

Review

Teun Van A Dijk's Critical Discourse Analysis Model in the online news "Reading Megawati's Political Communication Carelessness in the Cooking Oil Polemic"

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Abstract: The controversy over the scarcity of cooking oil in Indonesia has made it difficult for all levels of society, from the lower, middle to upper classes, to obtain cooking oil. With the scarcity of cooking oil, one of the fifth presidents in Indonesia, Megawati, commented and was featured in the Kompas.com news entitled "Membaca Kecerobohan Komunikasi Politik Megawati dalam Polemik Minyak Goreng". This research will focus on Megawati's response with the aim of finding out how the discourse analysis process works. critical analysis of news and the compass's alignment with Megawati in Teun a Van Dijk's theory. This qualitative research uses Van Dijk's critical discourse analysis model which divides the analysis into 3 structures, namely macro structure, supermacro structure and micro structure. The results of the research show that through model analysis theory Teun a Van Dijk's systematic system can make it easier for researchers to find the background of the problem from macro analysis. From this analysis, Kompas tries not to offend Megawati with sentences that change the meaning, and Kompas's position in the news is neutral, in the middle between Megawati and other sources.

Keywords: Cooking Oil, Critical Discourse Analysis, Discourse, Megawati.

1. Introduction

The controversy over the scarcity of cooking oil in Indonesia makes it difficult for all levels of society, from the lower, middle to upper classes, to obtain it. Basically, the activity of frying food using cooking oil is part of the culture in Indonesia. Not only for frying, making curry also sometimes requires cooking oil. If we pay attention, many Indonesians like to eat fried foods, crackers and fried chicken. It is proven that cooking oil is one of the needs of the Indonesian people. Because cooking oil is scarce and expensive, many mothers are willing to queue for hours just to get cooking oil. This made Megawati comment on Indonesian mothers who are less creative when it comes to cooking and can only fry. This statement was obtained by researchers through the mass media Kompas.com.

According to its role, mass media functions as a provider of information, provider of personal identity, a means of integration and social interaction, as well as a means of entertainment. Along with its development, print media, which is part of the mass media, has now become the most effective propaganda tool. Through the news they package, 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.

Critical discourse analysis means that there is no mass media that is completely neutral. The media is not a free rule, it is also a subject that constructs reality, complete with



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its views, biases and parties. Media is owned by certain groups and is used to dominate non-dominant groups. The above can be understood because in every process of production, distribution and consumption of information there are other interests that must be fulfilled by the mass media. This reason makes the creator unable to be neutral or objective. In other words, mass media is actually in the midst of social reality which is full of various complex and varied interests, conflicts and facts.

Natural use of language means the use of language as in everyday communication. In information theory, language is considered as a tool that can convey objects through conversation, speech and speech. The data in discourse analysis is in the form of text, both spoken text and written text. Text here refers to the form of transcription of a series of sentences or utterances, as explained above, sentences are used in written language while speech is used to refer to sentences in spoken language.

Basically, analysis is an effort made to reveal the identity of the object of analysis. Because the object of discourse analysis never exists alone, it is always accompanied by context, the context determines the identity of the object of analysis. In this discourse analysis, our object is focused on one of the existing mass media, namely newspapers. In newspaper reports, it is not uncommon for us to find inequalities that occur. Sometimes between two newspapers, the same news will give us different impressions if we compare them. Of course, this can make readers confused and wonder which information is truly accurate. But by trying to analyze the discourse, we will find out the motive/ideology hidden behind the news text in a simple way. This deeper and more distant way of reading is called discourse analysis. And in this discussion, the author tries to analyze the discourse structure contained in the news entitled "Membaca Kecerobohan Komunikasi Politik Megawati dalam Polemik Minyak Goreng" to clarify understanding of the content of the news conveyed, with the following problem formulation: 1. What is the process of critical discourse analysis of news? 2. How does the compass favor Megawati in Van Dijk's theory?

2. LITERATURE REVIEW

2.1. *Teun Van A Dijk's theory*

The terms macro structure, superstructure, and microstructure are often used in various fields, such as linguistics, architecture, and narrative theory. They help describe different levels of organization, depending on the context. Here's an expanded explanation for each:

- a. Macro Structure (Thematic): Thematic elements are the global meaning of a discourse. A theme is a general description of the opinions or ideas expressed by a person or journalist. Theme shows the dominant, central, and main concept of the content of a news story.
- b. Superstructure (Schematic/Flow): Text or discourse generally has a scheme or flow from the introduction to the end. The plot shows how the parts in the text are arranged and sequenced so as to form a unified meaning. A news story consists of two big schemes. First, the summary is marked with the title and lead. The second is the story, namely the overall news content.
- c. Microstructure. This structure consists of:
 - Semantic Analysis: A semantic review of a news story or report will include the background, details, illustrations, meaning, and presuppositions contained in the discourse.
 - a. Setting: Setting is a discourse element that can influence (the meaning of words) what you want to convey. When a journalist conveys an opinion, he usually presents the background to his opinion. The setting chosen determines where the audience will be taken.
 - b. Detail: This element relates to the control of information displayed by a journalist. The communicator will display excessive information that benefits himself or has a good

image. On the other hand, it will throw away or display a small amount of information which can be detrimental to its image and position.

- c. Intent: This element looks at whether the text is conveyed explicitly or not. Whether the facts are presented nakedly, clearly or not.
- d. Presumption: another strategy that can give a certain image when received by the audience. This element is basically used to provide a rational basis, so that the text presented by the communicator appears correct and convincing. Presupposition exists to provide statements that are considered trustworthy and whose truth no longer needs to be questioned because of the presence of the statement.

Sentence Analysis (Syntax). The discourse strategies at the syntactic level are as follows:

Coherence: is the relationship or connection between words, propositions or sentences. Two sentences or propositions that describe different facts can be connected using coherence, so these two facts can be related.

- a. Causal coherence. We can easily see causal coherence from the use of connecting words which are used to describe and explain relationships, or separate a proposition related to how someone interprets something that they want to display to the reading public.
- b. Explanatory Coherence. Explanatory coherence is characterized by the use of clauses as explanations. If there are two propositions, the second proposition is an explanation or explanation of the first proposition.
- c. Discriminative coherence. This relates to the question of how two events or facts are to be distinguished. Two events can be made to appear as if they are contradictory and opposite (contrast). The conjunction that is usually used to differentiate these two propositions is "compared", compared, rather than.

Denial: A form of discourse practice that describes how journalists hide what they want to express implicitly. Denial shows as if the journalist agrees to something but actually does not agree with it.

Sentence form: Related to logical thinking, namely the principle of causality. If this causality logic is translated into language, it becomes a composition of subject (which explains) and predicate (which is explained). In a sentence with an active structure a person is the subject of the statement, while in a passive sentence a person is the object of the statement.

Pronouns: a tool for manipulating language by creating imaginative communities. Pronouns are elements used by communicators to indicate a person's position in discourse.

- a. Lexicon Analysis (Word Meaning)

The lexicon dimension looks at the meaning of words. The units of observation in the lexicon are the words used by journalists in compiling news or reports to the public. The words chosen are a stance on certain ideologies and attitudes. Events are interpreted and labeled with certain words according to their importance.

- b. Stylistics (Rhetorical).

- 1) Writing Style: description, exposition, argumentation, persuasion and narrative.
- 2) Graphics: use of bold letters, italics, use of underlines, and letters made in larger sizes, including captions, rasters, graphs, images, or tables to support the importance of a message.

- c. Macro Structure (Thematic): Megawati's Careless Political Communication in the Cooking Oil Polemic.

- d. Superstructure (Schematic / Flow)

Megawati's careless political communication was conveyed by the Executive Director of the KedaiKOPI Survey Institute, Kunto Adi Wibowo, and Megawati's statement was defended by the PDI-P Secretary General, Hasto Kristiyanto.

2.2. *Social Semiotics*

When communicating, humans cannot give up their ability to create signs. According to Vera (2014: 1), humans have more communication abilities than other creatures, namely the ability to create symbolic language. Signs and symbols are tools that humans use in interaction. The science that specifically studies signs is semiotics. Daniel Chandler said, "The shortest definition is that it is the study of signs (a short definition of semiotics is the science of signs)" (Vera, 2014: 2).

Pateda divides semiotics into nine types and describes social semiotics as semiotics that specifically examines sign systems created by humans in the form of symbols, both symbols in the form of words and symbols in the form of words in sentences. The term social semiotics itself was originally coined by Michael Alexander Kirkwood Halliday (MAK Halliday), a linguist from Australia (Lobodally, 2014: 82). MAK Halliday stated, that when analyzing a text, pay attention to the three main elements in the text:

a. *Medan Wacana* (field of discourse)

Refers to what is happening, what is being used as discourse by the perpetrators (mass media), and about something that is happening in the field of events. For example: the reality of rising oil prices is related to political communication.

b. *Discourse Participant* (tenor of discourse)

Referring to the people listed in the text (news), the nature of those people, their positions, and roles. For example, Figures or sources involved in online media, starting from the fifth president, Director, Secretary General, and Ministers.

c. *Means of Discourse* (mode of discourse)

It points to the role played by language: how communicators (mass media) use language styles to describe the field (situation) and participants (people being quoted), whether using refined or hyperbolic, euphemistic or vulgar language (Sudjiman, Zoest, 1992: 89).

3. **Method**

Descriptive-qualitative research with a research basis using Teun A. Van Dijk's critical discourse analysis method and Halliday's social semiotic analysis. Descriptive data is data collected in the form of words, images, and not numbers. In this way, the research report will contain data quotations to provide an overview of the report presentation. Because it relates to people's words and behavior, description is very important to obtain a clearer picture and understanding of the problem being discussed. The interpretation process is carried out, namely interpreting the data to reveal its meanings as part of the analysis.

3.1 *Data source*

The data sources used in this research are divided into two parts, namely primary data sources and secondary data sources. The primary data source is a news item entitled "Membaca Kecerobohan Komunikasi Politik Megawati dalam Polemik Minyak Goreng" (KOMPAS, Monday 21 March 2022) while for the secondary data source, the researcher tried to dig up public comments on the news.

3.2 *Data collection technique*

The data collection technique is to understand and analyze data obtained from the KOMPAS daily news regarding the increase in cooking oil prices. The texts analyzed are: primary data sources in the form of news analysis of the Cooking Oil Polemic directly through the process of reading and understanding the KOMPAS Newspaper Media.

3.3 *Data analysis technique*

Text analysis consists of several level structures, each part supporting each other. Text analysis has three levels: macrostructure, superstructure, and microstructure. Then, search for and classify sentences and their meanings according to the three elements above

4. Results

Based on Van Dijk's theory, in analyzing a discourse, it is also necessary to pay attention to stylistics (rhetorical) or language style, including writing and graphic styles.

- a. Writing Style: description, exposition, argumentation, persuasion, and title narration. In this news is the sentence "Kecerobohan Komunikasi Politik Megawati".
- b. Graphics: use of bold letters, italics, use of underlines, and letters made more significant is the title of a news story. 3) Macro Structure (Thematic): Depiction of Megawati's careless political communication in the cooking oil polemic. This picture is explained through Halliday's social semiotic analysis.

4.1 *Discourse Field*

In this section, Halliday states that researchers must be able to reveal what is happening, what is being used as discourse by the perpetrators (mass media), and what is happening in the events field. Researchers then analyzed every word and sentence Megawati used. In an article entitled "Kecerobohan Komunikasi Politik Megawati", Megawati stated "Saya sampai mengelus dada, bukan urusan masalah nggak ada atau mahal nya minyak goreng, saya sampai mikir, jadi tiap hari ibu-ibu itu apakah hanya menggoreng sampai begitu rebutannya?". Megawati's question and statement invited several insults from Indonesian citizens, for example, "ibu itu jelas ga bisa memaksakan pemikiran ibu ke org lain!!lah yg mau masak siapa yg ngatur siapa!yg begini yg katanya pro wong cilik?". This comment was directed at Megawati, who did not seem to understand the condition of the person living below the poverty line. This comment agrees with Kunto that Mega's communication style shows a large discrepancy or gap between the political elite and the grassroots.

4.2 *Discourse Participant*

The second stage offered by Halliday in social semiotics is discourse involvement. Halliday said that this stage emphasizes the people included in the text (news), the nature of those people, their positions, and roles. For example Figures or sources involved in online media, from the 5th president, Director, Secretary General, to Ministers.

The news regarding Megawati's communication generally refers to Megawati's opinion regarding her comments on mothers who were willing to queue for cooking oil. Apart from that, several figures also commented on Megawati's opinion. First, the opinion of the Executive Director of the KedaiKOPI Survey Institute, Kunto Adi Wibowo, who stated "Komunikasi politik Bu Mega ini agak ceroboh karena pertama kondisi masyarakat sedang susah" Second, the opinion of the Secretary General of PDI-P, Hasto Kristiyanto, who defended Megawati with the sentence "Ketika minyak goreng harganya tinggi, Ibu Megawati memberi opsi dan solusi ke rakyat, meminta Ibu-ibu untuk kreatif. Ibu Megawati begitu memahami persoalan dapur rakyat sehingga memberikan solusi praktis". Apart from that, the Minister of Trade, Muhammad Lutfi, believes that the scarcity and expensiveness of cooking oil is caused by the mafia involved. He said "Ada orang-orang yang tidak sepatutnya mendapatkan hasil dari minyak goreng ini. Misalnya minyak goreng yang seharusnya jadi konsumsi masyarakat masuk ke industri atau diselundupkan ke luar negeri" to Kompas and the public. The Minister of Trade did not comment anything on Megawati's opinion because the Minister of Trade only focused on the problem of the scarcity and expensiveness of cooking oil.

4.3 Discourse Tools

It points to the role played by language: how communicators (mass media) use language styles to describe the field (situation) and participants (people being quoted), whether using refined or hyperbolic, euphemistic or vulgar language (Sudjiman, Zoest, 1992: 89). In this discourse, journalists also mentioned Megawati's opinion regarding her late husband. This sentence can be seen in the quote below:

“seandainya almarhum suami menyuruhnya untuk ikut mengantre atau berebut membeli minyak goreng, sudah pasti dia tidak mau. Ketimbang menggoreng, Mega bilang lebih memilih memasak di rumah dengan cara lainnya. Selain enggan menghabiskan waktu, kata Mega, terlalu banyak mengonsumsi makanan yang digoreng juga tak baik untuk kesehatan tubuh”

It is true that fried food is not always good for the body's health, but in this case, Megawati does not pay attention to the MSME sector as commented by Joko Suryanto “masih ada yg membela, apa peran mega yg ketum parpol wong cilik yg saat ini sdng berkuasa menguasai parlemen thp mahalnnya minyak goreng,ibu2 ga usah di ajarin kl cuman masalah goreng ke kukus atau rebus,minyak goreng mahal dampaknya ke banyak sektor UMKM”

Kunto assessed that Mega's communication style shows that there is a large discrepancy or gap between the political elite and the grassroots. In this sentence the journalist describes the people as the grass roots. According to the Big Indonesian Dictionary (KBBI), the meaning of grassroots is something that is weak, that is easily swayed. Another meaning of grassroots is the lowest level in society and so on. Journalists hyperbolically use the word grassroots to describe Indonesian society.

4.4 Superstructure (Schematic / Flow):

- Megawati's careless political communications were conveyed by the Executive Director of the KedaiKOPI Survey Institute, Kunto Adi Wibowo and Megawati's statement was defended by the Secretary General of PDI-P, Hasto Kristiyanto.

The flow of discourse in the news in question is as follows:

- Amid the scarcity and high oil price in Indonesia, Mega admitted that she was surprised to see mothers willing to queue for hours to buy oil. He also questioned mothers who fried too much.

- In fact, according to Mega, apart from frying, there are many ways to make food. Can be boiled, grilled or steamed.

However, Mega does not deny the importance of cooking oil in household matters. According to him, cooking oil is not a primary need.

The executive Director of the Kedai KOPI Survey Institute, Kunto Adi Wibowo, believes that Megawati's political communications this time tend to be careless. It is not surprising that people feel hurt by Mega's statement because people in various regions have been in difficult conditions for months due to the scarcity and high price of oil.

- Hasto also asked the public to fully grasp the substance of Megawati's statement regarding cooking oil. According to him, Megawati wants to encourage mothers to be creative in preparing food, not only fried but also steamed, boiled or grilled.

Minister of Trade (Mendag) Muhammaf Lutfi revealed that the scarcity and high price of cooking oil were caused by mafia games. Lutfi also admitted that his party was unable to control the mafia's existence and apologized.

4.5 Microstructure:

(a) Semantic Analysis

Setting: Kunto's comments stating that Megawati does not side with the small people.

Details: "Komunikasi politik Bu Mega ini agak ceroboh karena pertama kondisi masyarakat sedang susah," said Kunto to Kompas.com, Sunday (20/3/2022).

Intent: explicit

Kunto's comments were made directly in response to Megawati's communication style. Apart from that, there was a defense from the PDIP secretary general regarding the sentence uttered by Megawati. The defense agreed that Indonesian people are required to be creative when it comes to cooking (aside from frying).

Kompas explains every word from the source using word refinement. Like "kebodohan" becomes "kecerobohan".

Researchers consider that Kompas wants to convey two comments from very opposite figures. This is characterized by a very explicit and clear explanation of the information from the figures interviewed.

(b) b) Sentence Analysis (Syntax)

Mega said that if her late husband had told her to join in the queue or fight to buy cooking oil, she definitely wouldn't have wanted to. Mega said she prefers cooking at home using other methods instead of frying. Apart from being reluctant to spend time, said Mega, consuming too much-fried food is also not good for your health. "Saya emoh (tidak mau). Aku lebih baik masak di rumah, direbus kek, dikukus kek" she said.

(c) Differentiating coherence:

Mega said she prefers cooking at home using other methods instead of frying. Apart from being reluctant to spend time, said Mega, consuming too much-fried food is also not good for your health. In this sentence, the compass emphasizes that the main perpetrator avoids fried food and prefers other cooking methods. There is a visible gap between elites like Megawati, who have the creativity to cook anything, compared to small people and small-scale people who, perhaps at home, can only cook by frying.

(d) Lexicon Analysis (Word Meaning)

Kunto assessed Mega's communication style, which shows that there is a large discrepancy or gap between the political elite and the grassroots. In this sentence the journalist describes the people as the grass roots. According to the Big Indonesian Dictionary (KBBI), the meaning of grassroots is something that is weak, that is easily swayed. Another meaning of grassroots is the lowest level in society and so on. Journalists hyperbolically use the word grassroots to describe Indonesian society.

6. DISCUSSION

The phonics method implemented by this course institution is by the theory (Bald, 2007) which states that phonics consists of systematically teaching sounds learned through the alphabet and teaching children to combine and mix the alphabet to read or write words. The process that occurred in this research is also in accordance with the application proposed by (Johnston and Watson, 2014) in phase 2, namely sounding and blending, segmenting for spelling, and letter formation. The teachers in this study thought that applying the phonics method really helped children develop their vocabulary and writing skills. As someone who learns English by rote and has not studied phonics from an early age, the teacher feels that this method is more capable for children than memorizing vocabulary in English.

At the stage of articulating and combining letters (sounding and blending), the teacher uses learning media in the form of PowerPoint. According to Erdi (2022), fostering children's enthusiasm and motivation in learning activities requires effective learning media, one of which is PowerPoint. In contrast to research conducted by (Westhisi, 2019), the institution where the research was conducted did not use electronic technology to avoid gadgets because they were worried that it could interfere with children's sense of sight. The findings at this stage were that students did not feel any difficulty because the teacher always gave examples of articulating the letters.

The second stage is spelling (segmenting for spelling). At this stage, the teacher uses flashcards so that students can see pictures and related vocabulary. The function of flashcards in applying the phonics method is practical for acquiring new vocabulary (Delya &

Wulan, 2021). The third stage is letter formation and reviewing the sound. The findings at this stage, the teacher asked students to form letters using flashcards, whiteboards and markers. At the time of implementation, students still had difficulty distinguishing symbols and sounds.

In each session, the children were very enthusiastic about games and stimulation. This was confirmed by the teachers in this research and is in line with research conducted by (Saragih & Widayat, 2020) that increasing reading ability is also influenced by increasing children's motivation for the reading activity itself. Researchers found several differences between the application of the phonics method and the media used in other research during implementation. In research conducted by (Norfienti, 2019), there are 3 aspects of development in its application, namely; The first aspect is that children are able to differentiate words that have the same initial syllable (for example: foot-Kali, and the same final syllable. The second aspect is that children are able to connect and name simple writing with symbols that represent it, and the third aspect is the child's ability to read pictures. which has words or sentences. Then, research (Westhisi, 2019) explains the stages of the phonics method that he observed in the form of 5 stages of the pattern CV, CVC, CVCC, CCVC, and CCCVC. When compared with this research, the results of observations show that the stages that occur, namely, it is only limited to the development of consonant-vowel-consonant (CVC) sounds and is related to research from (Dewi, 2023) who also implemented the phonics method in the CVC stage.

The application of the phonics method carried out at this course institution is also in line with the application of the jolly phonics method carried out by (Anggraeni et al., 2019) whose stages include (1) learning the letter sound, (2) learning the letter formation, (3) blending, (4) identifying the sound in words. The advantage of the phonics method in this research and previous research is that the application of the phonics method can be taught with a language structure that is adapted to linguistic rules and children's language development so that children understand, not just read (Mutiarra, 2020). Apart from learning to read at the beginning, the phonics method also has advantages such as reducing the level of speech delays in children aged four to five years (Putri et al., 2021). The application of the phonics method in early childhood is included in the critical period where children are sensitive to the differences in letters and symbols shown. This is in line with research (Ardi Putra, 2020) that during this period language development was very good.

In its application, there are 4 important aspects, namely recognition, intellectual, psychomotor skills and behavior (Westhisi, 2019). First, the recognition aspect includes continuous memorization and repetition. This continuity has the potential to spark initial interest in learning to read English in young children who are not native English speakers. Children who are not used to speaking English easily forget the understanding of phonics learned in class, so they have to get used to memorizing and repeating lessons with good coordination with their parents. Second, the intellectual aspect is learning concepts, using rules, and solving problems. The learning concept in question is that children can understand the knowledge concepts given.

By applying this phonics method, children can understand the sounds of letters and recognize the symbols of the letters being studied. The three psychomotor abilities contained in the application of the phonics method. When the teacher asks students to paste pictures on the blackboard, the teacher subconsciously trains the children's motor skills so that they are active in moving. Apart from that, motor activities carried out at the beginning of learning also attract students' attention because they sing and make gestures in the form of TPR (total physical response). Adopting TPR to teach children, such as the performing TPR songs as a warm-up at the beginning of class, can be found that TPR can effectively provide a positive learning environment for young learners (Xie, 2021). The implementation of the method in this class is in accordance with the characteristics of early

childhood, where children learn in a fun and context-appropriate way by singing and moving their bodies.

Fourth, the teacher's behavior in using language that students easily understand. The language used is short instructions so that students who hear them can immediately follow the instructions. Students who went through the phonics method stages in this research can be said to be successful. However, some students still struggle in reading CVC because, at the beginning, they were not yet competent in recognizing the English alphabet and initial letters.

5. Conclusions

The phonics method used at the course institution in this research begins with reading letters on PowerPoint, followed by sounding out each letter and beginning letter, spelling, and reading words. The words used are words known to students. Apart from that, in the learning process, student involvement in learning is quite good in answering or responding to teacher questions, listening to teacher explanations, and following teacher instructions. Students are also motivated to learn the sounds of the word families being studied. The obstacle teachers face is the diversity of students' abilities in learning using the phonics method. Obstacles faced by students are difficulty identifying beginning letters, spelling errors, and limited vocabulary for new words they hear.

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