

Ideological Representation in Indonesian Online Media: A Critical Discourse Analysis of Inara Rusli's Scandal Coverage

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Abstract

Celebrity scandals in Indonesian online media are frequently framed through morality, gender, privacy, and family relations. Limited studies have examined these representations by connecting textual strategies with social cognition and the broader context of digital journalism. This study examines the ideological representation of the alleged infidelity and secret marriage involving Inara Rusli and Insanul Fahmi in CNN Indonesia, Detik.com, and Inilah.com. Using a qualitative approach, the study applies Teun A. van Dijk's Critical Discourse Analysis through text, social cognition, and social context. The findings reveal different discursive orientations. CNN Indonesia emphasizes legal procedures and privacy, Detik.com foregrounds clarification and emotional responses, while Inilah.com highlights relationship conflict, family, religious legitimacy, and Insanul's perspective. These differences reflect editorial orientations, audience considerations, digital engagement pressures, and gendered moral norms. The study demonstrates that online news does not merely report events but constructs their meaning through linguistic choices, information selection, and ideological framing.

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INTRODUCTION

Online news portals in Indonesia play a crucial role in shaping public understanding of celebrity scandals, particularly when the issues quickly gain widespread attention. Reporting on personal issues often combines factual reporting with narrative strategies aimed at eliciting an emotional response from the audience. Critical Discourse Analysis (CDA) Approach by Teun A. van Dijk provides a comprehensive framework for analyzing these strategies through the dimensions of text, cognition, and social context. Several previous studies have revealed ideological patterns in Indonesian digital media that reflect commercial priorities over informational balance. Recent findings also indicate a tendency to use sensationalist framing in shaping readers' moral judgments. Reporting of celebrity scandals often reflects broader social values related to morality, self-image, and public reputation. Academic literature notes that online media reinforce scandal narratives through repetition and selective emphasis. The alleged affair case involving Inara Rusli provides an empirical context for examining how ideology is embedded in the construction of news discourse.

Gender dynamics often emerge strongly in scandal reporting, particularly when the narrative highlights female figures in the entertainment industry. Previous research has shown that female public figures receive more intense moral scrutiny than male figures, particularly on issues related to their personal lives (Rohrbach, Müller, and Smith 2023). Studies in the Indonesian context have also revealed a tendency for the media to position women within a particular moral framework that aligns with traditional gender norms. This is increasingly evident in news stories that highlight conflict or emotional drama as a central element. The analytical framework of Dijk's analysis allows us to analyze how word choice, information structure, and focus influence ideological readings. Previous research also suggests that the use of unbalanced sources can create narrative bias in scandal reporting. Social implications arise when public reaction on social media puts pressure on the

media to maintain a perspective that generates high engagement. The controversy involving Inara Rusli is a relevant example for examining these representational patterns.

Economic pressures in digital journalism encourage the use of attention-boosting techniques that heighten the dramatic tone of scandal reporting. Various studies have shown that the commercial media ecosystem is heavily tied to audience engagement metrics, which influence editorial policy. This often results in a sensational and layered storytelling style, going beyond simply presenting facts. Research on Indonesian media practices has found patterns of conflict framing, emotional emphasis, and detail selection aimed at increasing reader engagement. These patterns reveal ideological indicators that emerge behind the text structure, even when articles are written in a neutral tone. Studies of digital communication have shown that celebrity scandals spread rapidly when amplified by influential social media users. The Interaction between Professional Journalism and Virality Online media creates a complex discourse ecosystem. An analysis of Inara Rusli's case provides an opportunity to explore how these elements influence each other in Indonesia's digital space.

AWK van model Dijk demands systematic attention to three layers of analysis: the macrostructure, superstructure, and microstructure of news texts. Research applying this model shows that headline emphasis, information sequencing, and main themes significantly influence the ideological direction of news (Fayruza, Mahliatussikah, and Al Hayani 2021). Micro-elements such as presuppositions, metaphors, or evaluative adjectives can convey implicit messages that influence readers' perceptions. Research on the discourse of the COVID-19 pandemic shows that the media employs specific linguistic strategies to reinforce fear and legitimize authority. Studies on political reporting in Indonesia also reveal that text structure often reflects particular moral positions or interests. The lack of research examining celebrity scandals in depth within the context of AWK indicates a gap in the literature.

Entertainment news portals in Indonesia operate at a fast pace, which influences the depth of narrative construction. An analysis of Inara Rusli's alleged affair can reveal how discourse structures are used to influence public interpretation.

The rapid spread of scandalous content often relies on interactions between professional media outlets and influential social media users. International research shows that the flow of scandalous information moves through multiple stages triggered by audience participation.. An Indonesian study found that user reactions can guide media outlets in determining the emphasis of text in follow-up articles. This phenomenon increases the intensity of readers' emotional engagement when the issue contains strong moral elements. Changes in editorial strategy often occur after a topic gains significant attention on platforms like Instagram or TikTok. Digital communication studies suggest that modern discourse analysis needs to consider the flow of content circulation beyond the main text. Narrative shifts in scandal reporting reflect algorithmic pressures and audience expectations. The reporting of Inara Rusli's alleged affair can demonstrate how these pressures operate in the context of Indonesian journalism.

Gender-based media studies demonstrate unequal representation when women are involved in controversial cases. Research suggests that women often receive heavier moral judgment, particularly in narratives related to family or personal relationships. The public tends to judge women more harshly when scandals arise, unless there is context that mitigates the accusations. This pattern can be seen across various digital cultures that emphasize moral values as a benchmark for social evaluation. A vantage-based analysis Dijk points out that ideology often emerges through omissions, source bias, or structuring that emphasizes one side of the narrative. Studies of Indonesian media practices confirm this tendency, particularly in online celebrity coverage. Certain narrative choices can reinforce or diminish the stigma attached to the figure being reported on. An analysis of Inara Rusli's coverage provides a

window into how gender bias is formed through discursive strategies. The results can strengthen discussions about the need for more equitable reporting.

A review of recent research shows significant developments in the use of AWK in Indonesian media studies, despite a paucity of research specifically addressing celebrity scandals. Most studies focus on political themes, disasters, or institutional issues, leaving personal scandals without equal methodological attention. The phenomenon of scandal virality is well - known, but the Indonesian cultural context has social characteristics that demand its own analysis. Opportunities for theoretical reinforcement arise when research combines text analysis with digital circulation patterns. Celebrity scandals create a unique intersection between entertainment, morality, and symbolic representation. Studies that connect these intersections within a vanguard framework Dijk's work addresses gaps left unaddressed by previous studies. The analysis of Inara Rusli's case is believed to enhance contextual and methodological understanding in discourse studies. The research findings could open up opportunities for developing comparative studies in the future.

This research focuses on the primary question of how ideology is represented in Indonesian online news coverage of the alleged affair involving Inara Rusli. Additional questions include the thematic structure emerging within the narrative, how the sequence of information shapes interpretations, and what language strategies convey specific moral judgments. Other questions highlight how digital circulation patterns reinforce the direction of meaning constructed by the text. The research objective includes identifying macro themes in the reporting of the issue. The subsequent objective relates to the analysis of micro elements that give rise to implicit evaluations. Another focus is directed at the relationship between text construction and readers' cognitive processes in the context of Indonesian social media. This research is expected to enrich the study of AWK and encourage fairer reporting practices.

METHODOLOGY

A qualitative approach was used to understand how the media constructs discourse on the issue of infidelity involving Inara Rusli through language and representational strategies. The research draws on Teun A. van Dijk critical discourse analysis framework. Dijk explains the relationship between text, social cognition, and societal context, enabling analysis to comprehensively explore the construction of meaning. This approach was chosen because it provides broad interpretive space in reading language patterns and ideologies in online news. Understanding of media discourse is also enriched by Fairclough's (2015) view of language as a social practice that shapes power relations. Qualitative methods are considered most appropriate because the focus of the research is not on quantitative measurements, but rather on deepening meaning. The analysis process is directed at the relationship between the representation of women, public scandals, and the discourse strategies that emerge in news texts. Each finding is built on a critical reading of the language structures and meanings produced by the media.

The research data sources came from three national news portals: Detik.com, CNN Indonesia, and Inilah.com. These three were selected because they have different reporting characteristics and operate in a competitive digital ecosystem, allowing researchers to explore variations in framing. All news articles were obtained through relevant keyword searches and purposively selected to ensure that only texts truly related to the research issue were analyzed. This procedure followed the principles of data selection in discourse studies as explained by. Each article was collected, classified by theme, and stored in text form to facilitate in-depth reading. News articles that did not meet the relevance criteria were excluded to maintain data consistency. This approach ensured that the sources used reflected the dominant reporting patterns. The organized data structure enabled a more systematic analysis.

Data collection was conducted through repeated readings to identify linguistic elements and discourse structures that influence meaning formation. Each text was analyzed from a lexical, syntactic, referential, actor-prominence perspective, and even implicit forms not visible on the surface of the text. The recording process was carried out in detail so that each discourse pattern could be clearly grouped. This step aligns with the critical discourse analysis guidelines described by, which emphasize the importance of exploring linguistic units as carriers of ideology. Data grouping was carried out to examine the consistency of patterns across news portals and possible differences in framing strategies. Each signification in the text was re-examined to ensure that interpretations were not dependent on fleeting understandings. This approach enabled researchers to discover meaningful relationships that are not always explicitly apparent within the news text.

Data analysis refers to the five main components of Teun A. van Dijk model. Dijk, namely macrostructure, superstructure, microstructure, social cognition, and social context. The macrostructure stage is used to find the main theme of the text, while the superstructure helps read the organizational pattern of the news. Microstructure is analyzed through word choice, sentence structure, metaphor, coherence, and emerging presuppositions. The social cognition stage is used to see how journalists and editors interpret issues based on their knowledge and perspectives, according to the concept of discourse processing explained by. Social context analysis is conducted to understand power relations, gender norms, and digital cultural pressures that influence news construction, in line with the thinking of (Couldry and Hepp 2017) regarding the role of media in shaping social reality. Data validity is strengthened through repeated reading and triangulation of sources so that the findings obtained are consistent and academically accountable.

RESULTS AND DISCUSSION

Research result

A. Macro Structure (Detik.com)

Topics

Inara Rusli's clarification becomes the central focus of the report, particularly through the emphasis on her decision to speak publicly after the controversy surrounding her relationship with Insanul Fahmi had gained public attention.

News Quote:

"Inara Rusli finally spoke out regarding the issue of her being Insanul Fahmi's mistress."

The expression "finally spoke out" presents Inara's clarification as a significant development in the news. The word "finally" suggests that her statement came after the issue had circulated and attracted public attention. The report therefore focuses not only on the alleged relationship but also on Inara's response to the controversy.

The term "mistress" carries a strong evaluative and moral connotation because it assigns a particular social position to Inara within the reported relationship. This lexical choice frames the personal issue through a moral lens. Inara is represented as a public figure associated with the controversy while simultaneously being given space to explain her position.

From the perspective of social cognition, the emphasis on Inara's clarification may reflect journalistic considerations of newsworthiness, particularly the value of a direct response from a public figure already attracting public attention. This pattern is also consistent with the dynamics of digital media, where personal conflict and recent developments can sustain audience interest. The use of "mistress" further shows how moral expectations and gender norms can enter news discourse through lexical choices, particularly when a woman's private life becomes associated with public reputation and morality.

Sub-topics

The sub-topics in the Detik.com report include an apology, a request for public prayers, and a statement emphasizing that the relationship between Inara and Insanul Fahmi had ended.

News Quote:

"He asked for forgiveness and prayers from the community."

"We don't have any relationship anymore, Mawa."

The apology and request for prayers introduce emotional and moral dimensions into the coverage. Meanwhile, the statement "We don't have any relationship anymore" clarifies Inara's position regarding the relationship at the center of the controversy. Together, these statements represent Inara as a figure attempting to explain her position, respond to the social consequences of the controversy, and establish a clear boundary between herself and Insanul Fahmi.

From the perspective of social cognition, the emphasis on apology and the end of the relationship suggests attention to information with strong emotional relevance for readers. In celebrity reporting, elements of conflict, remorse, and personal clarification can increase audience engagement by making the issue more immediate and personal. The emphasis on apology also frames Inara's response within a discourse of moral responsibility. This representation intersects with gender norms that may place women under greater pressure to provide moral accountability when private relationship issues become matters of public attention.

Superstructure

Summary (Title and Lead)

Summary functions to provide a brief overview of the main story through titles and leads that directly explain the problem.

News Quote:

"Inara Rusli Finally Speaks Out on Infidelity Rumors, Admits to Secret Marriage."

"Celebrity Inara Rusli finally spoke out regarding the issue of her being Insanul Fahmi's mistress."

Both the headline and lead foreground infidelity and secret marriage as the main entry points into the report. The repeated expression "finally speaks out" and "finally spoke out" emphasizes Inara's clarification as an anticipated

development after the controversy had attracted public attention. Meanwhile, the terms “infidelity rumors,” “secret marriage,” and “mistress” place the issue within both personal and moral dimensions.

From the perspective of social cognition, this arrangement reflects the selection of information with strong audience appeal, particularly through the combination of a public figure, relationship conflict, and personal disclosure. Placing the controversial elements in the headline and lead allows readers to recognize the conflict immediately. The use of “mistress” also indicates that Inara's representation is connected to moral judgments surrounding women involved in infidelity-related controversies.

Story (Situation and Comments)

The story includes the delivery of the flow of events and comments from related parties that clarify the position of each actor in the discourse.

News Quote:

"The two of them will likely have a secret marriage on August 7, 2025."

"Our client is also a victim of this person."

The reference to August 7, 2025 establishes a chronological sequence that clarifies the development of the reported events. This information is combined with the lawyer's statement describing Inara as a “victim.” The term does more than identify Inara's position; it also provides an interpretation of who is represented as having experienced harm in the conflict.

This structure combines chronological information with commentary from a party directly involved in the case. The temporal detail gives the report a factual orientation, while the label “victim” introduces a particular perspective on Inara's position. The combination allows readers not only to follow the development of the event but also to interpret the conflict through the perspective of Inara's side.

Microstructure Semantics

1) Background

The setting contains information about the location, social conditions, or general context surrounding the discourse.

News Quote:

"Jogja – Celebgram Inara Rusli finally opened her voice..."

The mention of “Jogja” at the beginning of the report establishes the setting in which Inara delivered her clarification. It places the statement within a specific event and location rather than presenting it as a context-free response. Positioning the location before the main information also gives the clarification a concrete and immediate news setting.

2) Detail

Details serve to add supporting information that strengthens the reader's understanding of the issue raised.

News Quote:

"I am here to apologize for the commotion that occurred..."

The statement expands the report from the relationship controversy to its broader social consequences. The phrase “apologize” presents Inara as acknowledging the public impact of the issue. By highlighting this emotional response, Detik.com frames the controversy not only as a personal relationship dispute but also as an event that has generated social reactions.

From the perspective of social cognition, the prominence given to the apology may reflect attention to an emotional element that can increase audience engagement. A personal response such as an apology also allows readers to interpret the controversy through the actor's emotions and experiences rather than through factual developments alone.

3) Meaning

Intention refers to the goal that the character wants to achieve through his statement.

News Quote:

"This decision was taken because Inara strongly refused to become a second wife."

The statement provides the reason behind Inara's decision to withdraw from the relationship. The phrase "strongly refused" emphasizes Inara's agency and her ability to determine her own position within the relationship. Meanwhile, the term "second wife" introduces issues related to marital norms and morality.

The statement also reveals a gender dimension in the representation. Inara's refusal to become a second wife can be read as an expression of female agency in determining the boundaries of an acceptable relationship. At the same time, the terminology connects her personal decision with broader social expectations concerning marriage and women's positions within marital relationships.

Syntax

1) Sentence Form

Sentence structure influences message delivery and reader perception.

News Quote:

"He asked for forgiveness and prayers from the community."

The short and direct sentence places the act of asking for forgiveness at the center of the statement. This structure presents Inara's response as personal and accessible while directing attention to the emotional dimension of the controversy. The prominence of an emotional response may reflect journalistic cognition concerning aspects of the story that are likely to attract audience attention, particularly when the issue involves a public figure and personal conflict.

2) Coherence

Coherence shows the logical relationship between statements in a discourse.

News Quote:

"Inara Rusli, who felt she had been lied to, then chose to resign."

The clause "felt she had been lied to" is presented before the decision to "resign." This arrangement establishes a clear cause-and-effect relationship and frames Inara's decision as a

response to a particular experience. The structure also provides narrative justification for her action because readers are presented with a reason before encountering the decision itself.

3) Pronouns

Pronouns reflect the position and social distance between actors in the discourse.

News Quote:

"What we need to emphasize is that our client is also a victim..."

The pronoun "we" represents the collective position of Inara's legal counsel, while "our client" emphasizes their professional relationship with her. The term "victim" places Inara in a more favorable position by representing her as the party who experienced harm in the conflict.

The choice also illustrates how legal advocacy can reinforce the position of a woman facing public judgment. Within gender norms that may subject women to stronger moral scrutiny in relationship-related controversies, the label "victim" shifts Inara from the position of the person being judged toward that of a person deserving understanding and protection.

Stylistics (Lexicon)

The lexicon shows the choice of words used to convey a particular meaning.

News Quote:

"apology", "victim", "Illegal Access"

These three lexical choices construct distinct layers of meaning. "Apology" introduces emotional and moral dimensions, "victim" positions Inara as the party experiencing harm, while "Illegal Access" introduces a legal dimension. Their combination constructs the controversy as more than a personal relationship issue; it becomes a matter involving morality and possible legal consequences.

The lexical selection can also be understood as part of the cognitive process through which journalists determine which aspects of an issue deserve emphasis. Emotional conflict and personal controversy can attract audience attention, while legal terminology gives

the story greater seriousness. The pattern reflects an intersection between informational value and emotional appeal in news construction.

Rhetorical

1) Graphic

Graphic elements refer to the use of direct quotations as a strategy to convince readers.

News Quote:

a number of direct quotes from figures such as statements by Inara and her attorney.

Direct quotations give Inara and her legal counsel explicit space to present their positions. This strategy reduces the dominance of journalistic narration and makes the positions of the actors more visible. Inara's statements reinforce her representation as the person providing clarification, while the lawyer's statements strengthen the construction of Inara as a party requiring legal support.

2) Metaphor

No prominent metaphors were identified in the report. Detik.com relies more heavily on direct language, quotations, and evaluative lexical choices to construct meaning. The absence of metaphor contributes to a factual appearance at the level of presentation, although terms such as "mistress" and "victim" still carry social evaluations. This indicates that ideological meaning does not necessarily depend on figurative language; it can also emerge through seemingly straightforward lexical choices.

Macro Structure (CNN Indonesia)

a. Topics

CNN Indonesia places Inara Rusli's legal action at the center of the report. The discourse moves beyond the infidelity allegations and focuses on Inara's decision to report the party responsible for distributing CCTV footage from her house.

News Quote:

"Celebrity Inara Rusli reported the party who distributed the CCTV footage from her house to the National Police Criminal Investigation Unit..."

By foregrounding the report to the police, CNN Indonesia represents Inara as an active actor rather than merely the subject of a celebrity scandal. The emphasis on legal action shifts the issue from personal gossip toward privacy and legal protection. This framing gives greater legitimacy to Inara's position by directing attention to the concrete action she took in response to the distribution of private footage.

From the perspective of social cognition, the emphasis on legal action may reflect a journalistic preference for information with clear factual consequences and developments. Rather than relying primarily on emotional elements, the legal process provides a more structured conflict and introduces a new development in the case. The combination of a public figure, personal controversy, and legal proceedings also gives the story strong news value.

b. Sub-topics

The sub-topics include the report filed against Inara, her emotional condition following the allegations, and the chronological development of the case.

News Quote:

"Inara Rusli was reported to the Metro Police on charges of adultery and infidelity."

"Karina Putri, as manager, said that Inara Rusli's party was shocked by the accusations."

The report concerning Inara places her in a position where she faces both legal proceedings and moral allegations. Meanwhile, the statement that Inara's side "was shocked by the accusations" introduces an emotional dimension to the coverage. The combination of legal conflict and emotional response represents Inara as a public figure facing pressure from two directions: public accusations and their legal consequences.

The framing also carries a gender dimension. The terms "adultery" and "infidelity" place Inara's private life within a framework of moral judgment, while the reference to her emotional reaction gives visibility to the experience of a woman facing public accusations. CNN Indonesia therefore presents not only the allegations but also the condition of the person subjected to them, preventing the narrative from

being constructed entirely through the perspective of the accusers.

Superstructure

a. Summary (Title and Lead)

The summary provides a direct overview of the issue. The headline pushes the narrative that Inara is suing the party that distributed the CCTV footage, while the lead reinforces the idea that the action is a reaction to allegations of infidelity.

News Quote:

"Accused of Cheating, Inara Rusli Sues the Person Who Distributed the CCTV Footage of Her Home."

"Celebrity Inara Rusli reported the party who distributed the CCTV footage from her house to the National Police Criminal Investigation Unit..."

The headline and lead explicitly connect the infidelity allegations with Inara's legal action. This structure establishes a cause-and-effect relationship from the outset, leading readers to interpret the report as a response to the allegations directed at Inara. By foregrounding the legal action in the headline, CNN Indonesia shifts attention from the personal scandal toward privacy and legal proceedings.

From the perspective of social cognition, this choice suggests that CNN Indonesia prioritizes developments with institutional consequences and greater potential for factual verification. The use of "sues" and the reference to the police institution give the report a stronger legal orientation. At the same time, the headline retains a conflict element that can attract digital audiences without making emotional drama the sole focus of the narrative.

b. Story (Situation and Comments)

The story develops the plot through a description of the situation and commentary from sources. In this text, CNN Indonesia provides a chronology of the police report, the reporting party, and comments from Inara officials and managers.

News Quote:

Inara submitted the report on Wednesday (26/11) evening..."

"That's right (Inara filed a report regarding the CCTV distribution). The report is still under investigation," said Rizki..."

"The initial case of alleged adultery came to light after Mawa reported Inara to the police..."

The information progresses from the chronology of the report to confirmation from an authority, and then to the background of the infidelity allegations. The reference to the reporting time establishes a clear sequence of events, while Rizki's statement provides confirmation of the report and its ongoing investigation. The reference to Mawa's earlier report then connects Inara's legal action to the conflict that had developed previously.

This structure moves the issue from a personal dispute toward an ongoing legal process. The presence of an official source and an ordered chronology also reflects a journalistic preference for verification and factual developments. Rather than centering the narrative primarily on personal drama, CNN Indonesia directs readers to understand the case as a sequence of legal actions and responses.

Microstructure

a. Semantics

1) Background

The setting includes the context of the place, time, and general conditions that precede the discourse. CNN Indonesia opens the story by mentioning the location of the legal institution to emphasize the seriousness of the incident.

News Quote:

"report the party who distributed the CCTV footage of his house to the Criminal Investigation Unit of the Indonesian National Police..."

The reference to the Criminal Investigation Unit of the Indonesian National Police at the beginning of the report places the case within a formal legal institution. This setting shifts the issue from a private dispute toward a matter that has entered a formal legal process. The use of a police institution as the primary context also gives greater seriousness to Inara's action and

suggests that the controversy has legal consequences.

2) Detail

Details are additional information that strengthens the reader's picture of a case or legal process.

News Quote:

"The report was submitted by Inara on Wednesday evening (26/11) and was received with the number LP/B/581/XI/2025/SPKT/BARESKRIM POLRI."

The inclusion of the reporting time and police report number provides specific information about Inara's legal action. These technical details strengthen the impression that the report is based on verifiable events rather than merely on developments circulating through social media. CNN Indonesia appears to rely on administrative evidence to establish the credibility of its coverage.

From the perspective of social cognition, the selection of technical details suggests a journalistic tendency to construct the case through information associated with certainty and institutional legitimacy. This strategy may also function to distance the report from the speculation that often accompanies celebrity scandal coverage.

3) Meaning

Intent refers to the character's goal in carrying out an action or conveying a statement.

News Quote:

"The CCTV footage reported by Inara is related to the adultery scandal. between him and his business partner..."

The statement connects the CCTV distribution with the infidelity scandal underlying the conflict. Inara's report is therefore presented not merely as a response to the allegations but also as an attempt to address the circulation of private material associated with the controversy. This framing strengthens her representation as an active actor seeking to protect her interests and privacy.

At the ideological level, the report places issues of female reputation and morality within

two intersecting domains: public judgment and legal protection. Inara is not represented solely through allegations concerning her personal relationship; she is also positioned as an individual exercising her right to respond to the dissemination of private information.

b. Syntax

1) Sentence Form

The sentence form reflects the way the media constructs the message.

News Quote:

"Head of Sub-Directorate I... confirmed the existence of the report."

The declarative sentence presents the police official's confirmation as factual information. Its structure minimizes journalistic evaluation and presents the existence of the report as verified information. This choice reinforces CNN Indonesia's reliance on institutional sources when reporting legal matters.

From the perspective of social cognition, the use of an official statement as the primary form of information reflects the journalist's preference for authoritative sources. This strategy strengthens the credibility of the report while maintaining distance from speculation surrounding the celebrity controversy.

2) Coherence

Coherence refers to the interrelationship between information in the flow of news.

News Quote:

"The initial case of alleged adultery came to light after Mawa reported Inara to the police..."

The sentence connects Mawa's report to the subsequent development of the case, allowing readers to follow the sequence of events chronologically. The relationship between the pieces of information shows that Inara's legal action emerged within an ongoing conflict rather than as an isolated event. CNN Indonesia therefore links the current development to the earlier event that initiated the case.

This causal structure directs readers to understand the controversy through a sequence of actions and responses rather than primarily through emotional conflict. The pattern supports

a news construction that prioritizes factual developments and legal proceedings.

3) Pronouns

Pronouns indicate the position and relationship between actors in discourse.

News Quote:

"We were all shocked."

The pronoun "we" represents the shock as a shared experience among members of Inara's side. It creates a sense of internal solidarity in response to the allegations. The statement also introduces an emotional dimension into CNN Indonesia's otherwise formal reporting, which relies heavily on institutional sources.

From the perspective of social cognition, the use of "we" demonstrates how the source constructs a collective identity when facing public pressure. CNN Indonesia retains the statement within the narrative, allowing the emotional condition of Inara's side to remain visible despite the report's stronger emphasis on legal proceedings. This choice represents Inara not only as a subject of a legal dispute but also as part of a group experiencing the social and emotional consequences of the controversy.

Stylistics (Lexicon)

Lexicon is the choice of words used by the media to construct certain meanings.

News Quote:

"reported", "investigation", "CCTV footage", "adultery scandal"

These lexical choices combine legal terminology with language carrying sensational appeal. The terms *"reported"* and *"investigation"* place the coverage within a legal framework, while *"CCTV footage"* and *"adultery scandal"* retain the personal conflict that can attract audience attention. This combination indicates that CNN Indonesia does not eliminate the controversial dimension of the case but presents it within a more formal and legally oriented narrative.

From the perspective of social cognition, the lexical selection reflects an attempt to balance two journalistic priorities: maintaining credibility through institutional terminology while retaining elements with strong audience appeal. The

expression "adultery scandal" also shows that Inara's personal issue remains framed within a broader discourse of public morality.

Rhetorical

1) Graphic

Graphics refers to the use of direct quotes from figures.

News Quote:

"That's right... The report is still under investigation," said Rizki..."

The direct quotation from Rizki lends authority to the information concerning the status of the report. The statement "The report is still under investigation" indicates that the case remains under examination and has not reached a legal conclusion. Including the source's direct voice also reduces the likelihood that the information will be perceived as journalistic speculation.

The use of an authoritative quotation is consistent with CNN Indonesia's emphasis on verification and institutional developments. This strategy differs from coverage that relies more heavily on emotional commentary as the central element of the narrative.

2) Metaphor

No prominent metaphors were identified in the text. CNN Indonesia relies primarily on literal language, chronology, source quotations, and legal terminology to construct meaning. The absence of metaphor contributes to a more factual and controlled presentation, particularly given the potentially sensational nature of the issue.

This pattern also demonstrates that ideological meaning does not necessarily depend on figurative language. In this report, meaning is constructed primarily through lexical choices, source selection, and the organization of factual information, particularly in representing Inara as an actor taking legal action amid a personal controversy.

Macro Structure (Inilah.com)

a. Topics

The topic reflects the main focus of the news. In this report, the media places the

relationship conflict between Inara Rusli, Insanul Fahmi, Wardatina Mawa, and Virgoun's response at the center of the discourse. The focus is on the dynamics of the romance, allegations of infidelity, and the confession of a secret marriage that sparked major controversy.

News Quote:

"The emergence of Insanul Fahmi... sparked a new commotion."

The statement positions Insanul Fahmi's emergence as the trigger for the renewed public conflict. The phrase "sparked a new commotion" gives the development a dramatic tone and presents the issue as a controversy that has once again attracted public attention. Unlike CNN Indonesia, which foregrounds Inara's legal action, Inilah.com directs readers more strongly toward relationship drama and interpersonal conflict.

From the perspective of social cognition, this focus suggests that the journalist considers relationship developments and reactions among the actors to have strong news value for the audience. The expression "new commotion" also increases the emotional appeal of the report. This pattern may reflect the characteristics of celebrity news, where interpersonal conflict and recent developments can sustain audience attention.

b. Sub-topics

Subtopics include supporting issues such as Virgoun's personal message, denials of an affair, confessions of a secret marriage, and claims of a double divorce. These elements broaden the picture of the conflict and reveal each character's position.

News Quote:

"Hopefully, you've already had a secret marriage... I'll take care of the kids until this storm passes."

"Married. We're married."

These statements expand the controversy from allegations of infidelity to issues of family, marriage, and parental responsibility. Virgoun's statement conveys an emotional response while expressing concern for the children, whereas

"We're married" directly asserts the reported marital status of Inara and Insanul.

The emphasis on the secret marriage also introduces religious and social norms into the discourse. In Indonesian society, marital status carries significant moral and religious implications. By giving prominence to the disclosure of the marriage, Inilah.com constructs the controversy not merely as a personal dispute but also as an issue involving the legitimacy of the relationship and broader family values.

Superstructure Structure

a. Summary (Title and Lead)

The summary serves to provide an initial overview of the main points of the news story. The title and lead directly highlight the romantic conflict involving a public figure and Virgoun's swift reaction.

News Quote:

"The turmoil in the love affair between Inara Rusli and Insanul Fahmi, Virgoun Quickly Take the Kids for a Walk."

The headline foregrounds the relationship conflict between Inara and Insanul alongside Virgoun's response. The word "turmoil" gives the conflict a strong dramatic tone, while Virgoun's action directs attention to the impact of the controversy on the family. The headline therefore expands the issue from a personal relationship dispute to a conflict involving other parties and the children.

From the perspective of social cognition, the emphasis on turmoil and Virgoun's immediate response reflects attention to interpersonal conflict and emotional developments that can attract audiences to celebrity news. Inilah.com establishes the entry point through relational and emotional developments rather than the legal process emphasized more strongly by CNN Indonesia.

b. Story (Situation & Comments)

1) Situation

The situation describes the chronology of events and the development of the conflict.

News Quote:

"In a video on Dr. Richard Lee's YouTube channel, Insanul Fahmi handed over his cell phone containing a shocking message..."

The reference to YouTube as the source of the information shows how the conflict developed through a digital environment. A conversation that was initially private entered the public sphere through digital content, blurring the boundary between personal communication and public consumption. The phrase "shocking message" further adds emotional emphasis to the content and increases its narrative appeal.

This structure indicates that Inilah.com not only reports the event itself but also follows how information about the conflict circulates and gains public attention through digital platforms.

2) Comment

Comments contain statements or attitudes of characters that clarify their positions.

News Quote:

"I won't defend you... If you're wrong, I'll say you're wrong."

Richard Lee's statement constructs his position as someone attempting to maintain objectivity toward the individuals involved in the conflict. The repeated structure "I won't defend you" and "I'll say you're wrong" reinforces an image of firmness and independence.

Within the news construction, the comment provides additional legitimacy to the information presented through Richard Lee's content. The claim of objectivity also demonstrates how digital media sources can be used to establish credibility amid a personal and emotionally charged controversy.

Microstructure

a. Semantics

1) Background

The setting provides a picture of the social context in which conflict occurs.

News Quote:

"In a broadcast on Dr. Richard Lee's YouTube channel..."

The reference to YouTube as the setting in which the information emerged shows that the conflict developed through digital information circulation as well as conventional news reporting. The channel functions as an intermediary through which personal conversations enter the public sphere. This illustrates how celebrity controversies can expand through digital circulation, where personal statements or materials can quickly move from private communication into public consumption.

From the perspective of social cognition, the inclusion of YouTube as a significant part of the report suggests that the journalist recognizes digital platforms as both information sources and spaces in which public attention is constructed. The report therefore addresses not only the event itself but also how the controversy gains visibility in the digital environment.

2) Detail

Details help deepen information related to conflicts, characters, and emotional situations.

News Quote:

"Virgoun is suspected of touching on sensitive issues and revealing the reasons for protecting their children..."

The reference to sensitive issues and the protection of the children expands the conflict from the infidelity allegations to family concerns and parental responsibility. This emphasis adds a stronger emotional dimension because the conflict is no longer presented solely as a dispute between adults but also as an issue with potential consequences for family life.

The selection of this detail reflects Inilah.com's tendency to develop the emotional dimension of the narrative. From a gender perspective, the emphasis on children and family may also reinforce moral expectations frequently attached to women in domestic scandal reporting, where personal relationships are interpreted through family responsibilities and social norms.

3) Meaning

Intent shows the purpose behind a character's statements or actions.

News Quote:

"He emphasized that their relationship was not an affair, but a legitimate marriage bond according to religion."

The statement demonstrates Insanul's attempt to redefine his relationship with Inara before the public. By asserting that the relationship was not an affair, but a marriage recognized by religion, he shifts the interpretation from moral transgression toward religious legitimacy.

This narrative choice is significant because the term "affair" carries strong moral stigma, whereas "legitimate marriage bond according to religion" offers an alternative framework of justification. Inilah.com gives space to this explanation, positioning Insanul not merely as the subject of allegations but as an actor presenting an argument to reshape public perceptions of the controversy.

b. Syntax

1) Sentence Form

Sentences are structured directly to emphasize the clarity of information.

News Quote:

"Married. We're married."

The very short and repetitive structure emphasizes Insanul's certainty about his relationship with Inara. The repetition of "We're married" gives greater force to the statement, presenting the confession as a firm assertion rather than a simple explanation. Within the news construction, this form reinforces Insanul's position as the actor directly defining the status of the relationship.

2) Coherence

Coherence shows the cause-effect relationship in the presentation of events.

News Quote:

"To Inara, Insanul admitted that he had given two divorces... According to him, this confession was the basis for Inara accepting his proposal."

The sequence establishes a causal relationship between Insanul's disclosure of his previous divorces and Inara's decision to accept his proposal. This structure leads readers to

interpret Inara's decision as being based on information provided to her rather than as a decision made without consideration.

From the perspective of social cognition, this causal connection can influence how readers evaluate Inara's position. By explaining the information available to her, the report provides a contextual basis for understanding her decision, rather than placing the responsibility for the controversy entirely on her.

3) Pronouns

Pronouns indicate point of view and closeness between characters.

News Quote:

"He even called Inara a 'Wife Material' figure."

The pronoun "he" maintains narrative distance between the journalist and Insanul as the source of the statement. Meanwhile, the evaluative expression "Wife Material" brings Insanul's personal assessment of Inara into the news text. The expression constructs an image of Inara as a woman perceived to possess qualities considered desirable for a wife.

This choice also illustrates how gender norms can enter media discourse through evaluations of women based on marital and domestic roles. Inara is represented not only through the controversy but also through an idealized standard of womanhood associated with being a partner or wife.

c. Stylistics (Lexicon)

The lexicon used depicts certain emotions, dramatizations, and moral judgments.

News Quote:

"new excitement", "storm", "Wife Material"

These lexical choices strengthen the emotional, dramatic, and evaluative dimensions of the report. The expression "new excitement" suggests that the conflict has regained public attention, while "Wife Material" provides a positive evaluation of Inara's character. The word "storm" carries a metaphorical meaning that portrays the family conflict as a period of intense pressure.

From an ideological perspective, the expression "Wife Material" is particularly

significant because it invokes a gendered standard for representing women. The evaluation of Inara is linked to her qualities as a potential or actual wife, keeping female representation closely associated with marriage and family roles.

d. Rhetorical

1) Graphic

Graphic elements emerge through the use of direct quotes to give a sense of authenticity.

News Quote:

A series of direct quotes from Virgoun, Richard Lee, and Insanul.

The use of direct quotations from Virgoun, Richard Lee, and Insanul gives each figure an explicit voice within the report. This strategy increases the sense of authenticity because readers encounter statements attributed directly to the individuals involved. The presence of multiple sources also creates an appearance of diverse perspectives, although each quotation remains selected and positioned by the media within its narrative structure.

2) Metaphor

Metaphors are used to describe the psychological condition of a character symbolically.

News Quote:

"until this storm subsides"

The word "storm" metaphorically represents the conflict as an intense and unresolved situation. It transforms the family dispute into an image of disorder and pressure that requires time to settle. The metaphor heightens the emotional tension of the report and encourages readers to perceive the controversy as a crisis affecting the family.

Comparative Analysis of Media Discourse Construction

The comparison of the three media outlets reveals differences in how they select topics, organize information, and employ linguistic strategies in reporting the controversy involving Inara Rusli. Based on the key elements of Teun A. van Dijk's Critical Discourse Analysis framework, the discourse construction can be summarized as follows.

Table 1. Comparison of Media Discourse Construction

Van Dijk's Analytical Element	Detik.com	CNN Indonesia	Inilah.com
Macrostructure – Topic	Inara's clarification becomes the central focus, particularly her statements concerning the controversy surrounding her relationship with Insanul Fahmi.	Inara's legal action against the distribution of CCTV footage becomes the main focus, positioning her as an actor seeking to protect her privacy.	The relationship conflict involving Inara, Insanul Fahmi, Wardatina Mawa, and Virgoun's response becomes the central narrative, emphasizing interpersonal conflict.
Macrostructure	Apology, clarification of	The police report,	The secret marriage,

Van Dijk's Analytical Element	Detik.com	CNN Indonesia	Inilah.com
– Sub-topics	the relationship, and Inara's position as a party attempting to address the controversy.	Inara's emotional condition, the chronology of the allegations, and the investigation process.	Virgoun's response, the children, divorce, and religious aspects of the relationship.
Superstructure – Summary	The headline and lead emphasize the confession, infidelity rumors, and secret marriage as attention-grabbing elements.	The headline and lead connect the infidelity allegations with Inara's legal action concerning the CCTV footage.	The headline emphasizes the relationship turmoil and Virgoun's response, making interpersonal conflict the entry point of the report.
Superstructure – Story	The narrative connects Inara's clarification with her apology, explanation of the relationship, and statements from related parties.	Information is organized through the chronology of the report, confirmation from authorities, and the background of the allegations.	The narrative develops through digital content, responses from the actors, the disclosure of the marriage, and family-related issues.
Microstructure – Semantics	Meaning is constructed through emotion, apology, victimhood, and the reasons behind Inara's decisions.	Meaning is primarily oriented toward legality, privacy, verification, and legal action.	Meaning is expanded through family, religion, marriage, morality, and the legitimacy of the relationship.
Microstructure – Syntax	Direct quotations and causal relationships reinforce Inara's representation as a party clarifying and responding to the controversy.	Declarative sentences, chronological connections, and institutional sources strengthen the factual and formal character of the report.	Short statements such as <i>"We're married"</i> reinforce Insanul's certainty, while causal structures help contextualize Inara's decision.
Microstructure – Pronouns	The use of <i>"we"</i> by Inara's legal counsel constructs solidarity and strengthens her position as an affected party.	The use of <i>"we"</i> by Inara's side represents a shared experience and introduces an emotional dimension into the legal narrative.	Pronouns maintain narrative distance, while evaluative expressions such as <i>"Wife Material"</i> introduce a personal assessment of Inara.
Stylistics Lexicon	– <i>"Apology," "victim,"</i> and <i>"illegal access"</i> combine emotional and legal dimensions.	<i>"Reported," "investigation," "CCTV footage,"</i> and <i>"adultery scandal"</i> combine legal terminology with controversial elements.	<i>"New excitement," "storm,"</i> and <i>"Wife Material"</i> reinforce emotional, dramatic, and evaluative meanings.
Rhetorical Graphic	– Direct quotations from Inara and her legal	Direct quotations from authorities and relevant	Direct quotations from Virgoun, Richard Lee,

Van Dijk's Analytical Element	Detik.com	CNN Indonesia	Inilah.com
	counsel authenticity and strengthen the defensive position presented in the report.	create and legitimacy of the information.	sources strengthen the multiple voices within the conflict.
Rhetorical Metaphor	– No dominant metaphor is identified; the report primarily uses direct and literal language.	No prominent metaphor is identified; literal language and legal terminology dominate the report.	The metaphor “ <i>storm</i> ” portrays the conflict as an intense family crisis that has not yet subsided.
Dominant Construction	Emotional and defensive, Inara is represented as a party providing clarification, expressing apology, and responding to the controversy.	Legal and factual, Inara is represented as an actor taking legal action to protect her privacy and interests.	Relational, emotional, and moral-religious, the controversy is framed through relationships, family, marriage, religion, and evaluations of female character.

The comparison demonstrates that the three media outlets report the same controversy through different discursive orientations. Detik.com foregrounds Inara's clarification and emotional position, CNN Indonesia directs attention toward legal action and institutional legitimacy, while Inilah.com gives greater prominence to relationship conflict, family, religion, and interpersonal responses. These differences indicate that news construction is shaped not only by the events being reported but also by the aspects that each media outlet considers most relevant to its audience.

The lexical differences further reveal distinct ideological orientations. Detik.com uses terms such as “victim” and “apology,” constructing an emotional and defensive position for Inara. CNN Indonesia employs terms such as “investigation” and “reported,” directing attention toward legal procedures and verification. Inilah.com uses expressions such as “Wife Material” and the metaphor “storm,” producing a stronger personal and emotional evaluation. These linguistic choices demonstrate how media ideology can operate subtly through

the selection of topics, sources, and expressions that receive prominence.

The findings also reveal differences in gender representation. Detik.com and CNN Indonesia primarily represent Inara as a party responding to allegations and taking action, whereas Inilah.com provides greater space for evaluating Inara's qualities as a partner through the expression “Wife Material.” This distinction is significant in the Indonesian social context, where women involved in relationship and family controversies may be evaluated not only according to their individual actions but also according to expectations surrounding their roles as wives, mothers, and morally acceptable women.

Discussion

The analysis of Inilah.com's news coverage shows that the media framed the dispute between Inara Rusli and Insanul Fahmi through a dramatic approach that emphasized personal conflict. The emphasis on Virgoun's message and Insanul's confession regarding the unregistered marriage appeared to be directed toward constructing a narrative filled with emotional

tension. This pattern aligns with research findings, which explain that digital media tends to highlight interpersonal drama as a strategy to attract readers' attention. This framing also aligns with analysis, which states that scandals are more likely to go viral when the media emphasizes emotional aspects and moral conflict. The narrative structure constructed by the media in this news story demonstrates how information is selectively chosen to emphasize sensation. In this context, conflict dynamics become the backbone of the news.

Micro-level analysis shows that the use of vocabulary such as "storm," "Wife Material," and "CCTV recording" creates a nuance that blends personal sentiment with a legal-formal impression. This strategy of blending personal and legal vocabulary has been identified in research (Han, Park, and Kim 2024) as a way for the media to construct a dual image of emotional closeness and factual legitimacy. This choice of diction also emphasizes what Sultan (2023) calls a dramatic aesthetic in reporting based on private conflicts. When the media combines emotion with legal narratives, readers are led to assess the figures not only as social actors but also as legal subjects. This is evident when the confession of oral divorce and the justification of sharia law are presented side by side. This perspective strengthens the persuasive power of discourse.

In the realm of social cognition, news coverage demonstrates how gender construction works through the placement of female characters as those who bear a greater moral burden. Inara's representation as a figure confused by men's decisions aligns with findings (Ozer 2023) regarding gender bias in reporting on public figures. Research (Christina 2025) also shows that women in Indonesian digital media are often placed in vulnerable positions when involved in sensitive issues. In the context of this news story, Inara appears to be positioned between two male figures who provide claims and "testimony," thus weakening her narrative authority compared to the other party. The narrative presentation from the male character's perspective is more dominant, reinforcing the unequal representation. This suggests that gender bias

remains a consistent pattern in reporting on domestic scandals.

When compared with international media research, this news structuring pattern shares similarities in terms of scandal-presenting strategies but differs in cultural context. Research (Galeazzi 2024) confirms that media often embed bias in news framing to align with audience expectations, a pattern evident in the emphasis on religious elements in this case. A study (S. Rovino, Lardi, and Torres 2022) also shows that online media tend to add a moral dimension to strengthen news value. In this reporting, religious legitimacy and marital status are significant elements that differentiate the Indonesian context from international scandals. The presence of local norms makes the framing strategy emphasize morality and conformity to Islamic law. The combination of the two suggests that local culture significantly influences discourse configuration.

From a developmental perspective, the analysis results support the urgency of integrating text analysis and digital circulation dynamics in understanding scandal reporting. The study (Usman 2022) has emphasized the importance of examining the discourse structure of Dijk comprehensively understands news framing. In this case, the macro, superstructure, and microstructures demonstrate the alignment between fact selection, presentation methods, and narrative objectives. The role of social media and digital platforms also accelerates the creation of public perception, as emphasized. These findings demonstrate that scandal reporting now extends beyond media texts and is intertwined with public reactions, which contribute to the formation of meaning. The research findings emphasize the need for stricter ethical guidelines in covering sensitive issues in the digital realm.

CONCLUSION

This research shows that each media outlet constructs a different image of the case involving Inara Rusli and Insanul Fahmi. CNN Indonesia emphasizes the legal aspects; its news flow is directed at the reporting process, investigation, and the dynamics of the authorities, so that

readers are led to view the issue as a criminal matter and a violation of privacy. Detik.com focuses on Inara's emotional state and response, thus presenting the image of a public figure facing pressure and trying to maintain stability amidst circulating accusations. Inilah.com constructs a broader discourse by including personal confessions, religious considerations, and moral defenses delivered by Insanul Fahmi, and its presentation gives greater space to the male side of the story. The differences in narrative styles between media outlets demonstrate that news is never presented as completely neutral information. The choice of quotes, placement of information, and the language used by editors demonstrate certain tendencies that ultimately shape how readers understand this public figure's domestic conflict. This pattern aligns with the findings of various previous studies showing that online reporting is heavily influenced by the editorial perspective and storytelling strategies of each media outlet. The results of this study confirm that critical discourse analysis remains relevant for reading how social events are constructed into texts that are full of interests, values, and directions of meaning.

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