

ANALYSIS OF TEUN'S DISCOURSE A. VAN DIJK IN TELLING THE PEOPLE'S MIND "ELECTION OF UNPAD RECTORS: OMBUDSMAN DISCOVER TWO MALADMINISTRATION"

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Abstract

This study discusses reporting on "Election of Unpad Rector: Ombudsman Finds Two Maladministration" in print media. The background of this research is the alleged alignment of the daily Pikiran Rakyat daily newspaper in publishing news. The aim of this research is to find the position of Pikiran Rakyat's daily newspaper on the news of Unpad Rector Election: Ombudsman Finds Two Maladministration. Researchers began to analyze the news Unpad Chancellor Election: Ombudsman Discovered Two Malala Administration which was published in the Daily Mind newspaper on October 26, 2018 based on the theory of Teun A. Van Dijk. This study uses qualitative research methods and analysis with Teun A. Van Dijk's critical discourse analysis model based on several elements of discourse structure: Macro Structure, Super Structure, and Micro Structure. After analyzing the discourse, the researchers found that the print media of the People's Mind was neutral in a report entitled Unpad Rector Election: Ombudsman Finds Two Maladministration. The facts displayed in the media are only involved in the reporting process.

Keywords: Unpad Chancellor Election: Ombudsman Finds Two Administrative Matters, Teun A. Van Dijk's Analysis

PRELIMINARY

Mass media are tools and systems used in the context of mass communication. Mass media has an important role in people's lives. The role of mass media is very decisive as the delivery of information and is considered to have advantages that can affect human thinking. The influence of this mass media can be either positive or negative influences.

In this day and age the delivery of any information can be easier because of social media. The community seems to be facilitated by the existence of social media because the delivery of information can be faster. Government in delivering policies can be facilitated by the presence of the media. Thus the media can be used by the government to influence public opinion. Mass media has a role, namely as a tool for socio-political control that can provide various information or news about social deviations themselves, whether by the government, the private sector or the public. In addition, the media also acts as opinion formers by forming political agendas or conditions so that people are influenced to follow government plans. The mass media is also able to be a place for dialogue about differences in views that exist in society or between power holders. (Gurevitch, 1990: 270)

The mass media presents information or news that is able to cause people to believe in all information presented. Information received by the public is not necessarily fully or completely absorbed, so that it will cause message distortion. With the occurrence of distortion and disinformation, it will be able to produce the wrong attitude. This wrong attitude will later have a negative impact on society. In addition, the mass media presents information that is processed in such a way as to become news so that it can then form and create images for an agency or an individual. The basic question, whether the media describe the world as facts and events (world conditions), is based on thought

human media or media audiences create their own understanding of the world based on the tendency of understanding media organizations and managers (Umaimah, 2013, p. 241).

Presentation of a story is inseparable from the media ideology and media reporters. The choice of words used by journalists in a news text is not solely due to chance, but also shows how one's interpretation of facts or reality is based on ideology. The choice of words used to present the news shows a certain attitude and ideology. Related to the news provisions that will be raised by the mass media, each media has a policy in presenting news editors.

In the middle of October 2018, news about the election of Unpad Chancellor graced the pages of legal political rubric to headline in several print and electronic mass media. The news about the election of the Rector of Unpad was warmly reported and discussed by the community because the news was related to the sustainability of Padjadjaran University. The appearance of Unpad Chancellor election news began from October 12, 2018 until the end of October in the print, electronic and internet media. Since October 12, 2018, there was a report in the Daily Newspaper of the People's Mind, which was very controversial, from the news that began with the title Menristek to Evaluate Unpad Rector Election, Unpad MWA Secretary: Minister Has Voting Right: Please Evaluate, Minister of Research and Technology Doesn't Have Wewenag and Ombudsman Discover Two Malaadministrasi.

Media is often referred to as the fourth estate (fourth power) in socio-economic and political life (Sobur, 2009: 30). The importance of openness for the public / community makes news about the Unpad Rector Election interesting to be investigated because news about the existence of agencies has an influence on the sustainability of people's lives. The reporting is analyzed by researchers through discourse analysis, because according to Eriyanto (2012: 7), discourse analysis sees language as an important factor namely how language is used to see

power imbalances in society. As for the news analyzed in this study, the Ombudsman Finds Two Maladministration.

METHOD

This study uses a qualitative approach which is a research procedure that produces descriptive data in the form of written words. A qualitative approach is used to obtain in-depth data, a data that contains meaning. Meaning is actual data, data that is definitely a value behind visible data. The research method is a method or model used by researchers in analyzing the research theme. Research activities in order to be directed in their implementation, and get maximum results, we need a method. The method that will be used in this research is the discourse analysis method. Through discourse analysis we not only know how the contents of the news text, but also how the message is conveyed. This method is the most important stage of a study because the researcher will conclude the results of his research from that method.

RESULT AND DISCUSSION

Mass media is a forum for the delivery of information, entertainment media, and education, also functions as social control. Mass media has a huge influence on social life. Because of its very potential role to raise and make public opinion as well as a forum for dialogue between layers of society. Basically, the effectiveness that results from this function (social control) depends on the integrity of the media itself

In addition, it also depends on the level of public confidence in the media concerned. For this reason, as a social institution that is the main information of the community, the media must pay attention to its own integrity.

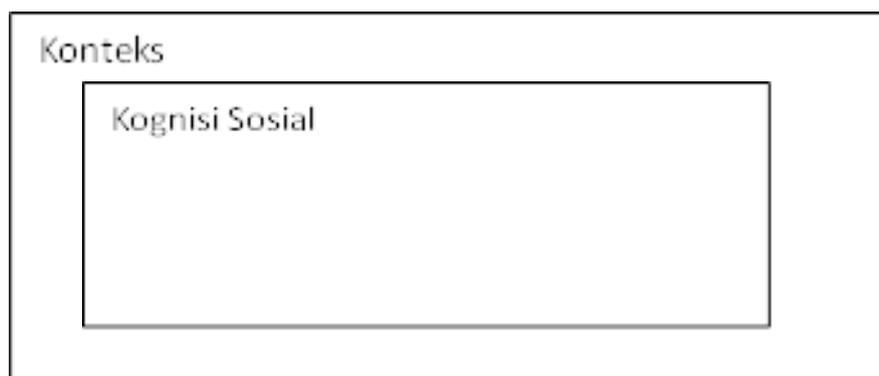
Mass media as in accordance with the role above functions as information provider, personal identity provider, means of integration and social interaction, and as a means of entertainment. Along with its development, mass media, one example of print media has now become the most effective propaganda tool. Through the news that it packs, print media plays a role in changing people's mindsets. Society is easily influenced by the direction of opinion that has been led by print media to establish a relationship between discourse and power.

In connection with the description above, the results of this study are analyzing the news on Unpad Chancellor Election: Ombudsman Discovered Two Maladministration published in the daily newspaper Pikiran Rakyat on October 26, 2018 based on Teun A. Van Dijk's theory. This study uses qualitative research methods and analysis with Teun A. Van Dijk's critical discourse

analysis model based on several elements of discourse structure: Macro Structure, Super Structure, and Micro Structure

Teun A. Van Dijk's discourse model is the most commonly used discourse analysis model. In the dimensions of the text under study is how the structure of the text and discourse strategies are used to emphasize a particular theme. Various complex problems are described by Teun A. Van Dijk. Teun A. Van Dijk's discourse analysis model can be described as follows:

Figure 1: Van Dijk's discourse analysis model



The essence of Van Dijk's analysis above is to combine the three dimensions of the discourse into one analysis unit. In the text dimension, what is examined is how the structure of the text and discourse strategies are used to emphasize a particular theme. At the level of social cognition, the learning process of news text production involves individual cognition from journalists. At this level it is used to explain how a text is produced by an individual or group of text makers. How to see or see a social reality that gave birth to certain texts. While the third aspect, the context of studying the discourse building that develops in society will be a problem. Van Dijk's social analysis looks at how the text is further linked to the social structure and knowledge that develops in society over discourse.

This research uses textual analysis which focuses only on the text. In the dimensions of the text, what is examined is the structure of the text. Van Dijk used and took linguistic analysis of vocabulary, sentences, propositions and paragraphs to explain and interpret a text. Eriyanto explained that Van Dijk's analysis here connects textual analysis which focuses exclusively on the text towards a more comprehensive analysis of how the news text is produced both in relations with individuals and society. Text level Van Dijk sees the text as consisting of several structures, each of which is interrelated. He divided it into three levels. First, the macro structure. This is the global meaning of a text that can be observed by looking at the topics or

themes put forward in a news. Second, superstructure, this is the structure of discourse that is related to the framework of a text. Third, micro structure is the meaning of discourse that can be observed from a small part of a text that is sentence, proposition, clause, paraphrase and picture.

SKH Discourse Analysis of the Mind of the People "Ombudsman Finds Two Maladministration"

In this description, the writer will elaborate on the findings of the data and analysis of the Daily Mind Daily Newspaper on the Unpad Chancellor Election for the 2019-2024 Period. The author uses a qualitative approach to the discourse analysis of the Teun A Van Dijk model. Analysis of the Daily Mind Daily Newspaper on October 26, 2018 as follows:

1. Thematic

The theme belongs to the first level of text analysis namely the macro structure. The theme is the core idea, summary, or the main of a text. This theme or sometimes called topic illustrates what the news wants to convey in the news it makes. The theme contained in the "Ombudsman Finds Two Malaadministration" namely the Indonesian Ombudsman recommends Unpad MWA to evaluate the Rector candidates not reporting to the Public. The theme raised by the author of this report is based on the allegation of the discovery of two maladministration in the selection process for Unpad rector for the 2019-2024 period. In the first administration, MWA Unpad did not respond and received a report from the public about an alleged case of domestic violence (KDART) by one of the candidates. Secondly, the Dean of the Faculty of Political Science Unpad was proven to have devised procedures in the implementation of employee data collection on behalf of Obsatar Sinaga who was also one of the candidates for chancellor. Then the Ombudsman examines several reports of alleged plagiarism (by one of the candidates) although not necessarily true, but there is such a tendency. Through this theme, the author would like to convey to the reader the efforts of the Ombudsman to request MWA Unpad to evaluate candidates and report to the public.

2. Schematic

The second level in van Dijk's discourse analysis is super structure. This schematic is part of the super structure level. Discourse texts generally have a scheme or plot from the introduction as well as the end. The flow shows how the parts in the text are arranged and ordered to make

a unified meaning.² The flow of this scheme has various forms. But in general the news is divided into two major schemes namely, a summary consisting of titles and leads, and the second is a story that is the overall news content.

The news scheme in the coverage of the daily *Pikiran Rakyat* daily newspaper begins with the headline "Ombudsman Finds Two Malaadministrasi". Then proceed with a paragraph called the author "Enthusiasts Readers": *Upaya Ombudsman RI merekomendasikan Majelis Wali Amanat (MWA) Universitas Padjadjaran untuk mengevaluasi para kandidat rector lalu melaporkannya ke publik.*

3. Background

The setting belongs to the level of analysis of microstructure, which is semantics. The background is the part of the news that can influence the semantics (meaning) that you want to display. The setting is usually written as the background of a news or event. The written setting determines which direction the audience's views are carried by the journalist.

The background in the reporting "Ombudsman Finds Two Malala Administration" appears in the middle paragraph / content which tells the background of Padjadjaran University, i.e. "Unpad Chancellor Tri Hanggono Ahmad stated that he immediately followed up on the recommendations of the Ombudsman, especially related to the election of the Chancellor, he claimed to fully support whatever policies the MWA would take.

"As an incumbent, I follow only institutions that have authority. I encourage MWA to run as well as possible in accordance with its function. In this case, the chancellor only supports it. Beyond that, if there has to be a re-selection, let's see.

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4. Detail

Details are also included in the semantics. This detail is an element of discourse related to the control of information displayed by someone. The detailed element is a strategy of how the journalist expresses his attitude in an implicit way.

The detail that the writer intends to convey in reporting "The Call for Boycott of Israel from New York" is when the author describes how the impact resulting from the Israeli boycott action

5. Intent

Intent element, almost the same as detail element. The difference is, if the detailed information that benefits the communicator will be described in long detail, then in the element of intent the information that benefits the communicator will be described explicitly and clearly. Conversely, harmful information will be disguised, implicitly, and hidden. The element of intent contained in the writing of this message is in the text "*Malaadministrasi yang terjadi adalah pertama, MWA Unpad tidak merespons dan menanggapi laporan dari masyarakat tentang dugaan kasus kekerasan dalam rumah tangga (KDART) yang dilakukan salah satu Kandidat. Kedua, Dekan Fakultas Ilmu Politik Unpad terbukti melakukan penyimpangan prosedur dalam pelaksanaan pendataan ulang pegawai atas nama Obsatar Sinaga yang juga menjadi salah satu calon rektor.*"

In the text, the journalist clearly illustrates that the Ombudsman found two Maladministrations in the election of Unpad Rector.

6. Pre Assumption

Other elements of discourse, presuppositions are statements used to support the meaning of a text. Almost similar to the background that seeks to support opinions by giving background. If presupposition is an effort to support the opinion by providing a premise that is believed to be true.⁶

The presupposition section contained in the news text is the news section which explains that we are still checking a number of reports regarding alleged plagiarism (by one of the candidates)". Not necessarily true, but there is a tendency like that. So, in accordance with the call of the President and Menristekditi so that integrity gets attention. There are administrative problems which affect the integrity of the guarantee. "Said RI Ombudsman Commissioner Ahmad Suadi in Jakarta, Thursday (10/25/2018).

The presuppositions section in the text was created by the author to support statements that are considered to be reliable so that there is no question. This means that the Ombudsman asks MWA Unpad to evaluate candidates and report to the public.

“Jadi, sesuai dengan imbauan Presiden dan Menristekdikti agar integritas itu mendapatkan perhatian”.

7. Coherence

Coherence is a relationship or intertwining, or sentence in a text. Two sentences that describe different facts can be connected so that they appear coherent. Thus, even unrelated facts can be related when someone connects them. The forms of coherence contained in this main report are: The above sentence uses a conjunction that states the purpose of "order". Proposition *“Jadi, sesuai dengan imbauan Presiden dan Menristekdikti”* dan *“integritas itu mendapatkan perhatian”* are two different things. However, by using the conjunction "so" these two things appear coherent.

8. Lexicon

This lexicon is an element of how a journalist or writer chooses words for various possible words available. The choice of words is not just a coincidence, but it may contain ideological elements that show how someone's interpretation of a fact.

The choice of words in the "Unpad Rector Election" news report can be seen as follows:

- The word plagiarism in sentences: We are also still checking several reports regarding alleged plagiarism (by one of the candidates). The word plagiarism has another word, plagiarized.
- The words according to the sentence: "Unpad Chancellor must also re-record all Unpad civil servants, according to the Regulation of the Head of the Civil Service Agency Number 19 of 2015. The words according to the above actually have other words as in accordance with.
- Said complaint in sentence: He said, MWA did not respond to complaints from the community because of technical considerations. The word complaint has another word that is the matter or case being complained of.
- Word track record in sentences: MWA is requested to conduct an examination of the candidate's track record.
- The word mango in the sentence: We do not want to enter the jurisdiction, procedures, manga ... please

9. Graphics

This elepiken is a part of examining what is emphasized or highlighted (which means it is considered important) by someone who can be observed from the text. Graphics in the news discourse, usually appear through

the writing part is made differently. Use bold letters, italics, use underscores, large letters. This includes the use of caption, raster. Graphics, pictures, tables, and the use of numbers to support the importance of a message

The graphic elements that appear in the daily newspaper, *Pikiran Rakyat*, are included in the text, where the author emphasizes certain parts of the news by giving double quotation marks to the part given emphasis.

10. Metaphors

Metaphors are forms of disclosure of messages through figures of speech. This metaphor is intended as an ornament or seasoning of a news. The metaphorical elements contained in the "Unpad Rector Election" news text namely the metaphors in this text are more in the form of sentences as analyzed in the sentence section above.

CONCLUSION

After conducting an analysis conducted by researchers using the Teun A Van Dijk model on the news of Unpad Rector Election: Ombudsman Finds Two Administrative Malaadministration, the researcher can conclude that the SKH media Mind People are involved in the construction process of reporting in the SKH of the People on October 26, 2018 showing the Election of Unpad Rector and Daily Newspapers Mind the people trying to present news that is neutral. Daily Newspaper Mind of the people in reporting Unpad Chancellor Election: Ombudsman Find Two Malala Administration as news that benefits the community. Daily Newspapers Minds of the people do not look for flaws in reporting Unpad Chancellor Election: The Ombudsman Finds Two Malaadministration in an elegant way of giving an explanation in the Unpad Rector Election.

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