

A. VAN DIJK TEUN ANALYSIS IN SONTOLOYO POLITICAL DISCUSSION

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Abstract

News circulating lately refers to the president's statement which eventually becomes a discourse in every news. The sontoloyo politician is actually a quote from the president's statement which is the root of the problem. The author wants to analyze, how the process of production and acceptance of the discourse actually is. Therefore, the author determines the background of the problem in this study, namely 1) How Teun A. van Dijk's theory can influence the reader after reading the news based on the analysis model image and the schematic of the process of receiving information in electronic media republika.co.id and seconds.com ?; 2) What is the theory of Teun A. van Dijk's theory of the macro context and micro context elements contained in electronic news republika.co.id and pilpre.tempo.co ?; 3) What is the final conclusion that can be accepted by the reader after reading electronic news republika.co.id and detik.com using Teun A. van Dijk's theory through the macro context and micro context elements? The analytical tool in this study is to use Teun A. van Dijk's theory which refers to text formation images, information receipt charts, and macro and micro context analysis. The results of the analysis of this study are that the reading concept will mean reading, the results of the meaning will be analyzed by the reader by using the background of his knowledge. So, the media has a tendency to make things different, according to the interests and authorities who govern them. Readers must be able to sort out so that they are not easily affected by the formation of writing or framing made by the media.

Keywords: Sontolo, Politician Sontoloya

Abstrak

Berita yang beredar akhir-akhir ini merujuk pada pernyataan presiden yang akhirnya menjadi wacana dalam setiap pemberitaan. Politikus sontoloyo sebenarnya adalah kutipan dari ucapan presiden yang menjadi akar permasalahan. Penulis ingin menganalisis, bagaimana sebenarnya proses produksi dan penerimaan dari wacana tersebut. Oleh karena itu, penulis menentukan latar belakang masalah dalam penelitian ini, yaitu 1) Bagaimanakah teori Teun A. van Dijk dapat memengaruhi pembaca setelah membaca berita berdasarkan gambar model analisis dan bagan skema proses penerimaan informasi dalam media elektronik republika.co.id dan detik.com?; 2) Bagaimanakah analisis teori Teun A. van Dijk mengenai unsur makro konteks dan mikro konteks yang terdapat dalam berita elektronik republika.co.id dan pilpre.tempo.co?; 3) Bagaimanakah simpulan akhir yang dapat diterima oleh pembaca setelah membaca berita elektronik republika.co.id dan detik.com dengan menggunakan teori Teun A. van Dijk melalui unsur makro konteks dan mikro konteks? Alat analisis dalam penelitian ini ialah menggunakan teori Teun A. van Dijk yang merujuk pada gambar pembentukan teks, bagan penerimaan informasi, serta analisis makro dan mikro konteks. Hasil analisis dari penelitian ini ialah Konsep bacaan akan memberntuk pemaknaan bacaan, hasil dari pemaknaan tersebut akan dianalisis oleh pembaca dengan menggunakan latar belakang pengetahuannya. Jadi, media memiliki kecenderungan untuk membuat sesuatu yang berbeda, sesuai dengan kepentingan dan penguasa yang mengaturnya. Pembaca harus dapat memilah agar tidak mudah terpengaruh oleh pembentukan tulisan atau framing yang dibuat oleh media.

Kata Kunci: Sontoloyo, Politikus Sontoloyo

INTRODUCTION

The text becomes an influential thing in conveying messages. The message delivered usually has a certain meaning. This meaning can be immediately expressed or even hidden. The hidden meaning in a text is usually very difficult to express. Disclosure of these meanings needs to have a lot of knowledge, whether based on social, national, cultural, personal, interpersonal, intrapersonal, and others. Such knowledge will affect the social cognition of the reader or speaker.

The reactions that are conveyed or shown are part of filtering information, knowledge and context analysis. Context analysis is usually the most influential, the context outside the text, needs to be analyzed carefully and sensitively (van Dijk, 2009). These days many readers are enthusiastic about reading the news because the topic of the conversation is very interesting, namely President Joko Widodo mentioning the existence of *sontoloyo* politicians. Many readers respond to this, there are positive and some negative.

The reader response is one of the things that determine the success of the power of the authorities, especially the media, in conditioning the reader's mind (Brown & Yule, 1996: 235). The reader can actually associate all the knowledge he knows when reading the news. However, sometimes readers are carried by framing or conditioning made by the media. Therefore, the author will analyze how the readers and listeners react to the statements made by President Joko Widodo regarding the *sontoloyo* politician.

The formulation of the problem in this study is:

- 1) How can Teun A. van Dijk's theory influence the reader after reading the news based on the image of the analysis model and the schematic of the process of receiving information in electronic media *republika.co.id* and *detik.com*?
- 2) What is the theory of Teun A. van Dijk's theory of the macro context and micro context elements contained in electronic news *republika.co.id* and *pilpre.tempo.co*?
- 3) What is the final conclusion that can be accepted by the reader after reading electronic news *republika.co.id* and *detik.com* by using Teun A. van Dijk's theory through macro context and micro context elements?

METHOD

The discourse will be analyzed using Teun A. van Dijk's theory which prioritizes personal knowledge and the context that exists in each news writing. The discussion of the study will use a qualitative descriptive method. The analysis that will be carried out is to use the theory of Teun A. van Dijk by using text images, which are part of social cognition and context (picture of van Dijk's analysis model). After that, it will also be analyzed using the systematic acceptance of information from van Dijk.

The steps of this study are carried out as follows:

1. Gather documentation data from republika.co.id and detik.com, after that, do a comparative analysis using Teun A. van Dijk's theory using an analysis model image and a schematic of the process of receiving information from van Dijk.
2. After analyzing the documentation based on the drawing of the analysis model and the schematic of the process of receiving information from van Dijk, it is time to analyze the macro and microstructures of the media republika.co.id and pilpres.tempo.co.
3. Summarizing the attitude of the reader and listener based on the analyzes that have been carried out.

RESULTS AND DISCUSSION

Discourse Analysis Based on Van Dijk's Theory

"Be careful many politicians are good but there are also many *sontoloyo* politicians," said the Indonesian President during a speech in the Ahmad Yani Field area, Kebayoran Lama, Jakarta, Tuesday, October 23, 2018.

On that occasion, Mr. President Joko Widodo distributed land certificates to the people and mentioned a little about politicians who he considered to be working poorly. Of course, this immediately became a hot conversation for several days even today.

The word '*sontoloyo*' spoken by Mr. President Joko Widodo is considered to be inappropriate to say. *Sontoloyo* in the Big Indonesian Dictionary V Edition means silly, wrong, stupid (as a swear word). Of course, there were many reactions from politicians, the people, even the

President's own success team. This is very reasonable because, at present, the President is re-nominating to become the country's leader for the period 2019-2022.

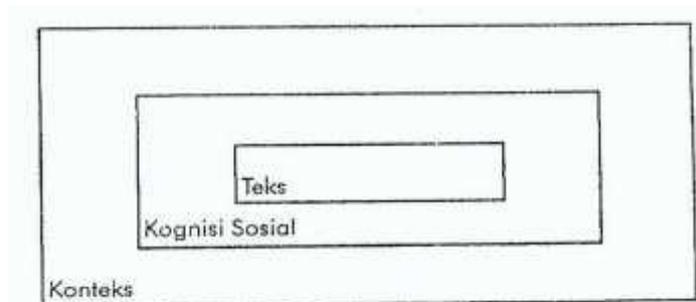
Based on a number of references from electronic news, there are those who directly quote the speech of the President, there are also those who quote it indirectly. There is a content that is very interesting, which is about the mention of 'Political Sontoloyo' and even some who write 'Political Sontoloyo'. Of course, these two discourses have different meanings. However, there are also electronic media who write this.

The content of the conversation that has become an issue lately is certainly a new discourse, namely "Politician Sontoloyo". Ont Political sontoloyo 'will certainly focus on the subject, people who are involved in politics, while the 'sontoloyo' politics of the object is in politics, namely the political system. The discourse certainly creates a different reaction. The discourse that is identical to the text will be understood based on previous knowledge from the reader. The reaction that will arise is part of the information that he had previously gotten. Discourse can represent the ideology of the media (Sobari and Hamidah, 2017).

For this reason, the discourse on 'Politician Sontoloyo' spoken by the President of the Republic of Indonesia and reactions from various groups, will be analyzed using the theory of Teun A. Van Dijk. Van Dijk suggests that text is formed through the practice of discourse, which usually determines how the text is understood. Discourse is the exchange of shared ideas about a text, if the text is well received by community members, then the text will be accepted and interpreted with the same understanding. Social cognition will influence how the acceptance of a text, meaning found will affect the context that affects it.

This meaning will depend on the context. Meaning can be different according to knowledge because there is a formation of power based on minorities and existing controls (Sobari & Faridah, 2012). So, the order is the text produced by the local community will get the same discourse. The text will be responded to according to social cognition or background understanding of the reader or listener. This response will show how the social conditions of readers and listeners. In addition, readers and listeners will also respond with two aspects, namely the background of the individual's understanding and the context of the discourse.

Theories regarding text production, social conditions and context will be explained in the figure below.



Picture 1 (Eriyanto 2003)

In the picture explained how the formation of text, social cognition, and context. The reader will understand the text he reads based on the background of the understanding that the reader knows, the knowledge of this reader can be (personal, interpersonal, group, institutional, national, cultural, etc.). One of the important things from the context model is knowledge about language users and about the knowledge of readers or listeners.

Context is very important to control the meaning of the discourse that has been expressed through text and verbally. Oral is invisible text, so writing can be made to get the synchronous conversation (written). Context can be read through other things related to the discourse being revealed. One of them is the interest of the speaker to convey something.

The interests of the speaker will influence the discourse expressed. Readers or listeners can use their social conditions, namely the background of their knowledge to get other meanings. Readers or listeners will have different meanings when getting different social conditions. Therefore, discourse can be interpreted with various meanings. This meaning will later affect the reaction of readers or listeners. In terms of making text, the use of the word becomes one of the media strategies in influencing the meaning of the reader (Eriyanto 2003).

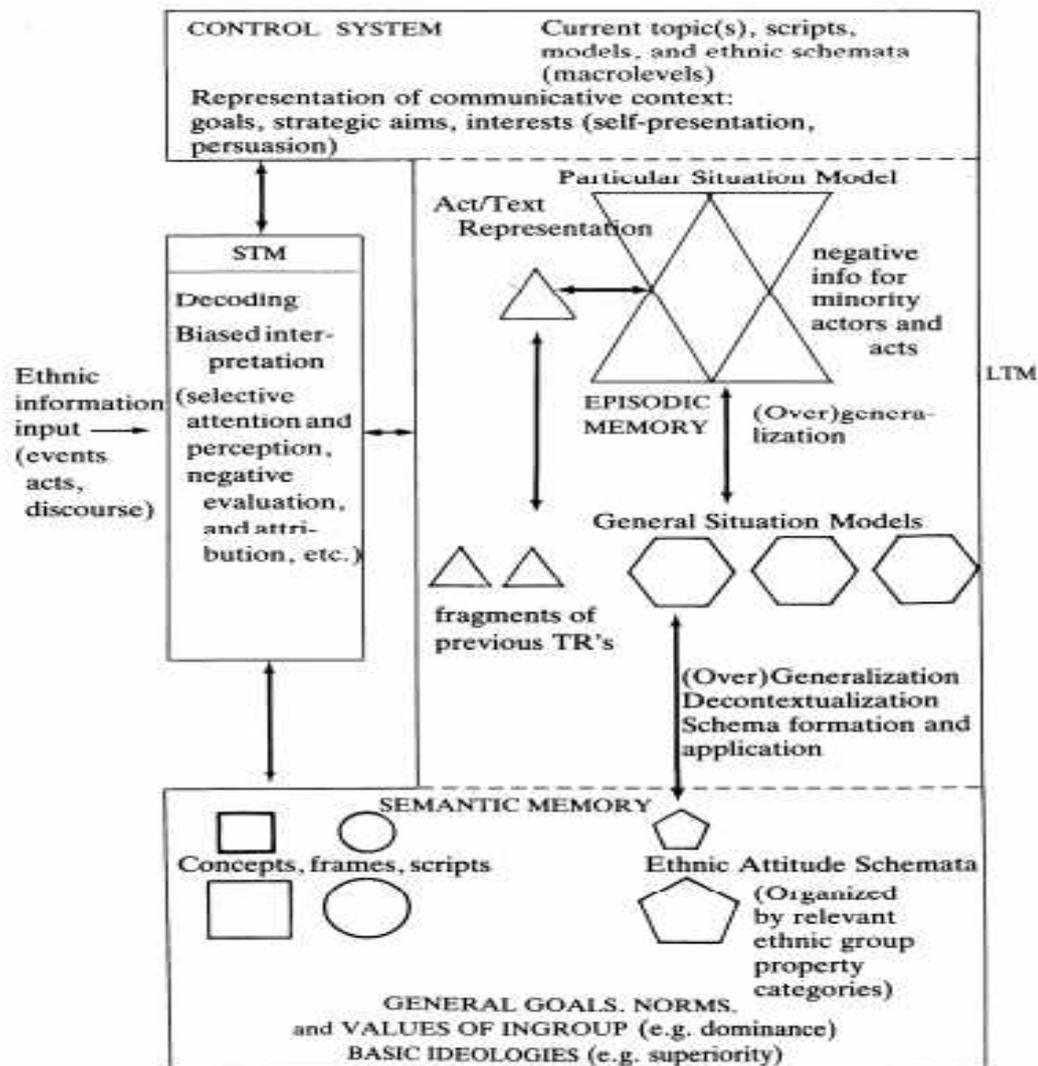


Figure 1: Outline of a schema of ethnic information processing

Picture 2 (van Dijk, 1984)

Interpreting social cognition will influence the existing interpretation process. If he is in a proposition, his understanding will be different from the counter position in the text. Discourse topics can influence the content of discourse in a text. Written and oral texts have similar things. The topic of the discourse in our big theme is "Politician Sontoloyo", but the content of the discourse highlighted is the use of the word "Sontoloyo", that is the discourse. Important elements that are used as discourse are usually motivated by something and refer to one context (Brown and Yule, 1996: 105-106). Discourse analysis serves to see what actions will be taken

by someone after hearing or seeing the discourse. The actions taken will be influenced by social cognition and background understanding of the reader or listener.

The first analysis is about the use of discourse writing that is different between 'Politics Sontoloyo' and 'Politics Sontoloyo' in electronic media. As stated by Eryanto, sociocultural is one of the determinants of the formation of the text. In the absence of sociocultural, the text cannot be produced and understood. So, every human being has a production and understanding of the text that is different according to the environment that influences it.

The electronic media that will be analyzed is Republika with the headline "Satire for Sontoloyo Politicians and Jokowi's Opposition Reactions," and detik.com which made the title "Jokowi Open-up the Sontoloyo Political Issues". There are different titles in both media. The first media discussed the President's speech on sontoloyo politicians, while the second media discussed sontoloyo politics. The two media highlight two different objects using one subject.

The analysis below will determine how national understanding will influence its reaction to a discourse by understanding the intended context. The discourse below will be analyzed using national knowledge from a variety of perspectives. The author will develop the perspective of the media, the context of the conversation, and the context of the president himself while addressing the forum.

Differences in Use of the words 'Politician (Politikus)' and 'Political (Politik)' in Electronic Media



The reader must actually pay attention to how the two things above can happen. One of the electronic media reports that the truth is not the main focus of the discourse, but leads other opinions to the reader. Opinions are led by the media to readers by forcing them to read other objects from the initial object. The subject of the article above is Mr. President Joko Widodo who was giving a speech and finally sparked the discourse "Politician Sontoloyo" which led to public opinion that Mr. President spoke inappropriately.

The second article is the one that contains the meaning of the first article. The second article stated that Mr. President Joko Widodo spoke about political conflict. In the literal sense, the meaning of politicians and politics has different meanings. Politicians mean people who play a role in the political field, whereas politics is a system held by a ruler, which is usually synonymous with government. The second article wants to guide readers' opinions that the president's talk does not refer to individuals in general, but refers to the system of government that he controls.

Based on the theory of Teun A. van Dijk the text used is actually the result of social cognition. The text or discourse represents the position of the two existing media. Media position influences the choice of words in writing. In the current campaign era, there is a lot of meaning to be conveyed. The meaning conveyed will be used with a text that is different from the intention, therefore, the social condition of the reader will affect its acceptance, depending on the understanding of the context that occurred at that time.

When we see, there are framing, concepts, and scripts carried out by the media. This is done to divert our knowledge and opinions. The results of media processing will be combined with a reader socio-culture, his knowledge will influence to determine the summary and actions to be taken. The following is a comparison of media analysis republika.co.id with media.detik.com.

Media Name	Analysis Using The Theory of Teun A. van Dijk
Republika, "Satire for Sontoloyo's Politicians and Jokowi's Opposition Reaction".	<ol style="list-style-type: none">1. Republika as an electronic media highlighted the fragments of the president's speech which contained, "Be careful there are many good politicians but there are also many sontoloyo politicians," at an event in Jakarta, Tuesday, October 23, 2018. Suddenly it became a topic of warm conversation when that is, too.2. When analyzed using van Dijk's theory, the use of the phrase 'politician sontoloyo' here is certainly the main topic. Besides referring to politicians, Sontoloyo's words were deemed inappropriate to be expressed by a state official, the president. Some of the people of

Media Name	Analysis Using The Theory of Teun A. van Dijk
	<p>Indonesia, surely, know that the word <i>sontoloyo</i> refers to crude curses, namely stupid, wrong in doing something, and so on. The background of linguistic understanding here has begun to be used to determine the social cognition of the community.</p>
3.	<p>The media want to describe that President Jokowi was not good at speaking at the time of the speech, so the word <i>sontoloyo</i> which became the content of the discourse was more attention. The context in the speech has begun to be seen, even the <i>Republika</i> media highlighted the context contained in the pronunciation of the word, with the subject of President Joko Widodo and the object of his conversation was the <i>sontoloyo</i> politician.</p>
4.	<p>The context that President Jokowi wanted to build was to reprimand his staff not to complicate his situation by committing fraud. The discourse built by President Jokowi was actually quite severe because it was carried out in front of an official forum attended by the community. President Jokowi wanted to say that actually all this time the guilty was not him, but his ranks were cheating. However, it turned out that the meaning conveyed by President Jokowi could be thrown back by the opposing team, stating that President Jokowi's remark was not well done because he was the leader of the country.</p>
5.	<p>The context that the <i>Republika</i> media wants to convey is the disclosure of <i>sontoloyo</i> politicians who are responded to by the opposing team. In addition, the opposing team also responded by speaking that "I saw that he might be a bit stressed, stressed many promises that had not been fulfilled, stress had to win so that words like that came out, <i>sontoloyo</i>," Sodik said. Sodik opinion can mean that he has an understanding that Mr. President Joko Widodo has not realized his campaign pledges. Furthermore, Hince Panjaitan said, "The terms used I think people also want good too." Hince opinion is very meaningful, namely to say that what the President said was inappropriate to say. In fact, it is inappropriate to serve as the next leader because some time ago the emotion of the leader of this country could not be controlled by mentioning the existence of political lies. Berdasarkan judul berita, media ingin menggiring opini bahwa presiden masih belum mampu mengatur para jajaran pemerintahan dengan baik. Pengungkapan kata kasar seharusnya tidak baik dilakukan di depan forum. Presiden Jokowi sebenarnya ingin melemparkan wacana peringatan kepada tim oposisi untuk tidak menyulitkannya dalam beberapa bulan ini atau pada saat waktu kampanye yang dilakukan di depan masyarakat. Namun, pemilihan kata yang kurang tepat membuat pembaca atau pendengar yang memiliki latar belakang pemahaman kebahasaan yang baik akan menangkap hal negatif sebelum menangkap hal positif.</p>
6.	<p>The use of the <i>sontoloyo</i> word is used as one of the swear words to someone. The process of use is also seen in the text production process. The discourse being highlighted is Politician <i>Sontoloyo</i> ', so the reader will focus on the section:</p>

Media Name	Analysis Using The Theory of Teun A. van Dijk
	<p>a. The social cognition of Republika's media readers is about understanding linguistics, namely the word <i>sontoloyo</i> which means harsh and swear (not good at work, naughty, etc.). The context read by the Republika reader is that Mr. President Joko Widodo was angry with the politicians and rebuked in front of the public so that people would appreciate his innocence.</p> <p>b. The speaker 's social cognition, namely President Joko Widodo is about language understanding and language users. Based on the discourse that has already become news, President Joko Widodo has led the community to assess the background of his knowledge with the language he issued himself. The reader will know that he is actually not good at choosing words to say. In addition, the president consciously said this in front of the forum with certain intentions. The president wanted the public to know that he was very angry and not guilty of the failure that had happened so far. He also gave the yellow lights to the opposition to be careful in acting, that all this time he knew things that had been hidden so far. However, when seen, he did not have the power to stop it, so he chose to express it in front of the forum so that the people themselves would later judge and stop the action.</p>
Detik.com, "Jokowi Opened Sontoloyo's Political Issues".	<ol style="list-style-type: none"> 1. "Jokowi Openings of Sontoloyo's Political Questions" is a News title written by detik.com on the news that was raised on Wednesday, October 24, 2018, a day after the controversy regarding "Politik Sontoloyo". When viewed meaningfully, the detik.com media took the object of its 'Political Sontoloyo', not on 'Politik Sontoloyo'. Differences in object collection will distinguish the meaning of reading. The meaning of reading from <i>sontoloyo</i> politics is 'Jokowi Open-Opening Political Issues (Governance System of Government) Sontoloyo'. This is because politics has the meaning of a governance system because the politics expressed has a government domain, so the system governance in question is within the government. 2. The object revealed by detik.com media is a little far from controversy. There were many other electronic media who expressed about the <i>sontoloyo</i> politician, but the media detik.com instead made <i>sontoloyo</i> politics as the headline. Based on the elements to be revealed, detik.com media wants to take the other side of President Jokowi. The news revealed is how politics or governance systems within the government are played by cheating politicians. The news about the system is in accordance with the headline, except that there can be a covert defense from the media to reduce public anger. 3. The politics of <i>sontoloyo</i> revealed is about the governance system, concerning various things done by other people, without being known by the leader. Media detik.com wants to expose this, that what President Joko Widodo said was not wrong, but it is true. 4. <i>Sontoloyo</i>'s politics are said after the speaker of the <i>sontoloyo</i> politician. In fact, in this case, the media is not wrong, except that the media take the other side of the speech made by the president during the forum. Other media highlights the pronunciation of <i>sontoloyo</i>

Media Name	Analysis Using The Theory of Teun A. van Dijk
	<p>politicians, who are expected to get a negative response and get faster attention. Media detik.com further highlights the pronunciation of sontoloyo politicians, which are expected to reduce the anger of readers. The difference in titles will get more attention from the readers.</p>
	<p>5. Affirmation of the problem. Sontoloyo's politics actually refers to sontoloyo politicians. Politics is a system of governance run by politicians. So actually, the media wanted to convey that the current depravity was caused by sontoloyo politicians who were made as perpetrators, not victims. Other media, highlighted politicians as victims, because they got insults and invective from the president, while the detik.com media highlighted that the perpetrators of the sontoloyo were politicians and the president as a victim.</p>
	<p>6. Media detik.com has a unique reading strategy, which uses different titles with other media, in the hope that readers will stop by to read the news on that page. After reading, the reader was led to open background of his understanding of the world of politics by revealing how the political conflict was meant by President Joko Widodo. After reading and reading the social cognition of the reader, it is hoped that the reader will change the reaction from the news of the sontoloyo politician who has already developed.</p>
	<p>7. The use of the sontoloyo political word used by President Joko Widodo is a reaction to his pronunciation of the sontoloyo politician. Media detik.com highlights the political part of sontoloyo rather than the sontoloyo politician because politics has the meaning of governance in a system. If the media highlights the word political conflict then those who have interests are those who are involved in the world of governance in the governance system. However, if the media highlights the words of the sontoloyo politician, only a few politicians are referred to. During this campaign period, each pronunciation of the opposing team usually means to insinuate or talk about the rival team. Media detik.com wants to convey to the reader, that:</p>
	<p>a. Media detik.com highlights the part of the sontoloyo political pronunciation, the background of understanding that readers already know from other media is added with a different understanding. Other media highlighted the sharpness, cynical of the expression of President Joko Widodo who seemed to be revealed to his opposing team. However, the detik.com media argued that the dilapidated governance system of government made the president angry with his subordinates. The expected reaction is that the reader has a forgiving side, forgiving if the president says harshly, that indeed the reality is more complicated, where the president is a victim of mistakes he did not commit.</p>
	<p>b. President Joko Widodo has no intention of conveying swearing in front of the forum. The President only appealed and wanted to give a warning that there were things that made the government system less good. The meaning to be conveyed is in the form of a threat</p>

Media Name	Analysis Using The Theory of Teun A. van Dijk
	from the president regarding the system of government that is actually carried out not separated from the performance of politicians. So, the context contained in the discourse is inseparable from the campaign that is being carried out, by giving warning to the citizens that there is a political conflict here, and that opinions are raised that the politicians are actually not all good. This warning also actually wants the people to be more active in reacting that not everything he leads is his fault.

Table 1

After we see how someone understands after reading or hearing the discourse expressed by Mr. President Joko Widodo. Then it's time we see how the discourse analysis "Politician Sontoloyo" seen from social cognition or background of interpersonal understanding between listeners or readers. Through the information process chart, there are many things that influence the process of one's understanding and reaction in reading a discourse. The analysis also needs to be done outside the reading text, the section is named as discourse analysis (Fairclough, 1995).

In the above case, the media plays an important role in influencing the thought process and actions to be taken. The media as the news giver does its job well, namely constructing the text, forming framing in the news, and making concepts to direct the purpose of the writing to be read. Readers are tasked with re-analyzing what has been formed by the media with the knowledge and formation of attitudes that have been built.

Discourse Analysis ‘Politician Sontoloyo’ Macro Context and Micro Context

“Opposition Politician and Sontoloyo Coalition”

“Politics is synonymous with the terms opposition and coalition. The opposition is a term for a party or politician who does not support or act as a critic of the leader of a group, while the coalition is a term for the party or politician who supports the leader. The political world is very vulnerable to falling-down, whether to politicians or directly confronting the leaders of a group. Government is run by a political system, where there are two different interests. Like the forest, politicians who are able to survive are the ones who win the game. Therefore, many things can actually be tolerated but are considered fatal mistakes. Once the opponent pulls the trigger, the enemy will react, run away or get caught.

Lately, many politicians have made statements and reactions after hearing the president's comments as head of state towards politicians who work poorly. The work of these politicians will certainly influence the course of the political system that is taking place. Politicians whose performance is not good, sometimes are part of the opposition team which usually always makes the government system controlled by it. So there are many policies that actually harm society so that the public's view of governance is not good.

There were two responses regarding the issue of the *sontoloyo* politician and the reaction of the opposition and the coalition camp. The opposition argued that the pronunciation of *Sontoloyo* should not be carried out by a state official in front of the forum. The coalition camp has little to say about its pronunciation but asks politicians who play around to be careful.”



To better understand the meaning contained in the text, we will describe the content of the news that concerns the *sontoloyo* political pronunciation. *Sontoloyo* pronunciation is analyzed using different framing. The analysis that will be used is about the macrostructure of the context and the micro context contained in the text. We will describe the macro and microanalysis with the possibility of knowledge or context contained in the text.

Analysis of News Text fragments

“Satire for *Sontoloyo*'s Politics and Jokowi's Opposition Reaction”

"That is the intelligence of politicians, influencing society, I carefully entrust this, be careful. Be careful that many politicians are good but there are also many politicians who are ignorant, "Jokowi said when distributing land rights certificates at Ahmad Yani Soccer Field, Kebayoran Lama Selatan, South Jakarta, Tuesday (23/10)."

In writing articles, news writers will first determine the structure of the context in delivering the news, the delivery of which is as follows:

Macro context:

- Global area: Electronic media.
- Global action: Provides information that a president said about the *sontoloyo* politician in front of the forum.
- Global participation: Reader republika.co.id.

Micro context:

Time:

- Day: Tuesday, October 23, 2018.
- Location: Ahmad Yani Bola Field, Kebayoran Lama Selatan, South Jakarta.
- Participants:
- Author: Wihdan, writing *Republika* electronic media (attached).
- Electronic media reader republika.co.id.

The implicit meaning of the news above is that President Joko Widodo has begun to give yellow lights to cheating politicians who play behind him. The president as head of state proves his power to dare to say something that reprimands politicians who are not obedient to him. Another meaning contained in the discourse is that not all political systems run by politicians, including themselves, are the fault of their leaders, in this case, the president. However, political mistakes in government, are mistakes made by fraudulent politicians themselves, in other words, themselves and their ranks are not cheating.

The explicit meaning contained in the news above is that President Joko Widodo reprimanded politicians who were considered to be *sontoloyo* or cheated in front of the forum when distributing land rights certificates. In the speech President Joko Widodo said to be careful of

politicians, some were good, some were fraudulent, fraudulent politicians were named as *sontoloyo* politicians. The pronunciation is actually not good because it is done in front of the people, who can assume that the president cannot control naughty politicians.

Analysis of News Text fragments

Jokowi Says Politician *Sontoloyo*, *Timses*: Please Feel

"The Deputy Chair of the Jokowi-Ma'ruf National Campaign Team, Abdul Kadir Karding said President Joko Widodo's statement about the *sontolo* politician, not a statement that came spontaneously and without cause. According to Karding, the term was conveyed by Jokowi as the peak phenomenon of the politic decadence phenomenon that could have an impact on the quality of Indonesian politics. "

In writing articles, news writers will first determine the structure of the context in delivering the news, the delivery of which is as follows:

Macro context:

- Global area: Electronic media
- Global action: Providing information that many politicians are using politics to benefit themselves, so there is a decrease in political quality.
- Global participation: Readers of pilpres.tempo.co

Micro context:

Time:

- Day: Tuesday, October 23, 2018, and Wednesday, October 24, 2018 (attached).
- Location: Ahmad Yani Field, Kebayoran Lama Selatan, South Jakarta (attached).
- Participants:
- Author: Reporter Dewi Nurita and editor Ninis Chairunnisa, electronic media writing pilpre.tempo.co (attached).
- Pilpres.tempo.co electronic media reader.

The implicit meaning found in the text above is that there are threats or yellow lights for politicians who are not good at work. Many politicians use the situation to make their own profits. So in the text, it is written about the decline in the quality of Indonesian politics, because

everything that happens is made by politics and the president already knows some people who use the situation. Inform the people that in fact, the president has given a warning to politicians, but there are still irresponsible people.

The explicit meaning contained in the text above is to openly rebuke in public to inform the public to be careful of irresponsible individuals. The president also wants to have oversight of politicians who are not well assisted by the people. So, it will lead to the thought that during the period President Joko Widodo was a system of government destroyed by politicians who were not good.

Based on the explicit and explicit meaning above, opposition politicians react with various meanings. The politicians did not accept that the president said the *sontoloyo* politician, in this case, the use of unfavorable words became a problem. Opposition politicians assume that the president said this without data first. They want the president to name any of the politicians in question. Based on their knowledge (politicians) every speech expressed by the president has its own meaning. They know the personal interests and political interests contained in the discourse above.

This requires that every politician has prior knowledge, whether knowledge is national, interpersonal, intrapersonal, and knowledge of political history that will determine how they act. Their actions must be adjusted to party interests or even personal interests. Responses expressed by politicians will be influenced by the existing context (time, power, education, other knowledge). So, each speaker has a different meaning if interpreted by each politician depending on their respective interests.

Based on the explicit and explicit meaning outlined above, coalition politicians have different knowledge from opposition politicians. Coalition politicians were slightly challenging opposition politicians by saying, "Please feel it," he said. Such responses can actually be interpreted that they have data on anyone who is fraudulent and incorrect at work. They do not want to reveal and describe the data clearly but are expressed with hidden meanings. When viewed from the coalition's reaction, actually the ones who won the battle were the coalition team, because they had the power as the current team. However, the opposition team also has the advantage that many big figures choose to be the opposition team.

Power and knowledge influence many meanings in a text. Every person has knowledge about something, but if you have read or heard something that is controlled by power, then that knowledge can fade. Therefore, knowledge or social cognition becomes the most important thing in interpreting a text before the external context mixes with our understanding. The media only displays other things by making concepts and framing according to what the media wants to convey.

CONCLUSION

Discourse in the news is usually illustrated by how important and famous the news is. Discourse formation also cannot be separated from the media coverage, framing can be one of the reasons for the formation of discourse. The meaning of discourse is not only from the readers but also from the media covering it. The reading concept will be for reading the meaning, the results of the meaning will be analyzed by the reader by using the background of his knowledge. So, the media has a tendency to make things different, according to the interests and authorities who govern them. Readers must be able to sort out so that they are not easily affected by the formation of writing or framing made by the media.

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