

THE DISCOURSE ANALYSIS HEADLINE NEWS CNBC OF INDONESIA

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Abstract

With the use of Fairclough theory to see the text by three-dimension: text, discourse, and social practice dimension, to find what problems and solutions dealing with the headline news in media online "CNBC Indonesia". Under the favor of technology, make every people become addicted to it and sometimes influence their surrounding and thinking. Most people speak, act, and believe just by what they are seeing on their Smartphone. Besides, right now people are being managed by the news that is accepted on their mobile phone. But due to the convenience in this era, the appearance of the individual that not be responsible for what they are written as they called as News in publication web and it becomes provocative for several people just by the headline of the news. The result of this research is showing that the media online use figurative language to attract the reader attention, in arranging the headline, the news writer used tendentious, suggestive, and provocative vocabulary.

Keywords: discourse, headline, media online

INTRODUCTION

Human life is altered by the development of technology that cannot be stopped (F. M. Sari, 2018), communication and society (Aminatun & Oktaviani, 2019b). Digital media are used in most activities, including e-commerce (F. M. Sari, 2020), online education (Sinaga & Pustika, 2021), and social media communication (Qodriani & Wijana, 2020b). Despite some disadvantages, people must confront this development due to its magnitude (Mandasari & Oktaviani, 2018). As a result, everyone needs to be familiar with digital media and proficient in digital literacy (Suprayogi, 2021). As a result, no space or time constraints prevent anyone from participating in any activity (Sasalia & Sari, 2020). According to the (Lestari & Wahyudin, 2020) there were 132 million internet users in Indonesia in 2017, marking the beginning of the industrial revolution 4.0, also known as internet proliferation. The dissemination of news was also influenced by widespread use of digital media (Qodriani & Wijana, 2020a). In contrast to the past, when people wanted to read it, they needed to physically possess it, but now they can easily obtain it by searching online (Aminatun & Oktaviani, 2019a). With 60 million people who own gadgets, Indonesia ranks fifth in the world for gadget ownership (Mulyah et al., 2020). Emarketer has determined through research on digital marketing that there will be more

than 100 million active smartphone users in Indonesia in 2018 (Wahyudin & Sari, 2018). With such a large number, Indonesia will surpass China, India, and the United States as the world's fourth largest smartphone user. Ironically, Indonesia ranked second lowest in terms of global literacy, indicating a lack of interest in reading (Puspita & Pranoto, 2021).

According to UNESCO data, the reading interest of the Indonesian people is very concerning, only 0.001%. This means that out of 1,000 Indonesians, only 1 person is an avid reader. But Wearesocial data per January 2017 reveals that Indonesians can stare at gadget screens for about 9 hours a day, which in this case shows an imbalance between users and reading interest, so it is likely that Indonesians are easily consumed by hoax news only through the title and they easily believe and assume their own mindset and actions only through the headlines they get and read through the smartphone they have.

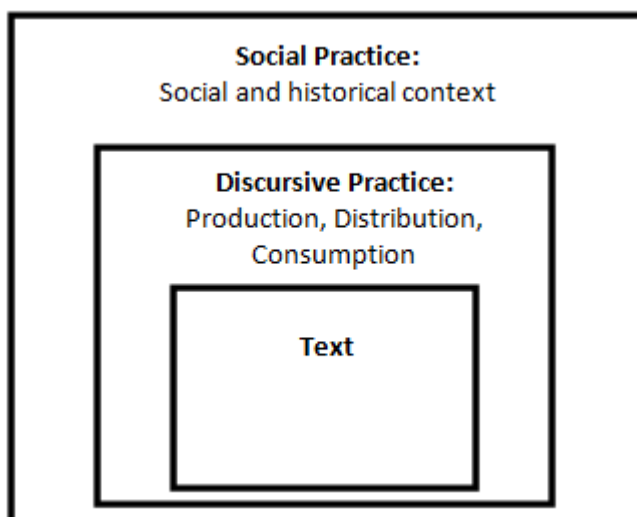
As a result of the convenience afforded by the internet and digital media, e-news such as CNBC Indonesia, and others have emerged on websites that are simple to access from smartphones (Puspita & Amelia, 2020). The news itself has unquestionably been significantly affected by the proliferation of e-news via digital media (Kardiansyah & Salam, 2020). News travels incredibly quickly thanks to the rapid dissemination of electronic news (F. M. Sari & Wahyudin, 2019a), and readers naturally have the ability to comment immediately on the electronic news they read (Suprayogi & Novanti, 2021). Naturally, some readers take it literally in this instance without really thinking about it (Handayani & Aminatun, 2020). Because a newspaper is a commercial venture, it is certain to have big stories and a lot of attention to catch the readers' attention (Nurmala Sari & Aminatun, 2021). As a result, the author uses a headline that is different and interesting. Just as a headline's primary purpose is to provide the reader with a summary of the headline; To understand the point, the reader does not need to read the entire story. Second, it provides an initial indication of the content and style of a newspaper's news value by appealing to the various font sizes and vocabulary used. On the other hand, people's ways of thinking and reacting have been controlled by people who kept their own interests out of the headlines and created people's reactions with specific intentions or plans to benefit particular parties. The results of a study that was carried out in Indonesia indicated that as many as 44.19 percent of those who participated in the study were unsure of their ability to determine the significance of a headline written by a journalist in some news (Kardiansyah,

2021). As a result, it was concluded that several parties have misused the ease of using free and accessible social media as a tool to spread fake news, given the gravity and seriousness of the incident in Indonesia (Gulö & Nainggolan, 2021).

Furthermore, in this study, the researcher focused on analyzing the appearing headline news of COVID-19 Vaccination on the CNBC Indonesia website using the discourse analysis. It uses Fairclough's theory in the analysis, which tries to see text in three dimensions: text, discourse, and social practice dimension and how the headline news actually means and interprets it through Fairclough's theory.

LITERATURE REVIEW

Fairclough stated that he tries to construct a discourse analysis model that contributes to social and cultural analysis on the basis of this theory so that it can be combined with the wider context of society and the traditions of textual analysis, which always view language as a closed space. As a result, Fairclough's model is frequently referred to as a model for social change. Fairclough refers to language use as a social practice rather than an individual activity or reflection through the use of discourse. There are a number of implications when language is viewed as a social practice. First and foremost, discourse is an action in the world, specifically as a representation of the world or reality. Second, this model suggests that discourse and social structure are inextricably linked.



Fairclough defines discourse analysis into three dimensions: text, discourse practice, and socio-cultural practice, by looking at how words or sentences are combined to form an understanding of a sentence. In the media, according to Fairclough, there are three main

categories of participants, namely: journalists (including reporters, editors, newsreaders), media audiences, and public participants (including politicians, businessmen, public figures, artists, scholars, scientists, etc.). In terms of text production, news basically involves two participants: newsreaders and journalists who produce the text. The final and third dimensions of the Fairclough model are discourse as a social practice that combines the concepts of ideology, power, and hegemony to describe the functions and consequences of discourse in reproducing or transforming unequal power relations. Therefore, analysis of this dimension in newspapers in particular, in hot issues requires analysts to look outside the text and examine the relationship between journalism and social formation as a whole .

Information published on a variety of platforms (Puspita, 2021), including digital versions of traditional media and broadcast news outlets, news outlets, and social media networks, can all be found on an online news page that can be accessed with a single click on the world wide web (Mandasari & Wahyudin, 2021). Online news is more representative or at the forefront than print news in this digital age (Suprayogi & Eko, 2020). The rapid growth of the internet makes it simple for anyone to access it (Rahmania & Mandasari, 2021). While printed newspapers have seen a significant decline in readership (Suprayogi & Pranoto, 2020). According to (Aminatun et al., 2021) online news is widely recognized as the most important news source currently available. As a result, the media industry will be affected by the development of data and communication technology as a result of content digitization. The manner in which people consume digital media and digitalization affect the medium industry (Simamora & Oktaviani, 2020). Print production in Indonesia has decreased since a minimum of 2014 (F. M. Sari & Wahyudin, 2019b), this may be seen from the decline within the number of medium (daily newspapers) which has decreased since 2014 from 9,597,127 to 8,791,301 circulations in 2015 in Lombardi (2018).

In this online news analysis, researchers focused on news headlines about COVID-19 vaccinations in NBCN Indonesia. Conboy (2007) reports that news headlines have three main functions: they supply a short description of the headlines, become an indicator of media style and values, and ultimately attract readers' attention. This last aspect, in keeping with Blom and Hansen (2015), makes online headlines, and so online news articles are profitable. The author explains how journalists use different techniques to capture readers'

interests with their headlines, from narrative mechanisms to sensational or provocative words (Blom and Hansen, 2015).

One of the impacts of the event of data and communication technology for the media industry is that the digitization of content (Amelia, 2021). This digitization is changing the way content is produced and distributed within the media industry (Kardiansyah & Salam, 2021). Digitalization and digital media consumption behavior affect the sustainability of the medium industry (S. N. Sari & Aminatun, 2021). Print production in Indonesia has decreased since a minimum of 2014 (Putri & Sari, 2021). this could be seen from the decline within the number of medium (daily newspapers) which has decreased since 2014 from 9,597,127 to 8,791,301 circulations in 2015 (Persatuan Perusahaan Pers, 2016) (Qodriani & Wijana, 2021). the quantity 114 is anticipated to still decline within the following years. the identical trend is seen in weekly newspapers (Kasih, 2018), magazines, and tabloids (Septiyana & Aminatun, 2021). consistent with Van Dijk (1998), the discourse of newspaper headlines may be seen from the position of the headlines, the courage of the headlines (Sinaga & Oktaviani, 2020), the vocabulary utilized in the headlines (KUSWOYO et al., 2013), the employment of punctuation marks, the syntax of headlines, the number of appearances on the identical event and especially the strength of the presenter (Oktaviani et al., 2020).

METHOD

The method helps guide the researcher to gain information that relates to the topic. In this study, the researcher used descriptive qualitative. The data needed is that the headline news about the COVID-19 vaccine and selected by purposive sampling techniques. The info was collected by using non-participant observation with note-taking techniques. Some procedures that the author did are: first, the author collecting empirical data (online news headlines), proceed to critically analyze it, and as a result try and develop a theory. Additionally, the author also adds insight into the news of the COVID-19 vaccine through available sources such as: browsing on the web and related books. Second, the author identifies the headline by using discourse analysis.

RESULTS AND DISCUSSION

In this analysis, the writer focuses on the headline about the Covid-19 vaccination, which is taken from cncbindonesia.com. CNBC Indonesia is a web portal providing up-to-date

news, research, and in-depth analysis of the economy, business, capital market, banking, investment, tech, and Islamic economics. By joining through television stations, many internet users share news about him through their social media accounts: Facebook, Twitter, Instagram, and others. This was responded to with various comments, negative, positive, and neutral. Here the authors categorize the headlines about the Covid-19 vaccination news headlines.

5.	Ini Strategi Pemerintah Hadapi Para Anti Vaksin Covid-19	Metaphor	Explanation
6.	Pengusaha Ngarep Vaksinasi Pekerja Pabrik Diprioritaskan!	Sarcasm	Judgment & Explanation
7.	Ada Efek Samping Serius Vaksin, BPJS Kesehatan yang Bayarin	Metaphor & Sarcasm	Judgment
8.	10 Saham Ngamuk Saat Jokowi Divaksin, Grup Bakrie Jawaranya!	Sarcasm & Rethoric	Judgment & Explanation
9.	Sorry Guys, Ariel Noah & Risa Saraswati Besok Vaksin Dulu	Sarcasm	Judgment
10.	Kick Off! Vaksinasi Corona RI Mulai Hari Ini, Rupiah Happy	Metaphor	Judgment & confirmation

No	Headline	Vocabulary	Meaning
1.	Jokowi Resmi Dicucuk Vaksin Corona, IHSG Siap Ngegas Lagi	Sarcasm	Judgment
2.	Kena Prank Bandar? Vaksinasi Mulai, Saham Farmasi Malah Drop	Sarcasm	Judgment & Explanation
3.	7 Saham Farmasi Auto Reject Bawah Semua, Beneran Kena Prank?	Pleonasm	Defense
4.	Kabar Baik dari Vaksin Covid J&J, Semoga Ada Happy Weekend!	Rethoric	Confirmation

The media currently accept the pros or cons of the news content they make because sometimes the language used doesn't really describe the whole news content. From the findings obtained, sarcasm language is used for rejection with the language of disapproval about the vaccination being held. There are several groups who feel the disadvantages of implementing mandatory vaccines, for both small and large groups of people by including the word 'stock' with the owner's appendage so as to make readers believe that the arrival of vaccines will affect several aspects of the business world and also highlight the fewer people. Able to face the 'mandatory vaccine system' set by the Indonesian president. While the data that received 'confirmation, explanation, and defense' explained that the truth about the covid-19 vaccine, starting from the effectiveness of the vaccine and about

President Jokowi, who had indeed set a vaccine for Indonesian citizens. The data that gets 'Pleonasm' is where the news writer explains something clearly that clearly has or will happen. In the data found, readers who are not critical will be hooked by this statement and immediately respond with negative comments and publish it, whereas in the explanation the journalist uses a formal and complete sentence by using a noun at the beginning, not a verb.

The data shows that newspaper reports about the Covid-19 vaccination provide an overview of rejection on various parties. Judging from where cbcindonesia.com also focuses on the rise of share in the world of understanding, making them use words including *Kena Prank*, *Semoga Ada Happy Weekend!*, *Rupiah Happy* to express disagreement with the language "sarcasm". All the words and phrases are written in the title make the individual construct a bad-sounding image of vaccination, assuming that vaccines are only for the rich and that, of course, there is the business of the state and the people behind vaccine procurement.

CONCLUSION

Fairclough tries to build a model of discourse analysis that contributes to social and cultural analysis so that he combines the tradition of textual analysis - which always sees language in a closed space - with the context of the wider community. Fairclough's focus is on seeing language as a practice of power. Norman Fairclough built a model that integrates discourse analysis based on linguistics, social thought, politics, and generally integrated into social change. Therefore, the model proposed by Fairclough is often referred to as a model of social change. In this case, hoax news using provocative headlines news has been in power and has a strong power to change social thinking, and in general, this changes to social rationality in living their daily lives as a living being. In this analysis, the author found many kinds of figurative language which is used by journalists to catch the audience's attention. In choosing the title, the journalist uses an interesting and bombastic word that will attract many viewers and invite readers to comment on it. Due to the emergence of groups of pros and cons of the decision to procure the Covid-19 vaccine, therefore the author uses a title that attracts both parties. Pro and contra groups emerged about the decision, which attracted both parties. Furthermore, with this research, the writer hopes that critical news readers will read the news that can reduce the number of hoaxes and hate speeches.

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