



FAIRCLOUGH'S CRITICAL DISCOURSE ANALYSIS ON ALDI TAHER'S NEWS IN ONLINE MEDIA

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ABSTRACT

This research focuses on the news of Aldi Taher as a Bacaleg in online media. The purpose of this research is to find out how the image displayed by three online media (tempo.co, republika.co.id, and detik.com) and its relation to social reality. In this research, the method used is descriptive qualitative method. Data analysis uses critical discourse study theory proposed by Norman Fairclough. The results show that there are different variations of media images. Tempo.co tends to focus on reporting Aldi Taher's politics as a Bacaleg by finding out responses to the political world, Detik.com is more focused on the Aldi Taher phenomenon on social media but is reported neutrally, while Republika.co.id is more focused on reporting the Aldi Taher phenomenon and his unique image known on social media.

Keyword: *Critical Discourse Analysis, Online Media, Celebrity*

1. INTRODUCTION

The contemporary globalization period is seeing a significant advancement in technology. People can now more easily and rapidly obtain information from the media through information media thanks to technological advancements. This medium has an impact on the owner's political economy or ideology, which is formed in accordance with particular interests (Handayani et al. 2022, 156). Indonesians are talking a lot about Aldi Taher's announcement that she is running to be a Legislative Member (Bacaleg) in the House of Representatives (DPR) and the Regional House of Representatives (DPRD) of the Special Capital Region (DKI) in Jakarta. The rationale is that Aldi Taher is simultaneously

registered with two political parties and is running as a Bacaleg in two institutions, specifically. Aldi Taher registered with the Bulan Bintang Party (PBB) as a Bacaleg DPRD DKI Jakarta and the Indonesian Unity Party (Perindo) as a Bacaleg DPR RI. The General Election Law No. 7 of 2017 and General Election Commission Regulation No. 10 of 2023 (Fallahnda 2023) are in conflict with Aldi Taher's double registration. The Indonesian public continued to be curious about this incident until Aldi Taher was eventually invited by one of the

On Saturday, May 27, 2023, a private television network will air shows explaining his candidacies for two political parties. Aldi Taher responded to an invitation to appear on a private television station program by saying

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he didn't really have a unique motivation for competing for two governmental offices. When questioned why he had enrolled with two political parties, he answered that he was equally perplexed. Subsequently, the television footage interview became a hot topic of discussion among Indonesians on social media. Aldi Taher, however, has officially announced that he is leaving the Moon Star Party in order to run for Congress with the Perindo Party. Numerous scholars have also examined how celebrities are covered in internet publications. Researchers Handayani, Mailin, Lubis, and Hasibuan (2022) studied Rachel Vennya's news articles from Tempo.co. These researchers examined how society and the media saw the hijab, concentrating on Rachel Vennya's removal of the headscarf and her living circumstances. The responses from netizens differed, according to the findings. Regarding Rachel Vennya's decision, a mixed bag of remarks and support are shared by online users. Nonetheless, web journalists for Tempo.co continue to strive for objectivity when covering Rachel Vennya. This is evident from the way the author consistently shows how Rachel Vennya, regardless of the course of action she takes, continues to have a positive impact on society. Additionally, the author clarifies that Rachel Vennya's decision to take off her headscarf has nothing to do with the circumstances of her home.

Celebrity news in internet media was also examined by Cenderamata and Darmayanti (2019). The researchers

examined four online media outlets' coverage of Mulan Jameela's hijrah. The four media outlets cover Mulan Jameela in different ways. While Tempo.co presents news impartially and presents a positive image of Mulan Jameela, Liputan6.com focuses on reporting on Mulan Jameela's profession and economy, Tribunnews.com reports on both spiritual events and Mulan Jameela's profession. Detik.com reports on Mulan Jameela's spiritual hijrah event. Discourse studies look at the who, what, and why of communication as well as the medium, audience, situation, evolution of many forms of communication, and relationship to each partial view (Badara 2012, 30 in Handayani et al. 2023, 157). The subject of Fairclough's discourse analysis is language. The production and interpretation of texts are greatly influenced by context, which is studied in language studies. This study employs the three-dimensional Fairclough discourse study model—the microstructural, mesostructural, and macrostructural dimensions—to investigate how three online media platforms— www.nasional.tempo.co, www.hot.detik.com, and www.news.republika.co.id reporting celebrities—are perceived. It also includes text interpretation.

2. LITERATURE REVIEW

Critical Discourse Analysis

Discourse and social reality are related, according to Norman Fairclough, and

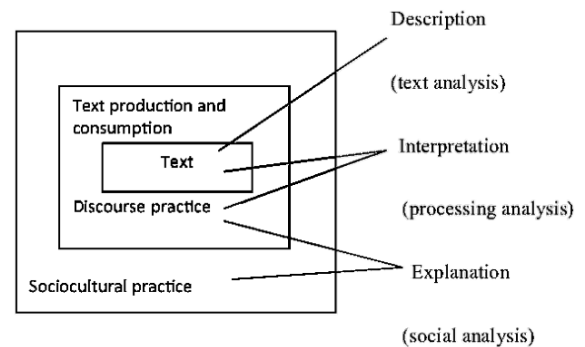
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both have an impact on one another (Fairclough 1989, 22–23). Fairclough's critical discourse studies center on political discourse and the dynamics of power and dominance (Fairclough, 1993). separates the phases of analysis into three categories: social practice, discourse practice (which includes producing and interpreting texts), and textual content (spoken or written) (Fairclough 1993).

(1) Written word. Form and meaning analysis is the study of texts. Fairclough highlights the interdependence of texts. Texts propagate particular ideologies. The presentation of reality in a text that might convey a particular ideology is what linguists are interested in seeing. This text comprises representation, relations, and identity since the author establishes a relationship with the reader and specifies how the identity is to be displayed (Handayani et al. 2022).

(2) One dimension that is connected to the creation and consumption of texts is discourse practice. The author or creator of the text is referred to as the process of text production, and it is influenced by their background, education, habits, social environment, and other factors that are relevant to them (Handayani et al. 2022).

(3) Socio-cultural practice is a dimension that is related to events and other contexts that are external to the text and that have an impact on the text's presence because of culture, politics, or society (Handayani et al. 2022).



Source: Fairclough (1995)

3. METHODS

The purpose of this study is to determine the outcomes of the discourse analysis of news reports regarding Aldi Taher's candidacy for the DKI DPRD in 2024. In order to comprehend the symbolic message of a discourse, the research methodology used in this analysis is qualitative. This study uses a descriptive methodology in which the collected data is presented truthfully, methodically, accurately, and in relation to phenomena. This study employs the discourse study theory of Norman Fairclough in its analysis. The discourse notion known as Fairclough's theory aims to integrate linguistics, sociology, and interpretive traditions. In his theory, Fairclough presents the text dimension (microstructure), discourse practice

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(mesostructure), and sociocultural practice (macrostructure) as the three aspects of discourse analysis as a discourse model. Language analysis of the microstructural or text dimension examines vocabulary, semantics, and syntax. Macrostructural or sociocultural practice relates to the context outside the text, whereas mesostructural or discourse practice is associated with the process of producing and consuming texts (Eriyanto 2003, 288 in Handayani et al. 2022, 161). These three dimensions are then subjected to three distinct stages of analysis: description, which examines the text's coherence, diction, and other aspects; interpretation, which considers the text's creation, distribution, and consumption; and explanation, which examines sociocultural practices, including those at the situational, institutional, and social levels (Fairclough 1995, 58 in Handayani et al. 2022, 161-162). Three steps of note-taking approaches were used to acquire the data for this study: data collecting, data classification, and data analysis (Sudaryanto 2015).

The data acquisition stage in this research was carried out in the following ways:

1. Researchers searched and marked the news about Aldi Taher who ran for the 2024 DKI DPRD Candidate.
2. Recording news findings about Aldi Taher who ran for the 2024 DKI DPRD Candidates; and
3. Analyzed the text based on a linguistic point of view, namely interpretation,

interpretation of the text, and explained how the media behaved through the reporting of Aldi Taher.

4. RESULT AND DISCUSSION

There are variations in the way news on Aldi Taher, a candidate for legislative office, is presented across three internet media outlets (national.tempo.co, hot.detik.com, and news.republika.co.id). These outlets highlight both the positive and bad aspects of Taher's candidacy. The headline of Aldi Taher's news coverage in online media and the critical discourse study format framework for her 2024 parliamentary candidacy is as follows.

Tabel 1

**Aldi Taher Becomes Legislative Candidate
2024 News Headline Data**

Media	Text
www.tempo.co	<i>Begini Respons KPU soal Polemik Pencalonan Aldi Taher Jadi Bacaleg dari 2 Partai</i>
www.detik.com	<i>Koar-koar Aldi Taher Jadi Bacaleg Modal Bismillah dan Al-Quran</i>
3 www.republika.co.id	<i>Aldi Taher: Modal Gue Nyaleg Hanya Cium Kaki Ibu</i>

In delivering news about Aldi Taher who ran for candidacy, Fairclough's critical discourse study method was used.

Microstructural Analysis

Based on the various linguistic tools used by the media in the Aldi Taher news, there are two tools that mark the

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representation of a person's theme, namely through (1) vocabulary; diction (choice of formal and non-formal vocabulary), euphemistic expressions and (2) grammar; grammar; syntactic function and form of reporting.

Data (1) has a news title "*Begini Respons KPU soal Polemik Pencalonan Aldi Taher Jadi Bacaleg dari 2 Partai*" or "This is KPU's Response to the Polemics over Aldi Taher's Nomination as Legislative Candidate from 2 Parties". In this headline, through the word 'polemic', it appears that Aldi Taher's candidacy as a candidate from two parties has become a hot topic among the public. This means that Aldi Taher's decision to run as a legislative candidate through two parties is an uncommon and unusual phenomenon.

Data (2) with the news title "*Koar-koar Aldi Taher Jadi Bacaleg Modal Bismillah dan Al-Quran*" or "Aldi Taher Runs as Legislative Candidate only with Saying Bismillah and Al-Quran as the Preparation" and data (3) with the title "*Aldi Taher: Modal Gue Nyaleg Hanya Cium Kaki Ibu*" or "Aldi Taher: I Run as a Legislative Candidate with Only Kissing My Mother's Foot as the Preparation", have similarities in the topic of news discussion. Both of them discuss Aldi Taher's preparation as a legislative candidate, which looks very different from the preparation of people who decide to enter politics in general.

These three news articles show how journalists identify Aldi Taher as a subject or actor and show a response that tends to be

neutral towards Aldi Taher's decision to enter politics as a legislative candidate.

Mesostructural Analysis

In conducting mesostructural analysis, text interpretation is carried out on discourse processing such as the process of dissemination and use of discourse, media profiles, editor procedures, and the way media workers produce texts.

Tempo.co Online Media

Tempo.co is a news website in Indonesia that covers a variety of news topics such as national news, law, business, football, celeb, travel, and politics. Tempo.co is divided into several news sections, namely metro.tempo.co, fokus.tempo.co, dunia.tempo.co, bisnis.tempo.co, and nasional.tempo.co, and is an update of Tempo magazine which was first released on March 6, 1971. In this research object, researchers quoted from the nasional.tempo.co page, a news page from tempo.co that focuses on news with topics of crime, education, politics, law, government, and events that occur in Indonesia. The presentation of news on the tempo.co page tends to be detailed but concise and efficient. This can be seen from the number of words used in the news on the tempo.co page, which rarely touches the 1000 mark. The choice of words on the tempo.co page also looks neutral and does not offend or favor any angle.

Vol 6, No 1 (2024): ESTEEM**Detik.com Online Media**

Detik.com is an online news site in Indonesia that was released on May 30, 1998 and became fully operational on July 9, 1998. Detik.com covers a variety of topics including law, unique news, special coverage in Indonesia and internationally, crime, accidents, events, and politics. The detik.com news site is divided into several page sections according to the topic of discussion, namely detikNews, detikFinance, detikHot, detikInet, detikSport, detikOto, detikTravel, detikFood, and detikHealth. In this research object, researchers quoted from the hot.detik.com page, which is a section of detik.com that focuses on news from the entertainment world. The presentation of news on the detik.com page tends to be brief and only focuses on discussing the news. This can be seen from the number of words used not more than 300 words.

Republika.co.id Online Media

Republika.co.id is a news portal as an extension of the Republika daily newspaper which was released on January 4, 1993. Republika.co.id was released on August 17, 1995. The republika.co.id page is divided into several sections of news topics, namely ameera, sharia, islam digest, and khazanah which focus on news related to Islam, news, sports, international, techno, and economics. In this research object, researchers quoted from the news.republika.co.id page, where the focus of the topic discussion in the news section is

politics, law, education, general, regional, and so on.

Macrostructural Analysis

Macrostructural analysis is the third pillar of Fairclough's critical discourse analysis. This theory rests on the belief that the way a discourse is portrayed in the media is influenced by the social environment that occurs outside of the media. Social, institutional, and situational levels of sociocultural practices influence media discourse and institutions. Macro issues including the political, economic, and cultural systems of a society are dealt with at the social level. The institutional level is related to influences from within or without the institution. The production and context of the circumstance are related to the situational level. about a social level, it can be said that the news reported about the celebrity Aldi Taher, who is currently a popular topic among the public, by the three online media outlets (tempo.co, detik.com, and republika.co.id), is closely related to the media's very existence. Lighthearted and enjoyable phenomenon are typically preferred by Indonesians, particularly those who use the internet. Aldi Taher had already livened up social media with his engaging and distinctive acts and demeanor. Similarly, when Aldi Taher chose to enter politics and run as a legislative candidate, the news of him being a celebrity with a "funny" reputation among the Indonesian populace was discussed until it was reported in a variety of media, including newspapers and

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television shows. The viewpoints and intentions presented by the media (tempo.co, detik.com, and republiko.co.id) influence this coverage. Nevertheless, neither the situational level nor the institutional level were mentioned in the press reports about Aldi Taher's candidacy for lawmaker. Since no institutional parties are involved in this story, neither the situational level nor the institutional level are found.

5. CONCLUSION

The researcher draws the conclusion that critical discourse analysis stresses discourse as a form of interaction and that using written and spoken language can be viewed as a social practice with connections to real-world events and social structures. This conclusion is based on the analysis conducted for this study. Since ideological practices are inextricably linked to the media's function, different media outlets portray news in different ways in an effort to draw in readers. With the use of various titles and discourses, the three media (tempo.co, detik.com, and republiko.co.id) explain various sorts of realities that emerge.

The primary subject of this news is Aldi Taher. More about the political response is covered by this news portal on Tempo.co, namely the KPU's coverage of Aldi Taher's two-party run as a Bacaleg. Though it covers it objectively, Detik.com concentrates more on the phenomena of Aldi Taher becoming a social media sensation and becoming a celebrity. Reporting on Aldi Taher's

phenomena and his distinct online persona is the primary emphasis of Republiko.co.id.

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