CRITICAL DISCOURSE ANALYSIS IN DISCOURSE NEWS SHAMSUBAHRIN STATEMENT ABOUT GOJEK IN *JAKARTA POST AND MALAYSIA KINI* IN NORMAN FAIRCLOUGH' PERSPECTIVE

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Abstract

This study wants to analyze about CDA analysis (Critical Discourse Analysis) in two articles that are in Jakarta Post and Malaysia Kini which is about Shamsubahrin statement about GOJEK. That statement was publishing by online media news which is as platform for publishing information to society. There is an issue about Shamsubahrin as Big Blue Taxi Founder in Malaysia, he said that GOJEK only for poor and from that issue give impact for driver GOJEK in Indonesia. Then this study has aims to identify and analyze the textual in both article sthat are Jakarta Post and Malaysia Kini and theory that used is Norman Fairclough's perspective. Then this study wants to show 2 articles that discussing that statement about GOJEK for only poor by look at textual analysis. Fairclough theory, there are three steps for critical discourse analysis by Norman Fairclough, including textual, discursive practice, and social cultural practice. Therefore, this study will try to show how textual produce in that article based on fairclough theory. Another hand, the methodology is descriptive qualitative and this study use two articles that will be analyze.

Key words: CDA, Fairclough Theory, Shamsubahrin Statement, GOJEK

INTRODUCTION

News is factual information that is disseminated through media such as newspapers or online media which are of interest to the reader (Wahyudin, 2016), (Fadilah & Kuswoyo, 2021), (Purwaningsih & Gulö, 2021), (Pradana & Suprayogi, 2021), (Sohrabi et al., 2020). News is a true narrative that is a fact that has significant and recent significance and attracts the attention of newspaper readers who carry the news. In the news content, it wants to express something ideology to certain readers (Purwarianti, 2014), (Pinem, 2018), (Teknologi et al., 2021), (Novawan et al., 2020), (Pettersson, 2009). The value in a news story is to give an ideological value which contains non-neutrality (K. Sari & Pranoto, 2021), (F. M. Sari & Putri, 2019), (Nababan & Nurmaily, 2021), (Nurmalasari & Samanik, 2018), (Oktavia & Suprayogi, 2021). The non-neutrality in question is inseparable from the journalist's subjectivity in providing information to the reader (Utami et al., 2020), (Kasih, 2018), (F. M. Sari & Wahyudin, 2019), (Yudiawan et al., 2021), (Permatasari, 2019). So there is a new perspective when reading a story and readers begin to interpret their opinions through the news that has been read (Novawan et al., 2020), (Pranoto, 2021), (Amelia, 2021), (Aminatun, 2021), (Wahyudin, 2018). Therefore, besides news, it is information that has the purpose of making ideology through producing a text and positioning it by producing news (Puspaningrum et al., 2017), (Sulistiani et al., 2019), (Kusniyati, 2016), (Aldino & Sulistiani, 2020), (Hermanto et al., 2021). The text is used to see how language users carry certain ideological values (K. Sari & Pranoto, 2021), (Endang Woro Kasih, 2018), (Istiani & Puspita, 2020). All uses of language have a specific purpose that represents ideology (Abudhahir et al., 2015), (Muliyah & Aminatun, 2020), (Suryono & Subriadi, 2016), (Eva Tuckyta et al., 2021). It means that to present ideology

can use language as represents the idea (Journal & Kiranamita, 2021), (Al Falaq & Puspita, 2021), (Samanik & Lianasari, 2018).

Another hand, delivery of news is not only through print media such as newspapers, magazines or tabloids and the news is distributed regularly. However, at this time familiar with the progress of sophisticated technology. Therefore there is a change in communication to convey information, messages, ideas or thoughts. The mass media is also experiencing growth. The advancement of science and technology the media used have become diverse. With electronic media, even in today's digital era with internet media, humans can get various information from all corners of the world quickly and easily.

Nowadays, many people prefer to use the GOJEK service, which is not just a shuttle service for passengers but also many accessible services such as Go food, Go ride, Go pay etc. Based on article by Aditya (2019), GOJEK also continues to occupy the number one position in the brand impression, value, quality, satisfaction, and recommendation categories in the on-demand sector, including transportation and food delivery. Another hand, GOJEK's Gross Transaction Value (GTV) growth reached 13.5-fold in just a period of time. The nominal reached USD 9 billion or around Rp 127 trillion by the end of 2018. Therefore, many Indonesian people feel the benefits of GOJEK services. However, in the news in the Jakarta Post and Malaysia Kini which one talks about an argument made by Shamsubahrin who he is the big blue taxi founder. In his statement regarding GOJEK services only for poor countries, many GOJEK application users were furious with the statement. And in Indonesia it can be said as a country that more often uses the GOJEK service and quite a number of people use the application as a job opportunity. The phrase that was conveyed through language that satirized the Indonesian Government and stated that GOJEK was not feasible in Malaysia made many Indonesians angry.

In this research, the researcher wants to analyze and identify the two articles which analyze the textual in the news. Seeing how the two discussed the same topic, namely the statement made by the big blue taxi founder, Shamsubahrin statement about GOJEK. The author tries to analyze the position of ideology in the news with description, interpretation, and explanation. News that offends the Indonesian people to make Shamsubahrin must be responsible is to apologize to the people of Indonesia. Things that are still being discussed and have become public consumption make the authors analyze the textual side that exists in both texts.

Analyzing the existing textual in the news, the researcher understands the news discourse that is presented in a comprehensive media. Critical discourse analysis is needed to understand textual practices in a discourse. Critical discourse analysis looks at the use of spoken and written language as a form of social practice. In this study, the news discourse of Shamsubahrin statement about the subject only for poor countries reaps conflict, then to analyze the two articles analyzed by the author using a critical discourse analysis put forward by Norman Fairclough. Fairclough's *social change* approach is used to analyze discourse by paying attention to the relationship between discourse and the accompanying social change. Therefore, Fairclough's critical discourse analysis is considered as the most appropriate approach to dissect discursive practices in the construction of news about the subject for poor country produced by a media, in this case the online printing media.

LITERATURE REVIEW

In a discourse must use language to communicate with each other (Cahyaningsih & Pranoto, 2021), (Chavez, 2000), (Rido et al., 2017). Language is a medium for humans to communicate (Aminatun & Oktaviani, 2019), (Ayu & Pratiwi, 2021), (Gulö, 2014). Through language, humans can express their ideas, thoughts, and feelings (Nazara, 2019), (Chavez, 2000), (Sasalia & Sari, 2020). However, now the definition of language has evolved according to its function not only as a means of communication (Nabila et al., 2021), (Tiono & Sylvia, 2004), (Imani & Ghassemian, 2019). Right now, language has become a medium for channeling ideology or interpretation (Kuswoyo & Audina, 2020), (Woro Kasih et al., 2019), (Ngestirosa et al., 2020). Even language also contributes to the process of domination of others by other parties.

Discourse is communication that uses symbols and events in a broad social system (Suprayogi et al., 2021), (Firmansyah et al., 2018), (Ivana & Suprayogi, 2020). Through the discourse approach it gives good messages from words, writing, pictures, and others (Pranoto & Afrilita, 2019), (Nindyarini Wirawan, 2018). A discourse is produced from the people who produce the discourse and relates to events in the community and society receives the value of ideology. Acceptable values are values, ideologies, emotions, and interests. So, the analysis of discourse intended in writing or speech is an attempt to reveal the hidden intent of the author in expressing a statement. Disclosure is done by placing itself in the position of the researcher who follows the meaning structure of the author so that the form of ideological distribution and production disguised in discourse can be known. Thus, discourse can be seen from the form of power relations, especially in the formation of the subject and various acts of representation.

Another hand, Critical Discourse Analysis is an attempt to provide an explanation of a text relating to real life or social issues that want to be studied by a person or dominant group whose tendency has a certain goal to get what they want. This means that in a context, there must be an interest. Therefore, the analysis that was formed later was realized to have been influenced by the author of various factors. In addition, it must also be realized that behind the discourse there is the meaning and image desired and the interests that are being discussed or raised.

Critical Discourse Analysis (CDA) is also related to the thought of someone related socially as a conversation (Al Falaq & Puspita, 2021). The discourse referred to here is somewhat similar to the structure and form of interviews and practices of the wearer. While in the political field, the analysis of critical discourse is the practice of language usage, especially the politics of language. Because language is a central aspect of the description of an object, and through language ideology is absorbed in it, then this aspect is learned in the analysis of critical discourse.

Fairclough created a model that integrated analysis of discourse together based on linguistics, social and political understanding, and generally integrated with social change (Aminatun, 2016). Fairclough focuses discourse on language. Fairclough uses discourse to point to the use of language as a social practice, rather than individual activities or to reflect something.

There are three dimensions from Fairclough theory. First is textual, discursive practice and social cultural. Those dimensions have sub dimension, first in textual there are 3 points, they are experiential, relational, and expression. Then in discursive practice more like

focus how the text produce and consume by society, so this dimension want to see ideology of researcher or subject in producing the text. The last is social cultural which is this dimension see the impact after the text was publishing by subject in written form or spoken, then after the impact there is changing situation in the society, therefore in social cultural there are two sub points such as situational and intertextuality.

This research, the researcher use Fairclough Theory to identify textual analysis in articles. Then this research will see descriptive, interpretation, and explanation. Moreover, Fairclough theory is focusing on ideology of subject. Ideology which says that ideology is built by dominant groups with the aim of producing their dominance. One of the main strategies is to make the public aware that domination is taken for granted. The role of discourse in ideology is to regulate the problem of the actions of individuals or members of a group, ideology makes members of a group.

METHOD

This study analyzes data based on critical discourse analysis (AWK) which uses a qualitative descriptive analysis put forward by Fairclough (AWK) critical discourse analysis which views discourse as text. This is because language in mass media is a reconstruction of news researchers or journalists. Thus, the approach used in this research is a qualitative approach with the perspective of Norman Fairclough's critical discourse analysis. For this reason, through the analysis of critical discourse, the researchers tried to investigate and dissect further how the Jakarta Post and Malaysia Kini article spread the news about Shamsubahrin statement on GOJEK for only country.

Data collecting techniques method is observing articles in sentence form. The author uses two articles to analyze data about Shamsubahrin statement, namely the Jakarta Post published on 29 August and Malaysia Now on 27 August. In the Jakarta Post there are 719 words then Malaysia Kini has 230 words. First the researcher does is get the data from the internet, then the researcher will analyze the textual of the news, the researcher observes the words of grammar or the structure of the language used in the news. Then look for data about the background of the researcher or the article that produced the news. The two methods used for data collection are to obtain the results of the perspective of Fairclough's critical discourse analysis which focuses more towards practical discursive. Then, the researcher makes the name of the data with JP and MK which JP for the *Jakarta Post* and MK for *Malaysia Kini*.

Data analysis methods that used in the form of analytical methods that are tailored to the perspective of Fairclough's critical discourse analysis. In AWK Fairclough's (1995) perspective, there are three stages of analysis, namely description, interpretation, and explanation. The description stage is to describe the contents and descriptive analysis of discourse. At this stage the text is explained without being associated with other aspects, only analyzing the vocabulary, grammar, and structure of the text. Interpretation stage is by interpreting the text that is associated with the practice of the discourse being carried out. The last stage, the explanation phase which aims to find an explanation of the results of the interpretation obtained at the interpretation stage to find reasons why the news text is produced. The three stages are used to express ideology in the construction of GOJEK statement text texts only for poor countries where the news is spread by Jakarta Post and Malaysia Kini articles.

The data analyzing technique that used by researcher are reading the article by identifying, classifying, categorizing and the last evaluation. Then, the researcher read article by identifying the sentence in that articles to three dimension by Fairclough, the second is classifying textual analysis based on Fairclough' dimension, the third is categorizing the data to dimension such as textual, discursive practice and social cultural practice, the last is evaluation the data and explain that the data based on the theory. Another hand, the researcher will see two articles, how those articles producing article and looking for ideology of subject. Thus, the researcher will find out after analyzing those article, there will be has different ideology that used by the researcher in that articles.

RESULTS AND DISCUSSION

The statement of Shamsubahrin make society in Indonesia disappointed with him. He is talking about refuse GOJEK in Malaysia because he thought that application only use for poor country and he mentions some countries that used the application such as Indonesia or Jakarta, Thailand, India, and Cambodia. The duration video is 56 seconds. Another hand, the statement by Shamsubahrin Ismail in tha video, he said that if Indonesian children are good it is impossible to go abroad to look for work. Gojek does not guarantee the future of young people, damaging Indonesian children. Indonesia's poverty and salaries make little progress in not advancing young people. However, the researcher not analysis the video but the article that producing the text in form of written and publish it to news article in media online. The result of this discussion show textual, discursive practice and social cultural practice in both articles that are Jakarta Post and Malaysia Kini articles.

TEXTUAL DIMENSION

Textual dimension analysis in the perspective of Norman Fairclough's critical discourse analysis covers the description of vocabulary, grammar, and textual structure. Regarding the vocabulary aspects, there are several aspects of the vocabulary used to represent news about the Shamsubahrin statement.

Data 1 – JP
A viral video recently showed the founder of Big Blue Taxi Malaysia, Shamsubahrin Ismail, speaking up against Gojek's plan to enter the country, saying "Gojek services are only for **poor** people" such as those in Jakarta, Thailand, India and Cambodia. "These are **poor** countries, we are a rich country. Our young people are not like Indonesia. If Indonesia's young people are good they would not go overseas to find jobs. Gojek is only for **poor people** like in Jakarta," Shamsubahrin said in a speech recorded on camera just after the Malaysian government gave Gojek the green light to operate in Malaysia.

   These words that produce by Shamsubahrin that he always mentions the word poor and the poor refers to those are poor countries such as Jakarta, Thailand, India, and Cambodia. That word show that he wants to show that Malaysia is rich country so that word has negative meaning and the word directly refers to Indonesia or Jakarta that young people in Indonesia would not go overseas.

Data 2- MK

Shamsubahrin, in a video which went viral in Indonesia, described Gojek as a service "only for **poor** people like in Jakarta, Thailand, India and Cambodia.

In this data only write one the word that is poor. However, this article does not explain other poor in his statement for Indonesia. This article just tell that statement of Shamsubahrin viral in Indonesia without explaining there are words of poor that refers to Jakarta or Indonesia and make that video viral in Indonesia.

Data 3-JP

Shamsubahrin **later apologized** as Indonesian drivers grouped under the Two-Wheel Action Movement (Garda) laid out a plan for a massive street demonstration in front of the Malaysian Embassy in Jakarta involving thousands of motorcycle taxi drivers.

The first sentence show that Shamsubahrin apologize to Indonsia because Garda (Wheel action Movement) want to do demonstration in front of Malaysian Embassy in Jakarta. That sentence show that because his statement makes drivers mad, so he apologized.

Data 4- MK

The riders are **demanding** that Big Blue Taxi founder Shamsubahrin Ismail apologises to all Indonesians. CNN Indonesia quoted Igun Wicaksono, president of a national e-hailing rider's association, as saying that Shamsubahrin's remarks had demeaned their profession. "We estimate that some 10,000 e-hailing riders will come down to Jakarta to surround the Malaysian embassy.

This data show that riders ask Shamsubahrin to apologize to Indonesia. Because there will be demonstration. The word demanding as if riders ask Shamsubahrin must apologize to Indonesia. Thus there is different structure that used by researcher in that text.

Data 5 –JP

"We have filed a report to the Jakarta Police that we will conduct a press conference and [street] demonstration as a response to the apology statement issued by the Malaysian taxi boss," Igun told the Post on Thursday. The Transportation Ministry expected Garda not to carry on with the plan which could potentially prolong the misunderstanding, the ministry's land transportation director general Budi Setyadi said.

The statement that produce by Igun as representative, they want report to Jakarta Police to conduct press conference and demonstration as a response to apology by Malaysian taxi boss. That statement only shows that they will conduct that conference and demonstration as response, so riders need clarification.

Data 6- MK

Prior to announcing the protest today, **Igun said his association sent an open letter to the Malaysian embassy seeking clarification and an apology.**
He said they have given the embassy until Thursday to respond, failing which, they would proceed to seek permission from the Indonesian authorities to hold a protest.
However, contrast to the data 5 that is Igun want to conduct conference and demonstration. Then, this data show that Igun as if he sent an open letter to Malaysia embassy to seeking clarification and apology. Thus Igun has two plan that is clarification and an apology. But

the data 5 is press conference and demonstration as response to apology. Moreover, there are different vocabularies that used in both articles.

DISCURSIVE PRACTICE DIMENSION

The researcher looks at the online article news in different website and country. First is Jakarta Post that producing by online news from Indonesia country but Malaysia Kini that producing by online news from Malaysia country. Therefore, the different produce the article, there will be different idea by subject in producing the text and until consumption by society.

First in Jakarta Post, this is online news that produced by Indonesia country. The Jakarta Post also features an online edition and a weekend magazine supplement called J+. The newspaper is targeted at foreigners and educated Indonesians, although the middle-class Indonesian readership has increased. Noted for being a training ground for local and international reporters, then the language that used is English. Based on the profile of Jakarta Post, that is it wants to educated Indonesians and foreigners. Therefore, the article that produced is for society Indonesia and foreigners, it means the position of Jakarta Post refers to society in Indonesia even international.

Another hand, Malaysia Kini is online news that produced by Malaysia country. This online news is for local even international scale. Then Malaysia kini claims to practice an editorial policy that is consistently supportive of justice, human rights, democracy, freedom of speech and good governance. The position of Malaysia is not for talking public holiday but it related to Malaysia politics. Moreover, Malaysia kini claims to avoid exercising excessive editorial control on the letters section, as it attempts to foster a spirit of reasoned discussion.

That online news has different background and position which is Jakarta Post want to educated reader for Indonesia even foreigners, so content or ideology that bring by Jakarta post is for educating the readers. This data *"Today, I want to apologize to all Indonesians because I have labeled them poor. However, I also warn our country, our kingdom, that if it wants to bring Gojek into Malaysia, they are welcome, I don't have any problems. But please keep passengers safe," said Shamsubahrin as quoted by Malaysia National News Agency, Bernama Probably* the aims is for peaceful and not will be debating. However in Malaysia Kini as online news in Malaysia and this article only for the information about politic in Malaysia which are the aims is to foster a spirit for discussion or debating. Therefore, the background and position in both articles has different ideology or interpretation issue. *Last week, Shamsubahrin was quoted as saying that the success of Gojek in Indonesia was due to the country's high poverty rate.* This statement that produced in that article makes debating again between Malaysia and Indonesia and make conflict again.

SOCIAL CULTURAL PRACTICE DIMESNION

This dimension is related to the impact after the text was published to the readers. There will be interpretation by society or readers. They will an idea based on the issue that it is discussing or new issue. The researcher will see impact after the text was produce and this dimension there is situational and intertextuality. Another term is explanation in dimension.

Explanation is an analysis of the relationship between discourse practice and social context (analysis of socio-cultural practices). Explanation aims to find an explanation of the results of interpretation in the description and interpretation stages. At this level, researchers explain the relationship between trends in the text, complexity in discourse practices, and processes in social change. In addition, the researcher also explained the results of the interpretation by referring to the socio-cultural conditions consisting of three important parts, namely situational, namely the situation when a text is produced.

Situational

Due to problems between Indonesia and Malaysia which is a Big Blue Taxi founder stated that Jakarta was a poor country where many young people chose to become GOJEK drivers and also because many young people went abroad to look for work. The problem of differences in thinking between Indonesia and Malaysia has already occurred. The statement that was started by a blue taxi founder made many people add to the record of dislike between Indonesians and Malaysians. Therefore, with this problem, many people were furious and wanted to do a demonstration in front of the Malaysian embassy in Jakarta. The impact that caused the news made a dispute between the people of Indonesia and Malaysia with their respective ideologies produced through text.

CONCLUSION

Based on the result, the statement of Shmasubahrin make society fell furious. This study uses critical discourse analysis (CDA) by Fairclough and there is there dimension that used to be analyzed in this study.

The first dimension, the researcher found vocabularies and structure which is that words has interpretation by description. An example of word, in Jakarta Post there are repetition of poor word, the repetition explain that poor has negative meaning and the word poor is referring to Jakarta or Indonesia. Then from that word can be confirmed that Shamsubahrin as big blue taxi founder in Malaysia stated a statement that triggered a conflict between Indonesia and Malaysia, because he said poor not only for those who works as driver in GOJEK but he said that Jakarta has young people who work as driver and it will damage their future. However, in Malaysia online news article only put one word about poor which is GOJEK only for poor people like in Jakarta. Then from the description, the researcher sees the different structure and vocabularies in producing the text.

The second dimension, the researcher sees ideology or interpretation from the background in article. Jakarta Post has aim that is to educated society in Indonesia or local even international or foreigners. Therefore, the ideology that the producer uses is not for debating. In the content of the article, Jakarta post not only explain about statement of Shamsubahrin, but also there is an apology that delivered by him. Then there is statement by someone that is Budi and he tried to avoid conflict between Malaysia and Indonesia. Another hand, Malaysia Kini online news article focuses on debating and the article only for politic issue. Then the content makes debating argument even built conflict to both countries.

The third dimension is social culture which is after the text produced makes impact between both countries that are Indonesia and Malaysia. Therefore, even it makes notes of

disputes between both countries and makes Indonesia society more hatred to Malaysia. Then condition between both countries not harmonies.

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