The Representation of Media Power in Editorial Languages on Pikiran Rakyat Daily Newspaper

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Article Info

Abstract

The title of the Plan becomes a media that describes editorial powers in expressing their opinions. This study aims to analyze the representation of power as reflected in the editorial on terrorism-themed articles in the Pikiran Rakyat General Daily with the article title "Terror Terror." This research is qualitative research using descriptive qualitative study methods. The research data were analyzed using the critical discourse analysis of Teun A van Dijk. The data collection technique used in this study was the skillful listening free technique. The results of this study are in the form of representation of editorial powers in the editorial on the theme of terrorism, namely the editorial alignments of the police and terrorism which are explicitly displayed. The editors positively imaged the police in this editorial. The editors negatively imaged terrorism in this editorial.

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INTRODUCTION

Language is a means of communication used by everyone to conduct interaction with each other to build cooperation and social relations. According to Apriliyani, and Rokhman (2016) language, which is a single tool of communication has many functions; one of the function is as a tool to establish cooperation with other humans. Communication occurs in all aspects of people's lives (Eliya, and Zulaeha, 2017). Arlin (2018) stated that language and power are two inseparable things. Moreover, language is a means to interact, whereas power is the nature of a relationship. Power is often presented in a variety of written languages. The variety of written languages that inspire and influence society's perspective can be found in the news articles of mass media. The formation of discourse in the mass media is strongly influenced by the ideology possessed by the mass media (Assidik, and Santoso, 2016).

The construction of reality in the mass media is represented through the use of vocabulary and grammatical (Hasanah, and Mardikantoro, 2018). Hall (2003) stated that languages which represent power do not always appear in the discussion of mass media. However, the mass media always displays certain representations of power in the content. Foucault (2000) believes in the ability possessed by those who hold power or sovereign in constructing and creating certain subjects through their power. Certain ideologies or interests is usually included in the discourse of the media (Dianastiti, and Mardikantoro, 2016). One of the rubric of mass media, which displays the representation of power is the editorial. The editorial is the core article in the newspaper, which contains the perspective of the editorial on the current events that are being discussed during the publication of the newspaper (Hojianto, 2015).

The language used by the editorial board illustrates the tendency of the editor to display the image of the character in the news. Mass communication has functions to influence and it is often that books are used to portray a character, such as a biography that contains images on one of the characters (Fadilah, and Santoso, 2017). Considering those issues, this research was conducted to determine the representation of editorial power in the use of language on editorial.

This study applied Critical Discourse Analysis (AWK) since the critical discourse analysis shows that there are no "true" neutral mass media. The non-neutrality condition is inseparable from the role of journalist subjectivity in viewing the object being reported (Sholikhati, and Mardikantoro, 2017). According to Darma (Fauzan, 2014) AWK can be used to determine the relationship between science and power. The analysis of critical discourse using the van Dijk model is a text analysis that not only analyzes the text itself, but also the practice of the language. The critical discourse analysis of the van Dijk model is not merely about analyzing the text. However, it also looking forward at the existence of social structures, dominance, and groups of power exist in the society, as well as the way the cognitions or thoughts and consciousness form and influence the analyzed texts.

The analysis of Van Dijk's connects the textual analysis which focuses on the text in the direction of a comprehensive analysis of the text produced, both in the relationship of individual journalists and the community (Nikmah, 2017). Thus, the critical discourse analysis of the van Dijk model is used to analyze the language used by editors in the editorial of the mass media.

Relevant research has been carried out by Supriyadi, and Zulaeha (2017) entitled "The Dimensions of Economy, Politics, and Ideology in Articles in the Printed Mass Media of Jawa Pos in the Perspective of Critical Discourse Analysis." This research was conducted to determine the economic, political, and ideological dimensions found in the printed media of Jawa Pos based on the perspective of critical discourse analysis.

Furthermore, Aswadi research (2018) with the title "Studying Critical Roots in Critical Discourse Analysis and its Implementation of News Text." Aswadi research reveals the research with the van Dijk model which sees that social structure, dominance, power groups that exist in society, cognition or thoughts and consciousness

that form influences certain texts in online news sites namely www.kompas.com.

METHODS

The type of research used by researchers is qualitative research. The type of research used by researchers is qualitative research. This research method is a qualitative descriptive study. The design of this study uses the critical discourse analysis of Teun A van Dijk. The instrument used is the researcher himself (human instrument). The researcher himself was used as a data analysis research tool through van Dijk's discourse analysis model because this research is qualitative research that requires researchers to take their actions within the scope of research. The focus of this research is the editorial text entitled "Together with the National Police Against Terrorism."

The data in this study are fragments in the editorial text of the editorial. The source of this research data is the Suara Merdeka Public Daily mass media in an article entitled "Together with the National Police Against Terrorism." The data collection technique used in this study was the skillful listening free technique. This skillful free listening technique is used to obtain written data in the form of editorials used by researchers. Researchers are not involved in the realization of the use of the language under study. The data analysis technique of this research is a critical discourse analysis. The technique of analyzing this critical discourse consists of three stages, namely description, interpretation, and explanation.

RESULTS AND DISCUSSION

The results of this study in the form of representation of editorial powers in the editorial entitled "Terror yang mencekam" are explicitly displayed. This can be seen in the following sentence fragments.

Sentences Analysis

Context: The reality that must be faced by the Indonesian people regarding acts of terrorism at this time.

Namun, di samping itu, kita pun sedang berhadapan dengan radikalisme yang semakin nyata.
(Pikiran Rakyat, 2018)

The presentation of leads in the fragment of the editorial of the plan appeared to be an editor giving a sentence which contained to make the public aware of the existence of radicalism, which was increasingly apparent. The editor chose this sentence as a lead to attract interest in reading the public. The sentence used to insinuate the awareness of Indonesian people who often deny the deteriorating behavior of terrorism today. The choice of the sentence as a lead in the editorial discourse clearly shows the emphasis intended by the editor. This emphasis aims to make readers as people want to know what is happening with terrorism today. Thus, laying the sentence as a leader shows the target desired by the editor.

The situation described in the editorial of this plan concerns the exposure to incidents of riots by terrorists at the Brimob Headquarters. The police provide a new approach to overcome them, namely the deradicalization approach. The new approach is expected to have a positive impact. The radical attitude of terrorists makes many considerations in enforcing the law. Editorial comments in the form of hope there is a right middle way to solve each problem by prioritizing common interests.

Context: The community is given a real picture of the events that occur due to riots by prisoners of terrorism.

Kejelasan baru diberikan setelah peristiwa berlangsung hampir 40 jam. Para teroris akhirnya menyerah, tetapi lima anggota polisi meninggal dunia, hari itu juga, 145 teroris dipindahkan ke Nusakambangan, 10 lainnya diperlukan untuk pemeriksaan selanjutnya. Perasaan lega yang kita rasakan tidak mampu menghapus rasa duka yang mendalam atas meninggalnya lima orang anggota

Polri dalam tragedi tersebut. Reaksi masyarakat juga terjadi secara spontan, termasuk di antaranya acara doa bersama di Mabes Polri. Teror terjadi di berbagai tempat, termasuk di kota-kota besar seperti Jakarta dan Bandung. **Pemerintah juga telah melakukan berbagai upaya untuk mencegah timbulnya teror, termasuk melakukan dialog**

(Pikiran Rakyat, 2018)

The fragments of the editorial's discourse are seen by the editors describing the incidence of riots in detail, and also the follow-up carried out by the police. Editorial representation in the sentence is a positive image of the police. Danesi (2010) defines representation as to the process of recording physical ideas, knowledge, or messages. The editorial showed the positive side of the police by displaying a very good riot evacuation process so that the public knew the good performance carried out by the police. Through the positive side is shown, the editors showed their support for the police.

Not only the police but the editor also showed his partiality to the government through the presentation of the closing sentence of the discourse. Exposure to this incident made the community have a good opinion about the police. Editors try to show that the police can complete their tasks properly. The positive image presented by the editor highlighted the police and the government working together well to fight terrorism. Not only good performance, but the police are also able to sacrifice to crush terrorists. This is evident in the editorial presentation regarding victims from police officers who died.

Context: The police provide a new approach to tackling acts of terrorism perpetrators, namely the deradicalization approach.

Salah satu pendekatan yang sedang diupayakan oleh aparat keamanan adalah proses deradikalisasi. Pendekatan seperti itu berawal dari asumsi sederhana bahwa terorisme bersejalan dengan radikalisme. Jika radikalisme dapat dicairkan, dengan sendirinya teror yang diakibatkannya akan berkurang atau bahkan dihilangkan. Benarkah prosesnya akan linier seperti itu?

(Pikiran Rakyat, 2018)

In the fragment of the editorial discourse, the editorial explained the unusual resolution of problems to deal with terrorism. The process known as deradicalization shows that it does not always use hard ways to deal with terrorism. The editor presents the reason for using this new approach to safeguard negative public assumptions about the police. This new approach that has never been done before and is not yet known for its success is presented because of the editors because it maintains the image that has been presented by the previous editor. The presentation of positive images about the police presented by the previous editor is still visible in this fragment. However, like the community, editors still question the success of this approach when implemented. The editor also still doubts the impact of this approach will be following the expectations provided by the police when it will implement this approach to deal with these terrorists. Doubt editor in the fragment of the discourse is presented in the question sentence at the end of the paragraph.

Context: This newly implemented approach is expected to have a positive impact.

Kebijakan deradikalisasi seperti itu bisa dikatakan sebagai pendekatan baru. Opini internasional juga mendukung ke arah itu. Tindakan kekerasan tidak dengan sendirinya harus dibalas dengan kekerasan yang sepadan. **Pendekatan yang berdasarkan pada nilai-nilai hak asasi manusia diperkirakan akan memberikan dampak yang lebih positif**.

(Pikiran Rakyat, 2018)

The fragment of the editorial discourse provides an overview of the police's expectations in implementing the new approach. After giving a presentation on the concept of deradicalization in the previous paragraph, the editors provided the desired expectation by the police when implementing the mentor. Editor in Chief presents this hope to further strengthen the image that the police have a soft heart and have a high human spirit. In this fragment, the editor also gave a picture of the courageous attitude of the police in implementing the approach. This can be

seen in the second sentence of the fragment which describes the approach is also new in international.

Context: The radical attitude of terrorists makes many difficult considerations in enforcing the law.

Bagi pelaku teror, batas-batas nilai kemanusiaan memang tidak pernah menjadi bahan pertimbangan. Juga tidak ada pertimbangan apakah yang menjadi korban dari tindakan itu orang yang berdosa atau bukan. Pelaku teror merasa dirinya boleh melakukan apa saja termasuk yang berdarah-darah. Persoalan rumit seperti itu mesti jadi bahan pemikiran kita semua termasuk ketika pemerintah dan DPR nanti akan meloloskan Undang-Undang Terorisme. **Bisa kita pahami jika proses ke arah sana berjalan dangat lambat karena terlalu banyak materi yang mesti dipertimbangkan dengan matang**.
(Pikiran Rakyat, 2018)

In the fragment of the discourse, the editor presented a picture of the mindset of the terrorist who became the reason for consideration of the legal process. The presentation of the discourse shows a picture of terrorist actors, according to the editor. This shows the editor is not very fond of the terrorist mindset and hates his actions. Editors even explicitly use extreme words to present the mindset of terrorist actors. Because of the terrorist mindset, the ratification of the Terrorism Act was slow. Of course, the reason for the delay is because the police are deemed by the editors to still think of a sense of humanity. It's a concern between thinking about humanity in punishing or just seeing the consequences of such acts of terrorism. The editor said the police were very careful in ratifying the Terrorism Law. This editorial alignment to the police is increasingly visible through the fragment of the discourse so that the public also has the same view with this editorial view.

Context: Hope there is an appropriate middle way to solve each problem by prioritizing common interests.

Untuk menemukan jalan tengah yang dapat diterima semua pihak, tentu dibutuhkan kehendak yang oleh kesadaran untuk mengutamakan kepentingan bangsa Indonesia yang majemuk
(Pikiran Rakyat, 2018)

The fragment of the editorial discourse is at the very last paragraph of the entire editorial presentation, as the closing paragraph of the editorial presentation of the plan. In this fragment, the editors appear to present a picture of the future if society still reduces religious boundaries. After the entire editorial that outlines the good side of the police's performance, the editorial urges the public reader to renew their horizons and face new challenges as well. The editors display the idea that the main actors in combating terrorism so that the editor presents his appeal and hopes.

Lexicon Analysis

The choice of words in speech greatly influences the reception of the message by the reader. Coarse, subtle, weak, and gentle in a language not only influenced by intonation but also the choice of words. The lexicon analysis can be seen in the following sentence fragments.

Context: The terrible act of terrorism gives a tense impression.

Informasi yang kita terima sempat menimbulkan kesan yang **mencekam**.
(Pikiran Rakyat, 2019)

The sentence in the editorial discourse uses the word "gripping" to draw a situation that is felt by various parties. The choice of the word "gripping" as reinforcement of the nature of the verb that describes the atmosphere is pressing and terrible. The word was to describe acts of radicalism by terrorists who carried out riots and rebellions in Mako Brimob. Editors choose to use gripping words to show shades that are sharper than just using horrible or tense words. Gripping has more than tense or terrible meaning. The atmosphere shown by the gripping word can make the reader feel more extreme nuances. Thus, the choice of the word "gripping" is

interpreted as a reinforcement to make the community feel the incident so that the community is indirectly invited by the editor to be afraid to see the incident. Even though the community is not in that location, the choice of this word can cause fear as felt by the people in that location.

The editor used the gripping word in the fragment of the discourse as a form of attention or attention to the incident that occurred at Mako Brimob because of the rioters. The editorial also displays the effect of a defensive scheme on the view of all events related to terrorism, which always creates a tense impression that the public is always shrouded in fear when faced with terrorism.

Context: The approach used by the police to resolve cases of riots.

Polisi mencoba melakukan dialog dengan beberapa di antara mereka, tetapi **pendekatan** seperti itu justru ditanggapi dengan tidakan kekerasan.
(Pikiran Rakyat, 2018)

The choice of words used by the editors in the editorial discourse this time is the word "approach." The choice of the word "approach" by the editors was used to give an overview of the actions used by the police to resolve the riot case. The word "approach" is interpreted as a conceptual process to approach. This interpretation is adjusted to the actions taken by the police against the terrorist perpetrators. Said to be an approach because the police did not commit violence to resolve the case. The police are trying to carry out acts that do not smell of violence to soften the violence committed by the perpetrators of terrorism. The editor chose to use the word approach because the police tried to get closer to the rioters. If the editor uses the word handling or treatment in the sentence, the reader still understands the police's actions as a decisive action that still prioritizes violence. Thus, the public gets a good understanding of the actions taken by the police so that the community becomes more trusting of the police to take action against terrorism. The editorial, social cognition

in this sentence fragment shows the coding scheme.

The choice of the word "approach" in the fragment of the discourse as a form of the word code to make the reading public receive information that is following what is expected by the editor so that the discourse focus is conveyed appropriately. The schematic effect that appears in this fragment is the effect of fulfilling the self-expectations of the editors to provide a stimulus so that readers and the Indonesian public understand the true intentions of the police by using an approach in their actions.

Context: The form of the approach taken by the police is called deradicalization.

Salah satu pendekatan yang sedang diupayakan oleh aparat keamanan adalah proses **deradikalisasi**.
(Pikiran Rakyat, 2018)

The editorial discourse chose to use the word "deradicalization" in the sentence to show the public the name of the action taken by the police. The word "deradicalization" is derived from the radical word given by de-confix, which means 'to eliminate or eliminate.' The word "de-radicalization" also gets the suffix -isasi, which has the meaning 'process.' Thus, the word "de-radicalization" has the meaning of "the process of eliminating or eliminating radicalization." This is in line with the intentions desired by the police to eliminate the behavior of radicalization by terrorists. The choice of the word "de-radicalization" is interpreted as an affirmation by the police to give action to terrorist perpetrators who commit riots without violence. As a result, the community correctly understood the purpose of the deradicalization approach and acknowledged the police's ability to choose actions to deal with terrorists.

The choice of the word "deradicalization" by the editor makes the word more efficient than using the word eradicating radicalization or eliminating radicalization. The word deradicalization has a broader range of meanings than these words. Editors display social cognition with a form of the coding scheme in the word de-

radicalization to display the focus of information in the fragment of the discourse. The scheme effect that appears in the sentence is the effect of fulfilling editorial expectations. The use of the word deradicalization is intended to provide a stimulus so that the intent of the police is conveyed correctly.

Context: The current cruel attitude of terrorists leads to a radical attitude that is very real in society.

Namun, di samping itu, kita pun sedang berhadapan dengan **radikalisme** yang semakin nyata.
(Pikiran Rakyat, 2018)

Another choice of words used by the editor to strengthen the intention of the editorial of the plan is the word "radicalism." The word "radicalism" is used by editors to represent the way terrorists act and commit crimes. The word "radicalism" gets the final affix or suffix -ism from the word radical. The suffix -ism itself has the meaning of an understanding of flow, while the word radical has the meaning of social and political change violently or extremely. Thus, the word "radicalism" has the meaning of understanding or flow that wants social or political change or renewal using violence or extremes. Based on the meaning held by the word "radicalism," this word is very representative of how terrorists act or commit terror. The choice of the word "radicalism" in the sentence of the editorial of the plan is meant to give a negative image to the perpetrators of terrorism. Editors prefer to use the word radicalism rather than using the word fanatic or liberal. The word radicalism has a stronger essence than the two words. Thus, the public does not like terrorists as described by the editors in the sentence. Social cognition in the fragment of discourse uses a recall scheme because the word "radicalism" is manifested in the number of radical terrorist incidents which then stick to our memories. The word "radicalism" also has the effect of a defensive scheme against the stigma of terrorism, which always acts radically in every action.

Context: A religious view influences human civilization, including terrorism.

Peradaban manusia yang bagi sebagian orang dinilai sedang menuju ke arah masa depan yang mencemaskan, antara lain dipandang telah mereduksi batas-batas keagamaan sehingga pertentangan yang ditimbulkannya pun bertambah **runcing**.
(Pikiran Rakyat, 2018)

The word "spiky" is used by editors in the sentence to sharpen the purpose of the statement. The word "pointy" has a lexical meaning as 'the more to the tip the taper or the more precarious or peaked.' Conceptually, the word "pointed" in the sentence is interpreted as a condition that is getting worse or worse. The editor chooses to use the word "pointed" rather than the word severe or runny in the sentence to strengthen the runny impression caused by the conflict. Thus, the choice of the word "pointed" in the sentence is to make the public more aware of the emergence of religious views and the consequences of that view. As a result, the public can be more careful in accepting statements relating to religious views and more aware of the consequences arising from the appearance of these views. Editorial, social cognition in the fragment of the discourse shows a scheme of attention to things caused by religious views. The effect of the scheme displayed is the fulfillment of the hopes of the editor in public about the views that appear related to religion.

CONCLUSION

The conclusions from the editorial analysis of the editorial are based on Teun A van's analysis of the Pikiran Rakyat newspaper in an article entitled "Terror that is gripping" expressing the representation of editorial power explicitly or explicitly. Editorial repression shows his power in favor of the police and terrorism. A positive image represents policing. Representation of terrorism is imaged negatively by the editors.

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