

## Representations of Social Cognition of TV One and Kompas TV Journalists in the Construction of News Discourse on Corruption: Critical Discourse Analysis

Sacandra Aji Rivaldi<sup>1✉</sup> & Hari Bakti Mardikantoro<sup>2</sup>

<sup>1</sup> IAIN Syekh Nurjati Cirebon, Indonesia

<sup>2</sup> Universitas Negeri Semarang, Indonesia

### Article Info

#### History Articles

Received:  
October 2017  
Accepted:  
November 2017  
Published:  
April 2018

Keywords:  
*corruption,*  
*critical discourse analysis,*  
*news,*  
*social cognition*

DOI  
<https://doi.org/10.15294/seloka.v7i1.18542>

### Abstract

Criminal acts of corruption causing the destruction of human prosperity could be news discourse that receives lots of public's serious attention. The difference of perspectives on corruption cases has impacted on the production of news discourse because of the influence of mass media's backgrounds, knowledge, and ideologies. This present study aims to describe and analyze practices of the production of news discourse on corruption portrayed in TV One and Kompas TV mass media based on the van Dijk's model of critical discourse analysis. The data presented in this qualitative study were collected through observation and interview. The findings reveal that TV One used person, self-presentation, role, and event schemes in the construction of news discourse on corruption. The use of these schemes was based on the priority of news values. Meanwhile, Kompas TV employed the same schemes as TV One did. The use of the schemes was deemed in terms of the ideology referred by this mass media, namely: "*fortiter in re, suaviter in modo*" ("firmly in action, gently in manner"). This ideology was used in the production of the news discourse so that the classical proverb in journalism "*menghibur yang papa, mengingatkan yang mapan*" ("comfort the afflicted, afflict the comfortable") affirmed in this mass media. Both of Indonesia's television channels tended to concern the control of cognition in producing the news discourse on a graft case.

© 2018 Universitas Negeri Semarang

✉ Correspondence address:  
Perjuangan By Pass Sunyaragi, Cirebon, Jawa Barat, 45132  
E-mail: [sacandraaji@yahoo.com](mailto:sacandraaji@yahoo.com)

## INTRODUCTION

Language is a product of society (Mardikantoro, 2017). Language plays a pivotal role in constructing stark reality. In daily life, there must be events/phenomena that can be informed by mass media. It fits the Mardikantoro and Hariyani's point of view (2015), mass media is the means to transmit a communicator's messages to a large audience. Furthermore, it functions to record culture, scientific findings/inventions, and technology so as to make human civilization enhance. A study conducted by (2016) revealed the goal of language use in McD's advertisement. It is stated that this culinary corporation tried to persuade people to be familiar with McD products and services by penetrating the advertisement that could be accessed by all people around the world everywhere and every time through both printed and digital media (audio and audio-visual media).

Everyone may understand and enjoy others' works through the use of spoken and written languages. Keraf (1997) asserts that language aims to promote social control. It occurs since there is a social practice carried out by a communicator in the form of a discourse. One of the language uses can be noticed in news discourse portrayed in television channels that deliver much information to society. Nowadays, people need fast information to change a lot of aspects in life dealing with motivation and changes for both individuals and social groups. Likewise, Supriyadi and Zulaeha (2017) point out that language possesses a very significant role in the process of information production and dissemination. It indicates that the role of mass media becomes the most important element in transmitting information or news. In other words, the mass media has its strategic position in constructing social reality with the use of language. In addition, mass media and language look like two sides of coins that cannot be separated each other in life. It shows that language has been inevitably required by the mass media as a means of communication, whereas language needs media as the place to spread

information. This function of language is in accordance with Kridalaksana's perspective (2011). It is argued that language constitutes a symbol of sound that is agreed and used by a certain social group in cooperating and communicating.

Surprisingly, people are not aware that the mass media plays a pivotal role in constructing social reality. It is situated in the middle of the social reality with full of complex interests, conflicts, and facts. Defleur and Sandra (in Badara, 2012) propose that people frequently seem not to be aware that the reality showed in the mass media is different from the stark one. Through the news discourse that is watched and read, an individual is brought to understand the reality framed by the mass media. The understanding of the reality depends on the reality of mass media patterns. It can be noted when Morocco's mass media represented women in "News programs in Arabic on both channels favor two specific discourse perspectives: the conservative perspective which associates women with domesticity and traditional roles, and an alternative progressive perspective which associates women with modernity and economic development" (Debbagh, 2012).

The news in mass media is not only a sequence of facts that is well-organized in the form of sentences and paragraphs, but also the representation of thoughts and attitudes performed by a reporter, assistant editor, and editor, and even editorial board's policy that is framed through news discourse. It is in line with Jorgensen and Philips' viewpoint (2010), promoting that discourse functions as a general idea that is organized by considering various patterns and followed with utterances of language users when they take parts in different domains of a social life such as the domains of 'medical discourse' and 'political discourse'. Mayasari in her study (2013) highlighted that "aspects of language diction, sentence usage, and source selection used in direct quotations in Media Indonesia have placed figures or institutions, particularly the House of Representatives (DPR) in the negative representation".

The construction of news discourse cannot be separated from news contributors. At least, all the journalists' backgrounds of culture, socialization, and education have a great influence on the facts that are constructed in the news. As a result, there are no texts in media or news that are completely objective or a group of facts that are regarded as data for news or information reporting. It implies that there is an intervention of the news writer and editor or the editorial board's policy in the mass media. This phenomenon also occurs in the construction of news on corruption in TV One and Kompas TV, Indonesia's leading national news broadcasters. A study done by Mardikantoro and Indah (2017) promoted that the vocabulary aspect that was used by Metro TV and NET, other Indonesia's leading news ones, had the intention to assert and blur out the stark intention when producing the news discourse on graft cases. These two mass media have framed that corruption has been very dangerous, complex social pathology. Since the era of Reformation, the eradication of corruption has become an agenda that is frequently demonstrated and highlighted by Indonesian citizens. The threats of corruption cover all aspects in life around the world. Pope (in Semma, 2008) defines corruption as the abuse of public power and trust for personal gain or the behavior that disobeys the principle of maintaining relationship.

Furthermore, news discourse on corruption cases has high intensity on mass media so that it catches people's great attention. It suggests that the large audience can watch, access, and know the news on corruption more easily. TV One and Kompas TV become two Indonesia's leading national mass media that massively serve the graft cases to the audience. Thus, it became the consideration of this study to choose the two mass media to be investigated. In addition, it was due to the representation of the mass media owners. This second consideration reveals that an owner actively participates in politics and another owner does not deal with it. From the variety of models of critical discourse analysis, the van Dijk's model was deemed appropriate to analyze the news discourse on

corruption in TV One and Kompas TV. Eriyanto (2011) explains that the van Dijk's model elaborates several elements of discourse so that this model can be regarded and used practically. The result of news production practices also needs to be observed to obtain the knowledge of such text discourse. Additionally, this model of critical discourse analysis proposes a social structure, dominations, groups of power existing in society, cognition, and awareness formed based on the portrayed discourse.

## **METHODS**

This study used a qualitative approach with the perspective of van Dijk's model of critical discourse analysis that was aimed at exploring the construction of news on corruption in TV One and Kompas TV based on the dimension of the journalists' social cognition. The data were collected through observation and interview methods and followed up with uninvolved interview observation, recording, note-taking, face-to-face interview, and non-face-to-face interview techniques. Likewise, the data were in the form of fragments of news discourse on corruption in TV One and Kompas TV from January to April 2017. Meanwhile, the subject and source of data were news discourse on corruption in TV One and Kompas TV. Lastly, the current study employed the van Dijk's model of critical discourse analysis as the technique of analyzing the data.

## **RESULTS AND DISCUSSION**

A discourse analysis is not merely based on text analysis since discourse is only a result of production practices. The structure of text discourse shows meanings, opinions, and ideologies. This study, therefore, also investigates how discourse is produced so as to obtain the knowledge of why the discourse can be constructed in that way. A dimension of social cognition could be used as an analysis principle for exploring the construction of news discourse that was produced by TV One and Kompas TV. The findings expose that the reconstruction of

news discourse on corruption portrayed by the two Indonesia's leading mass media in the dimension of social cognition and deemed the van Dijk's framework of critical discourse analysis (in Eriyanto, 2011) covered (1) person, (2) self-presentation, (3) role, and (4) event schemes.

### Person Scheme

A person scheme is used by journalists to portray the people involved in corruption cases, including both the corruptor and the authorized parties. Based on the result of the interview method with non-face-to-face interview technique on September 3, 2017, it was found that when the TV One journalist presented the persons involved in a graft case of the electronic identity (e-ID) card procurement project, he reported that corruptors referred to those who were responsible for the nation establishment with their authorized power, organized the scenario to gain personal benefits over others, caused the nation's loss, and used the nation's money unprofessionally" (Interview with the TV One journalist).

From his statement, the TV One journalist regarded that a corruptor as a state official who has his/her public power and responsibility to plan some ways for gaining personal benefits so that it could destroy the state's prosperity disproportionately. It indicates that the journalist's social cognition in producing news discourse deemed that the corruptor planned to set a scenario well in managing the nation's money disproportionately and unprofessionally. Additionally, the interview result demonstrates that the journalist described the corruptor with a negative image since the corruptor prioritized his/her group needs and ignored public's ones. This phenomenon is asserted with the van Dijk's statement (2006), "Manipulation is a form of social power abuse, cognitive mind control, and discursive interaction. Socially, manipulation is defined as illegitimate domination confirming social inequality". Interestingly, it is in line with the Kompas TV journalist's social cognition. Based on the interview result on August 1, 2017 with face-to-face interview technique, the

journalist depicted the persons involved in corruption cases refer to those who committed greed and excessiveness. This result implies that the journalist defined a corruptor as the person who was willing to gain personal advantages over others. It is relevant to the Law Number 20 of 2001 on the Eradication of the Criminal Act of Corruption asserting that "anybody who unlawfully commits an act to enrich himself/herself or others". Moreover, the journalist's point of view is deemed extremely proper since corruptors are very greedy and excessive to have their lives as presented in the following fragment of discourse.

### (1) Context:

Indonesia's Corruption Eradication Commission (KPK) received a huge amount of return money on a corruption case of the e-ID card procurement project from five corporations, one consortium, and fourteen members of the House of Representative (DPR) in the period of 2009 to 2014 for 250 billion rupiahs.

"... The starting point of this mega scandal of corruption on the e-ID card project has begun since two high-ranking state officials in the Ministry of Home Affairs became the suspects of this case. Since then, the KPK has summoned several persons as witnesses. The called-on names were derived from Muhammad Nazaruddin's witness, a former member of the House of Representatives, stating that the procurement fund of the e-ID card project went to some ministries and members of the House of Representatives. The KPK has called on approximately 200 witnesses, including the former Minister of Home Affairs, Gamawan Fauzi, and the ex-Minister of Finance in the period of 2010 to 2013, Agus Martowardojo. Besides, the high-ranking state officials of the Commission II of the House of Representatives in the period of 2009 to 2014, Ganjar Pranowo and Kairun Harahab, also become witnesses. Not to mention, the former member of the Commission II in the same period, Basuki Tjahaya Purnama 'Ahok', explained that he did not know the parties who provided and received the procurement fund..." (Kompas TV, March 6, 2017).

Fragment of discourse (1) reveals a person scheme in constructing the news discourse on the e-ID card graft. Kompas TV describes that the starting point of this corruption case was exposed by presenting that there were two high-ranking state officials in the Ministry of Home Affairs who had become suspects decided by the KPK.

This mass media tried to construct persons involved in the corruption case of e-ID card procurement project, namely: Nazarudin, Gamawan Fauzi, Agus Martowardojo, Ganjar Pranowo, Kairun Harab, and Basuki Tjahaya Purnama. These names were mentioned in the news reporting so as to influence the large audience's perspective on this graft case. Nonetheless, when it is more deeply noticed, Kompas TV manipulated to construct the news discourse as the content without mentioning that the e-ID card corruption case involved businessmen, bureaucrats, and elite politicians. In other words, Kompas TV employed the mind control of a stark manipulation in terms of cognitive dimensions. It is supported with the van Dijk's point of view (2006) suggesting that "On the cognitive dimensions of manipulation by identifying what exactly the 'mind control' dimension of manipulation means".

#### **Self-Presentation Scheme**

A self-presentation scheme is done by journalists to depict and regard their self-presentations in relation to the people involved in corruption cases, including both corruptors and authorized parties. From the result of interview carried out on September 3, 2017 with a non-face-to-face interview technique, the TV One journalist exposed "I am burning with great curiosity on events/phenomena occur in our country. I am dealing with new things, and the large audience will get much information of lots of things. The most important point that I want to transfer to the next generations is that if we play a role as a journalist, we will be in the middle of history whether we are aware or not" (Interview with the TV One journalist).

In his statement, the TV One journalist demonstrated himself to be a person who was very curious about something new and in the middle of history. The great curiosity made himself understand that this country, Indonesia, was controlled by some authorized state officials. The form of this control coped with the policy and implementation in the field. The journalist clearly explained that this profession made people get lots of information and be

educated/interfered by the state officials. This profession, moreover, documented events/phenomena that would be a meaningful history for the upcoming generations. However, the TV One journalist's point of view indicates that there were still few Indonesian people who had known the state officials' performance and behavior.

The finding above is found in the fragment of interview "I know that there are still few Indonesians who obtain current information of this country. On the contrary, I know more than what they know". This fragment illustrates that the journalist demonstrated his self-presentation as a person who had more access and knowledge than the audience who enjoyed news reporting. It implies that the TV One journalist had the control of the audience's mind in news discourse. It fits the van Dijk's perspective (2006) pointing out that "Cognitively, manipulation as mind control involves the interference with processes of understanding, the formation of biased mental models, and social representations such as knowledge and ideologies". Thus, the journalist tried to interfere and control the served information through the produced news discourse for the manipulation as the mind control could interfere processes of understanding, the formation of biased mental models, and social representations in terms of knowledge and ideologies.

Meanwhile, based on the interview result on August 1, 2017 with a face-to-face interview technique, the Kompas TV journalist considered, understood, and presented himself that "Firstly, I enjoy myself as a journalist. Secondly, I am motivated to help people know and be educated". From this statement, it can be noticed that this journalist regarded, understood, and portrayed himself as a person who made his living by looking for and constructing news to be broadcasted in the television for the sake of helping others receive much information and inspiration. This finding is asserted by Jakob (in Sularto and Harianto, 2016) proposing that "The principle of compassion in Kompas so as to survive". This compassion is taking into account as the ability to adapt between the journalist and

environment. Likewise, Sulatro and Harianto (2016) expose that “The principle is applied in the journalism of development and plays a role as a ‘guardian dog’ that not only barks, warns, and criticizes, but also explains and appreciates success. It is not only relating to black and white or good and bad, but also in between (moderation)”. In short, this moderation way constitutes a fundamental aspect for journalists in constructing news.

### **Role Scheme**

A role scheme is employed by journalists to define and describe the role and position of someone in society (both institutions and agencies) who possesses a supreme position/rank in relation to corruption cases. Based on the result of interview on September 3, 2017 with a non-face-to-face interview technique, it can be noted that in constructing news on the e-ID card graft case, the TV One journalist depicted “The graphic data were derived from the field that events/phenomena take place, interviews, investigation, Google, and the KPK. There is also the role to relate news because there was a relationship with the same institution in which the corruption occurred, but it had a different case. It happened in the Ministry of Transportation and showed relevant events. Thus, not all of the events are connected as it needs to concern to what extent the relationship is” (Interview with the TV One journalist).

The interview result shows that in constructing reality, the TV One journalist required a role scheme to support his ideas when presenting news discourse on corruption. This role scheme is demonstrated through the results of interviews with the persons involved in the corruption case of the e-ID card procurement project. This finding meets the van Dijk’s perspective (1998) exposing that “The phrase also implies that most of the information used to write a news text comes in discourse form: reports, declarations, interviews, meetings, press conference, other media messages, press releases, parliamentary debates, court trials, police documents, court trials, police documents, and so

on” found in the fragment of news discourse constructed by TV One.

### **(2) Context:**

The Corruption Eradication Commission (KPK) demonstrated its reticence about high-ranking state officials who were involved in the graft case of the e-ID card procurement, and this case was going to open in the court on Thursday, March 9.

...Laode Syarif: “Yeah. There are two persons who have been charged with their alleged roles in the e-ID card case. Perhaps, there are other names that will be mentioned in the thick lawsuit and be followed up...” (TV One, March 8, 2017).

Fragment of discourse (2) illustrates that TV One used a role scheme played by Laode Syarif, the representative of the KPK, in constructing news on the corruption case of the multi-million dollars e-ID card procurement project. The KPK’s position or role was taken into account by TV One to construct the news discourse in order to be valid in broadcasting the corruption news. In addition, the valid data were regarded to contribute to the values of the news discourse, namely: novelty and actuality. It is in line with Nothcliffe’s viewpoint (in Sudarman, 2008) stating that value-based news contain unusuality, curiosity, novelty, and actuality. However, it is important to note that the strategy was used by TV One to manipulate the large audience. Discursively, this manipulation copes with the form and format of usual ideology discourse, including emphasizing good things for the audience and highlighting bad things for the corruptor. It fits the van Dijk’s statement (2006) declaring that “Manipulation generally involves the usual forms and formats of ideological discourse, such as emphasizing our good things, and emphasizing their bad things”. Meanwhile, Kompas TV also employed the role scheme. The result of interview carried on August 1, 2017 with a face-to-face interview technique reveals that the Kompas TV journalist described someone’s social role and position by asserting that KPK used to mention a corruptor’s name after he/she became a suspect. It implies that the KPK played

a role in exposing the corruptor's name in constructing the news discourse on corruption. In other words, the KPK's role is very pivotal in society since Bintoro and Jhonson (2014) point out that an anti-corruption institution is very vital for the effectiveness of corruption eradication in a nation. Moreover, the use of the role scheme can be noticed in the following fragment of news discourse.

### (3) Context:

The KPK presumed Miryam S. Haryani for allegedly giving a false testimony during the court session of the two defendants in a graft case involving e-ID cards, Irman and Sugiharto.

...Febri Diansyah (The Spokesman of the Corruption Eradication Commission): "Today, we named a new suspect after we had a court session with the two defendants, Irman and Sugiharto, former Home Ministry officials. Her initial name is MSH, a member of the House of Representatives. According to the KPK team, there have been two new evidence as the starting point to probe the e-ID card case. We can notice the evidence from the trial process to witnesses whom we have summoned. Besides, there was also a false testimony obtained from rallies of the court sessions and trial recordings that we exposed in the court."

Haryani is accused of having given false statements by the KPK when she testified as a witness in an e-ID case hearing for the defendants, both Irman and Sugiharto... (Kompas TV, April 5, 2017).

Fragment of discourse (3) promotes that there are a role scheme used by Kompas TV in constructing the news discourse on a graft case of e-ID card procurement project. This mass media portrayed the KPK as the role scheme. In this scheme, the KPK was represented by the spokesman, Febri Diansyah. The Kompas TV journalist employed the scheme of the KPK's role to report the news discourse on putting Miryam S. Haryani as a suspect of the e-ID card graft. It reveals that the journalist tried to lead the audience's viewpoint on understanding the news discourse on the corruption case of e-ID card project. Not to mention, the KPK's role was very central and meaningful to report Miryam S. Haryani as the suspect so that the news reporting could be valid and was trusted by the audience. It is supported with the van Dijk's statement (1988) proposing that "The phrase also implies that most

of the information used to write a news text comes in discourse forms: reports, declarations, interviews, meetings, press conferences, other media messages, press releases, parliamentary debates, court trials, police documents, court trials, police documents, and so on".

### Event Scheme

An event scheme is used by journalists to view and portray stark events or reality occur. This scheme relates to social representations concerning how viewpoint, belief, and prejudice grow in society. Both viewpoint and belief influence the journalists' perspectives on constructing reality that depend on the journalists' experience, memory, and interpretation. Not only does the formation process of news discourse show how a news text is presented, but it also includes information used in constructing the news discourse based on the results of interviews, reports, press conferences, and parliamentary debates. It is in accordance with the interview result done on September 3, 2017 with a non-face-to-face interview technique finding that in taking into account of a corruption case, the TV One journalist explained that "Personally, it is very terrifying. We can notice that corruption cases in this country are getting worse. As a result, lots of people question 'What is the function of the KPK if the cases always exist?' Conversely, the KPK replies 'There is KPK, but corruption still exists, and how will this country be if there is no KPK?' Professionally, I think covering corruption cases, meeting corruptors, and interviewing them is a part of my job. Although it seems awful why the cases still exist, that is the image of our country. Lots of state officials commit the graft, both small and mega scandals of corruption, though they know the consequence of this criminal act. They always think of 'smart' ways to camouflage their acts from the KPK and other authorized parties. In short, there are lots of corruption patterns so that they are safe from the established law. It must have a strong network" (Interview with the TV One journalist).

The journalist's statement above believes that corruption cases are still existing and getting

worse day by day. No matter how strict the established law is, the graft always comes on corruptors' mind to find the best pattern so as to make they are protected and safe from the KPK and other authorized parties. This viewpoint becomes the journalist's cognition in viewing the graft cases that occur in Indonesia. In fact, the pattern of networking is growing massively and involving lots of alleged parties so that they are not arrested by the KPK. It indicates that this knowledge is taken into account by the journalist to construct the news discourse on corruption. Kristeva (1980) asserts that "Each text is a mosaic of quotations and each text is the absorption and transformation of other texts". It can be noted in the following discourse fragment.

#### **(4) Context:**

The KPK named Andi Agustinus aka Andi Narogong as a suspect in a graft case of the e-ID card procurement project managed by the Ministry of Home Affairs in 2011 to 2012 and arrested him in South Jakarta.

...In this case, Andi Narogong enriched himself or his corporation, which caused 2.3 trillion rupiahs in state losses. Andi was presumed to play actively in rigging the e-ID procurement project. He was declared as a suspect after the KPK investigators found two significant evidence... (TV One, April 2, 2017).

Fragment of discourse (4) highlights that in constructing the news discourse on the e-ID graft case, the TV One journalist described the case by involving a businessman, Andi "Narogong" Agustinus, rigged in a procurement tender, which impacted on 2.3 trillion rupiahs in state losses. Further, the journalist asserted that "This corruption case belongs to an extraordinary criminal act even though it did not hurt someone's heart, this nation suffered from this graft case. Corruptors are those who corrupt since they are actually not satisfied with their lives. They are greedy to gain personal benefits by rigging certain projects. They are money and position-oriented. The persons are more criminal than those who commit other criminal acts. They corrupt the nation's richness, conceal, and take advantage of it for their own needs. As state

officials, they commit corruption in the form of bribery. The current graft case occurred in the Ministry of Transportation for the amount of 20 billion rupiahs in state losses. Let's imagine how many units if the money is used for building schools or bridges in villages and remote areas. If the money is taken advantage for positive betterment in society, the community empowerment and construction will be better. Unfortunately, the corruptors only think of their personal benefits" (Interview with the TV One journalist).

The journalist's statement asserts that corruption is a huge criminal act, which causes state losses. Principally, corruptors are unsatisfied with what they have achieved in life since they are very greedy to gain advantages over others. Every effort is held to achieve their criminal ambitions in the form of either money or social positions. The journalist portrayed that the corruptors were more criminal than those who commit other crimes. Moreover, corruption also caused large negative impacts on the provisions of infrastructure and education. It highlights that if the corrupted money is utilized for building schools, bridges, and other infrastructures, it will demonstrate positive results. In short, the empowerment and development in construction for society tend to show better results. Unluckily, the corruptors only prioritize their personal advantages.

Additionally, when constructing news discourse, the TV One journalist explained that "Systematically, there are regular meetings for the editorial board either daily or weekly, and we usually manage weekly meetings. In these meetings, we discuss all the stakeholders' programs, the persons who will be responsible for the programs starting from the chief director, manager, producer, and reporters, and the evaluation of the previous weekly program. Besides, we also prepare for current big issues and plan some brilliant ideas for executing the next program. Furthermore, from the big issues, we cut them into smaller breakdowns. For instance, the last week's themes presented corruption and alleged 'umrah' (minor haj) fraud cases. Afterwards, we asked our work colleagues to

share their ideas. For instance, we propose why not we raise the issue of how the tour operator collects money from all the prospective pilgrims. From this idea, we try to construct it as our upcoming news theme. Afterwards, we will make a team to report and present the issue for next week's program. Meanwhile, in the daily meetings, there is a projection meeting to determine the issue that will be served for tomorrow's program and the coordinator who will be responsible for the program. Lastly, if we find some obstacles, there are still more themes as a backup" (Interview with the TV One journalist).

The interview fragment explains that TV One has daily and weekly meetings with the editorial board to present news. The editorial board meetings discuss all the stakeholders' programs and the persons who are in charge of the programs starting from the chief director, manager, producer, and reporters to evaluate what they have done with programs in the previous week. The meetings provide the chance to determine big up-to-date issues occur, organize well-planned ideas, and themes for upcoming news. It demonstrates that good cooperation and integrity are required to serve news discourse. When covering news on graft cases, the TV One journalist exposed both the corruptor and the amount of rigged money. "Both of them should have a balanced proportion in news reporting, but we usually highlight them from the most interesting of all issues. Further, the KPK revealed that a graft case in the Ministry of Transportation was a new mode because the bribery pattern was different from the previous case blew up. This new mode aroused high curiosity in society. It may trigger some questions 'What makes this corruption case new?' 'What makes the corruptors use a new mode so as to escape from the KPK investigators?' 'What makes the KPK find the graft case?' These questions normally come to our mind and influence us to pay our attention to intellectual actors, the amount of corrupted money, and the used modes. In other words, constructing news discourse needs to highlight the graft case since it is considered very interesting for the large

audience to know the case. In reality, there is a social purpose beyond the news construction. The mass media has contributed a means of social control to reveal that there are new modes in corruption. People are supposed to know and aware of the graft case and may play a role as a case observer. The KPK may consider reports from society as the observer to analyze why the graft case happened and emphasize people not to commit corruption" (Interview with the TV One journalist).

Based on the interview fragment, it can be found that the TV One journalist emphasized the balance between the corruptor and the amount of rigged money. It, nonetheless, was more interesting to notice that there were new corruption modes to expose. It suggests that there is a social intention for exposing presented events. The mass media plays a role as a means of social control to transmit the information of how corruptors are involved in a graft case. It is expected that people will be aware and understand of this criminal act. In addition, they could be an observer. The KPK cannot monitor Indonesian citizens one by one so that this institution requires their reports to investigate why corruption exists and to make them aware of having involved in no graft cases. Furthermore, TV One, one of Indonesian's leading mass media, promotes the tag line/slogan "*Memang Beda*" ("Truly Different"). From the interview result, this slogan illustrates that this mass media provides more services than other ones. Furthermore, it is a marketing strategy so as to make this slogan come to the large audience's mind more easily. Lastly, not only does this Indonesia's television channel contribute to a wide range of news treasure, but it also exists with particular images".

The slogan "*Memang Beda*" comes to the surface as a persuasive phrase that is stunning to be memorized. Additionally, it constitutes a marketing strategy for promoting this mass media ideology. As a result, this slogan is expected to penetrate the large audience's mind. TV One tries to serve not only the exposure of news discourse in Indonesia, but also a different viewpoint of credible mass media. This finding is in line with

what Kompas TV demonstrates. From the result of interview on August 1, 2017 with a non-face-to-face interview technique, it reveals that in constructing news discourse, the journalist stated “The editorial team needs to read the previous news. Besides, data obtained in the field and discussion with intended speakers should be taken into account of. They can be in the forms of on-air and off-air interviews. For the off-air interview, we can take advantage of the background.”

The Kompas TV journalist’s statement illustrates that constructing news discourse on reality could utilize other texts as the additional information for the data obtained by the journalist and present them between the data and the well-established objectives. It implies that this mass media journalist tried to involve dialogic communication with other texts for providing comprehensive news discourse. Further, both explicit and implicit statements were re-evaluated, re-assimilated, and re-expressed in other forms of texts by the journalist. It fits the Kristeva’s statement (1980) highlighting that “each text-maker not only reads the text itself, but reads it alongside other texts so that the understanding of the text that has been published after the reading cannot be separated from the other texts. The presence of other texts in this whole relationship is not an innocent thing that does not follow a reading process”.

Meanwhile, when constructing a graft case of the e-ID card procurement project, Kompas TV explained that the construction process of the news discourse started from “We wrote the data that we obtained in the field and then sent the scripts to the editorial board supported with some meaningful pictures. They would be evaluated and produced to be presented. We should not write the news based on our self-assumption. It means that what we write relates to the obtained valid data. Thus, if a controversy emerges, there will be the evidence to support what we serve. We do not need to employ our own opinions” (Interview with the Kompas TV journalist).

The interview result describes that when the journalist constructed the reality of the e-ID card graft case, he started from writing based on

the valid data obtained in the field so as not to make his own assumption. Afterwards, the script he produced was sent to the editorial board in the form of texts supported with several pictures to be evaluated. This process involved the journalist, editorial board, and producer. It is in line with the interview result exposing that “There are journalist, editorial board, and producer. It is obvious to note that this finding meets a study conducted by Santoso and Gallant (2016) proposing that Indonesia’s daily newspapers such as *Harian Suara Merdeka*, *Harian Republika*, and *Tabloid Kompas* employed a specific consideration in selecting the issues presented to the large audience. Moreover, the producer’s role is very pivotal in serving the news on the e-ID card corruption case. It is proven from the interview result “Actually, the producer constructs the structure of a news content or rundown”. It indicates that a producer needs to know which news can be presented. If a corruption case investigated by the KPK is going viral, it will be the news headline. In contrast, if there is another news that can catch lots of people’s attention, it will be prioritized to be the headline. In short, the corruption news does not need to become the deadline. For example, when the KPK named Setya Novanto, the speaker of the House of Representatives, as a suspect of the e-ID card project graft case, it was prioritized to be the news headline” (Interview with the Kompas TV journalist).

The Kompas TV journalist’s statement suggests that the news producer played a pivotal role in presenting the news discourse on the e-ID card project corruption case since he/she is responsible for selecting the most prioritized news to be a headline. The news about the name of Setya Novanto as the suspect of the e-ID card graft case became the headline in Kompas TV since this viral news received huge people’s attention. It implies that if the attention is caught, the large audience will watch the news programs broadcasted by Kompas TV. As a result, the rate of this television channel tends to increase. In other words, the high rate of a television program will persuade some advertisements to promote their products in this mass media. It is clear to

notice that this chance will benefit the television channel in running its business.

## CONCLUSION

In the dimension of social cognition, TV One used person, self-presentation, role, and event schemes in the construction of news discourse on corruption. The use of the schemes was based on the priority of news values. The implication of these appearing values functions to persuade the large audience to trust that the news discourse is valid and accountable. It was proven that TV One achieved the award of “Staying Ahead” category as the number one mass media that was consumed by the audience with the rate of 5.0. Meanwhile, Kompas TV carried out the same schemes as TV One did when constructing news discourse on corruption. However, the use of those schemes was based on the ideology referred by this mass media, namely: “*fortiter in re, suaviter in modo*” (“firmly in action, gently in manner”) in the production of news discourse. Therefore, the classical proverb in journalism “*menghibur yang papa, mengingatkan yang mapan*” (“comfort the afflicted, afflict the comfortable”) comes to the Kompas TV journalist’ viewpoint. This proverb is deemed to portray human beings along with all their issues.

## ACKNOWLEDGEMENTS

We are extremely grateful to Dr. B. Wahyudi Joko Santoso, who has supervised the first researcher with his meaningful comments and suggestions. Moreover, it is with our greatest appreciation to Mr. Arianto, the investigator of the Corruption Eradication Commission (KPK), who has provided his valuable time for having interview. We would also like to express our deepest gratitude to Mr. Abdullah Dahlan, the coordinator of Network Division in the Indonesia Corruption Watch (ICW), who has shared his worthwhile experience of the e-ID card corruption case. We wish to extend our sincerest thanks to Mr. Taufan, the TV One journalist and Mr. Adit, the Kompas TV journalist, who have become the research respondents.

## REFERENCES

- Badara, A. (2012). *Analisis Wacana Teori, Metode, dan Penerapannya pada Wacana Media*. Jakarta: Kencana.
- Bintoro, Sutarno & Johnson R. G. (2014). *Profil Lembaga Antikorupsi di Berbagai Negara: Hukum, Pembentukan, Kewenangan, Anggaran, Sumber Daya Manusia, Struktur Organisasi, Knator Perwakilan, Gedung, Kontak Informasi*. Jakarta: Komisi Pemberantasan Korupsi.
- Debbagh, M. (2012). Discourse Analysis of the Representations of Women in Moroccan Broadcast News. *The Journal of North African Studies*, 17(4).  
<https://www.tandfonline.com/doi/abs/10.1080/13629387.2012.685248>
- Eriyanto. (2011). *Analisis Wacana Pengantar Analisis Teks Media*. Yogyakarta: LKis.
- Jorgensen, Marianne W. & Louise J. Philips. (2010). *Analisis Wacana Teori dan Metode*. Yogyakarta: Pustaka Pelajar.
- Keraf, G. (1997). *Komposisi*. Ende: Nusa Indah.
- Kristeva, J. (1980). *Desire in Language: a Semiotic Approach to Literature and Art*. Colombia University Press: Colombia.
- Mardikantoro, H. B. (2014). Analisis Wacana Kritis pada Tajuk (Anti) Korupsi di Surat Kabar Berbahasa Indonesia. *Litera Jurnal Penelitian Bahasa, Sastra dan Pengajarannya*, 13(2), 215-225.  
<https://journal.uny.ac.id/index.php/litera/article/view/2576>
- Mardikantoro, H. B., & Haryani. (2015). Pembentukan Reputasi Calon Presiden 2014 dalam Berita di Media Massa Online: Kajian Wacana Kritis. *Jurnal Lingua*, 11(2).  
<https://journal.unnes.ac.id/nju/index.php/lingua/article/view/8886>
- Mardikantoro, H. B., & Nur, I. S. (2017). Analisis Tektual dalam Konstruksi Wacana Berita Korupsi di Metro TV dan NET dalam Perspektif Analisis Wacana Kritis Norman Fairclough. *Seloka: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 6(2), 123-129.  
<https://journal.unnes.ac.id/sju/index.php/seloka/article/view/17276>
- Mardikantoro, H. B. (2017). *Samin, Kajian Sociolinguistik Bahasa Persaudaraan dan Perlawanan*. Yogyakarta: Forum.
- Mayasari. (2013). Critical Discourse Analysis of Reporting on "Saweran for KPK Building" in

- Media Indonesia Daily Newspaper. *International Journal of Linguistics*, 5(4).  
<http://www.macrothink.org/journal/index.php/ijl/article/view/4198>
- Santoso, W. J., & Gallant, K. A. (2016). Citra Publik Presiden Republik Indonesia pada Pemberitaan di *Harian Suara Merdeka*, *Tabloid Tempo*, dan *Republika*: Kajian Analisis Wacana Kritis Model Norman Fairclough. *Seloka: Jurnal Pendidikan Bahasa dan Sastra Indonesia*, 5(2), 201-215.  
<https://journal.unnes.ac.id/sju/index.php/seloka/article/view/13084>
- Santoso, W. J. (2016). Discourse Analysis Mc-Donald 'Venez comme Vous Etes' in Critical Pragmatic Perspective. *Proceeding of the 3<sup>rd</sup> International Seminar on Transdisciplinary Linguistics (ISTL) 2016*. pp.405-413.
- Semma, M. (2008). *Media dan Perubahan Politik Represif*. Makassar: Pemkot Makassar.
- Sudarman, P. (2008). *Menulis di Media Massa*. Yogyakarta: Pustaka Pelajar.
- Sudaryanto. (2015). *Metode dan Aneka Teknik Analisis Bahasa*. Yogyakarta: University Press.
- Sularto & F. Harianto S. (2016). *Kompas Way Jakob's Legacy*. Jakarta: PT Kompas Media Nusantara.
- van Dijk, Teun A. (1988). *News as Discourse*. Hillsdale, New Jersey: Lawrence Erlbaum Associates.
- van Dijk, Teun A. (2006). *Discourse and Manipulation*. *Journal of SAGE*, 17(2), 359-383.  
<http://journals.sagepub.com/doi/abs/10.1177/0957926506060250>
- Supriyadi & Zulaeha, I. (2017). Dimensi Ekonomi, Politik, dan Ideologi pada Artikel-Artikel di Media Massa Cetak Jawa Pos dalam Perspektif Analisis Wacana Kritis. *Seloka: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 6(1), 1-14.  
<https://journal.unnes.ac.id/sju/index.php/seloka/article/view/14747>