the second caricature, namely a political figure equipped with a red nose like a clown. The context relating to the text of discourse is to show how Indonesia is in terms of entertainment. How does a media construct the reality that occurs in society. The role of a woman in the first caricature implicitly shows resistance in the public sector.

Political and cultural matters are depicted in the second and third caricatures. Like Foucault's view a knowledge can give birth to power. Subordinates cannot freely demonstrate their abilities in comedy. Especially until it concerns certain religious and character issues. The context and text are certainly very close to the ideology of a media. How the discourse becomes the way the writers channel their aspirations about social conditions. An interesting thing is also reflected in the third caricature. A pen that illustrates that power can cover mistakes. What the media wants to show is wrong, it will benefit one character or harm one another.

Indonesia has experienced many changes in the world of government. One of them was the presidential change, from Ir. Soekarno to Jokowi. We know that President Gus Dur is a humorous person. Wahid in his article titled Indonesia Emergency Laughter, stated that Abdurrahman confirmed that he was the most comfortable figure to laugh at himself. Sepedas when he laughed at another character. Like when he judged the madness of the Indonesian president. "The first woman crazy president, the technology when the president was crazy, and the fourth president made other people crazy".

Gus Dur not only criticized previous presidents, but also criticized himself. This is why Heryanto the caricature in Alissa Wahid's airy "Indonesian emergency laugh" column depicts the figure of Gus Dur in a cartoon with a nose like a clown.

The press allows people to express their aspirations. Freedom adopted through cartoons sometimes triggers problems. Recently in 2018 controversy broke out between Kompas editor and Habib Rizieq, who made a cartoon of himself along with a minimal-dressed woman. Complete with writing that seemed to insult him as a religious figure. In the west, the depiction of cartoons does not affect the law. How in America did the cartoonists describe the face of Jesus with writings that humbled themselves as God for them. But for them it is press freedom. Basically all of this is only part of the form of political communication. The depiction of political figures and their actions in the form of caricature cartoons is part of the process of delivering messages in the realm of visual communication.

CONCLUSION

The context contained in discourse relates to social representation. The themes which presented to the public on discourse provide space to create of various interpretations. When there is a gap to create a new interpretation, the public debate is unavoidable. The debate is positive if it puts ahead an argument and does not emphasize a sense of sentiment.

Discourses produced by mass media always create debates both substantially in the discourse and in response to the information. Every media has an arbitrary attitude, depends on who has the power behind the media. No exception with the Kompas daily which informed political news about the presidential and vice presidential debates.

Based on the results of the analysis in Kompas daily Friday Edition's discourse on 11th January 2019 page 2 with the headline "*Penampilan Capres-Cawapres Dipoles*" the following points can be concluded; Kompas seeks to form a positive image of Jokowi compared to Prabowo's side. The comparison process with prioritizing the writing of Prabowo's party first and Jokowi then. To strengthen the comparison, a figure who has the same power is raised. On Prabowo's Susilo Bambang Yudhoyono's figure was raised, while Jokowi was raised Megawati Soekarnoputri's figure, whom both were former presidents.

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