

Representation of Rajawali Citra Televisi Indonesia and Indosiar Social Cognition of Journalist in the Construction of Discourse on Corruption News

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Abstract

Discourse analysis of corruption news is not enough just based on the aspect of text analysis, but rather how a text is produced. Therefore, it takes a study of the representation of social cognition. This study aims to interpret the social cognition of Rajawali Citra Televisi Indonesia (RCTI) and Indosiar journalists in constructing a discourse on corruption reporting. The data in qualitative research is obtained through the method of listening and interviewing. The techniques in the listening method used include the technique of free listening involved in interview, recording technique, and note-taking techniques. Meanwhile, in the interview method, the technique used is the direct interview technique and the indirect interview techniques. The data analysis technique used in this study is the Critical Discourse Analysis (CDA) of Teun A. van Dijk. The results of the study showed that in the news discourse corruption was constructed by RCTI and Indosiar using person schemes, self schemes, role schemes, and event schemes. The use of these schemes to support broadcast news values. In social cognition, journalists play a role as social control and communicator to preach the dominant discourse that develops in society. This research is useful for the development of discourse science and becomes a reference material for the community in understanding the characteristics of a media.

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INTRODUCTION

Language is a human communication tool to convey thoughts. In connection with that, Keraf (1997) asserts that language is useful for carrying out social control. The control occurs because of the existence of social practices carried out by communicators in the form of discourse.

Meanwhile, the use of language in print media, according to Hariyani, and Mardikantoro (2015) is a tool or means used to convey messages from communicators to the public. However, according to Defleur, and Sandra (Badara, 2012) that it is often unconscious that the reality conveyed by the mass media is different from the reality that occurs. Someone is led to understand the reality that has been framed by the mass media.

Debbagh (2012) examined the views of Moroccan media in representing women. The news program in Arabic supports two specific discourse perspectives: a conservative perspective that links women with domestic and traditional roles, and alternative progressive perspectives that link women to modernity and economic development.

Thus, discourse can describe unbalanced power relations between social classes, men and women, majority, and minority groups through different representations in the social positions displayed (Dijk, 1997).

Since the implementation of the reforms, eradicate corruption has become the most frequently touted and highlighted by the public. The Corruption Eradication Commission (2006) states that corruption is categorized into state financial losses, bribes, embezzlement in office, extortion, fraudulent acts, conflicts of interest in procurement, gratuities. Cavill, and Sohail (2007) states that corruption is an act of abuse of public office for personal gain, either from self-encouragement (e.g., extortion) or responses to persuasion (e.g., bribery).

In the case of news, there are no entirely objective media or news text. This is consistent with the research conducted by Sholikhati, and Mardikantoro (2017) that the vocabulary aspects

used by Metro TV and NET have the purpose of emphasizing and obscuring the true intentions.

Reporting on corruption cases was heavily broadcast by RCTI and Indosiar. The selection of mass media as a source of research is based on consideration of the representation of media ownership, i.e., media owners who are actively involved in politics and media owners who are not active in politics. The process of producing news involves a process called social cognition (Eriyanto, 2011). Journalists, in this case, are not considered as neutral individuals but individuals who have a variety of values, experiences, and ideological influences obtained from their lives (Dijk, 2008).

Dijk (1990) explains that social cognition is defined as a social representation system that is shared socially, a system that also includes a series of strategies to manipulate the effectiveness of social representation in social interpretation, interaction, and discourse. Then, Dijk (1990) described four schemes in the analysis of social cognition, including person schemes, self schemes, role schemes, and event schemes.

Critical discourse analysis, according to Ibrahim (2010), aims to explore the relationship between the use of language and social practice. This is in line with Supriyadi, and Zulaeha (2017), critical discourse analysis is one of the important models for analyzing the relationship between reality.

Research based on critical discourse analysis has been conducted by Poorebrahim, and Zarei (2013), Mayasari, Darmayanti, and Riyanto (2013), Rivaldi, and Mardikantoro (2018), Fatemeh, and Zerei (2013) mention that Islam and Muslims are repeatedly represented negatively, both through various types of language choices chosen through special construction and headlines. Mayasari, Darmayanti, and Riyanto (2013) state that aspects of language diction, use of sentences, and selection of sources used in direct quotations in Media Indonesia have placed figures or institutions of the People's Representative Council (DPR) in negative representations. Rivaldi, and Mardikantoro (2018) stated Metro TV and Kompas TV tended to pay attention to

social cognition control in producing corruption news discourse. Both of these television stations tend to look negatively towards acts of corruption.

Based on the description above, this study aims to interpret the level of social cognition of RCTI and Indosiar journalists in reconstructing corruption news discourses. This research is expected to contribute to the development of discourse science and become a reference material for the community in understanding the characteristics of a media.

METHODS

This study applies a qualitative approach to the perspective of the critical discourse analysis of the van Dijk model. The aim is to reveal the construction of news on corruption discourse on RCTI and Indosiar based on journalists' social cognition dimensions. The data was collected by listening, and interview methods followed by the technique of listening free involved in interview, recording technique, and note taking technique. Meanwhile, in the interview method, the technique used is the direct interview technique and the indirect interview technique. The research data is in the form of fragments of corruption news discourse on RCTI and Indosiar for the period of January-April 2017. Data was collected in that month because there were corruption cases that were widely broadcast by the mass media that month. The subject and source of data from this study are corruption news discourses on RCTI and Indosiar. The data analysis technique used is the technique of critical discourse analysis of the van Dijk model.

RESULTS AND DISCUSSION

The results of this study are in the form of reconstruction of corruption news discourse on RCTI and Indosiar in the dimensions of social cognition adjusted to the perspective of critical discourse analysis of van Dijk. The dimensions of social cognition include schema person, schema self, role scheme, and scheme of events.

Person Scheme

Journalists use person scheme in describing and looking at others. In this case, the parties that were revealed in the corruption case were the perpetrators of corruption cases, as well as law enforcement officers. Based on the results of the direct interview on April 3rd, 2018, RCTI reporters in describing or looking at people involved in corruption cases in electronic KTPs revealed that corruptors were as follows.

“Pelaku paling tidak bertanggung jawab. Dalam hal ini yang patut disalahkan adalah perilakunya, bukanlah pribadinya. Dalam beberapa contoh kasus, perilaku korupsi ini terjadi dalam situasi yang terhimpit akibat birokrasi. Sehingga, yang patut disalahkan bukanlah pribadinya, namun perilakunya.” (Quote 1)

Based on these statements in social cognition, RCTI journalists view corruptors as the most irresponsible criminal offenders. RCTI reporters stated that what should be blamed for corruption is their behavior, not personal. This is because according to RCTI reporters, acts of corruption can occur in situations that are squeezed due to bureaucracy. Also, the RCTI reporter also said,

“Korupsi merupakan sebuah perilaku yang menyalahgunakan wewenang dan kekuasaan demi menguntungkan diri sendiri, orang lain bahkan perusahaan atau korporasi. Korupsi bisa dilakukan oleh perseorangan, namun perilaku korupsi ini cenderung dilakukan secara berkelompok.” (Quote 2)

The RCTI reporter's statement explained that acts of corruption tended to be carried out in groups. Corruptors can certainly manipulate the budget so that it harms the state. This is in line with the statement of Dijk (2006) which states that manipulation is a form of abuse of social power, cognitive mind control, and discursive interactions. Socially, manipulation is defined as illegitimate dominance that emphasizes social inequality.

The same thing was also expressed by Indosiar reporters when interviewed on July 25th, 2018 with the direct interview technique. The

reporter's statement can be seen in quote (3) below.

“Pelaku korupsi adalah orang yang bukan hanya merugikan keuangan negara, tetapi itu merusak sendi-sendi bangsa, moralitas, pembangunan, kemudian kepercayaan, kemudian legitimasi kepada pemimpin.” (Quote 3)

Based on the results of the interview, it can be concluded that Indonesian journalists view perpetrators of corruption as people who harm the state, the joints of the nation, and damage morality, development, and trust. Corruptors harm the state because they have stolen state money that should be for the benefit of the people's welfare. Naturally, if reporters consider corruptors to be people who destroy the joints of the nation because corruptors ignore honesty by giving gratuities or bribes to the bureaucratic officers to smooth out their projects. Corruptors also destroy public trust. By committing acts of corruption, the community became lost in trust in government public officials, as found in the following discourse fragment.

- (1) Context: In front of the panel of judges, during the trial of an electronic KTP corruption case, Miryam claimed to have offered of money to members DPR RI Commission II.

“Betul saya bertemu teman saya, menawarkan uang. Karena saya lelah dari Bali ya saya pulang,” ujar Miryam saat persidangan.

(RCTI March 30th, 2017)

Based on the discourse fragment (1), it can be seen that RCTI in constructing corruption cases of electronic KTP uses Miryam S Haryani direct speech as proof of truth in the news. This certainly has an impact on public acceptance. RCTI wants to prove that it is true that Miryam S Haryani has committed fraud in her position by giving bribes. Thus the community believes that the RCTI in constructing the reporting of electronic ID cards prioritizes reporting values.

Self Scheme

The self scheme is used by journalists in describing and looking at themselves. In this case,

the journalist's self-perspective in reporting on the people involved in cases of electronic KTP corruption cases against the public. The following are the results of excerpts of the interview on April 3rd, 2018 to RCTI reporters with indirect interview techniques.

“Tidak hanya soal informasi yang disampaikan, namun sebagai wartawan pastinya, ingin agar masyarakat mengerti secara sederhana soal kasus korupsi yang sedang bergulir di Indonesia.” (Quote 4)

Based on these statements, we can conclude that RCTI journalists place themselves as someone who seeks to provide understanding to viewers with broadcast news. It was known that RCTI reporters when delivering each news broadcast, not only the information they wanted to convey to the public but journalists also wanted the public to understand that corruption cases that were rolling in the community were indeed quite complicated. That way, journalists try to display information needed by the community in a simple way.

Also, journalists see corruption cases as very detrimental to society so that negative images are formed against corruption suspects who are state officials. Meanwhile, KPK journalists and the police were seen as the party who contributed to dealing with corruption so that a positive image of the two parties was formed. This can be seen from the following text fragment.

- (2) Context: Miryam S Haryani will be handed over to the KPK after the Metro Jaya Regional Police Team has successfully arrested and re-examined the fugitive.

Anggota DPR Miryam S Haryani merupakan buronan KPK ditangkap di Kawasan Kemang Jakarta Selatan dini hari tadi dan usai diperiksa di Mapolda Metro Jaya, Miryam akan diserahkan ke KPK. Anggota DPR Miryam S Haryani yang merupakan buronan KPK ditangkap Bareskrim Mabes Polri dini hari tadi.

(RCTI, April 30th 2017)

Based on the discourse fragment (2), the reporter wants to show that the suspect in the

corruption case is a representative of the people. Reporters said that the suspect had become a fugitive, meaning the suspect had escaped responsibility. This creates a negative image of suspects in corruption cases which indirectly provide a negative image of the people's representatives. In contrast, with the KPK and the Police, journalists from these two professions were seen as successful in arresting fugitive suspects in corruption cases. This has led to a positive image of the KPK and the Police.

Thus, it can be said that the RCTI reporter sees himself as someone who can provide more information to the public, and RCTI reporters also view suspects in corruption cases as having negative imagery. Instead, RCTI reporters viewed the KPK and the Police as having positive imagery.

Meanwhile, the self-scheme of Indosiar journalists can be described through the excerpts of the following interview conducted on July 25th, 2018.

"Jadi kita harus lihat pada undang-undang pers nomor 40 tahun 99. Di dalam undang-undang pers nomor 40 tahun 99 disana tertulis fungsi pers, fungsi media massa, ini semua bukan hanya Indosiar saja. Fungsi pers pertama adalah kontrol sosial, kemudian hiburan, pendidikan, tidak lepas dari itu fungsi pers. Di dalam undang-undang pers itu ada tertulis fungsi-fungsi, bingkainya ya itu fungsi pers."

(Quote 5)

Based on the statement Indosiar journalists in looking at, understanding, and describing themselves as people whose jobs are looking for and composing news. The Indosiar journalist views himself that a journalist must obey the Press Law number 40 of 1999. The Indosiar journalist believes that a journalist from every media must be able to become social control, entertainment, and education. Thus, the community will be more educated.

Besides that, the Indosiar reporter saw that the perpetrators or suspects of corruption were people who did not have shame because even though they already had a position with a large income, they still corrupted state money. The construction of these events certainly creates a negative image of the perpetrators of corruption.

This can be seen from the following fragments of discourse.

(3) Context: Many corruption suspects in electronic KTPs are from the state officials

Dan dari nama-nama diperiksa itu, dua nama telah menjadi tersangka yakni Sugiharto—Mantan Direktur Pengelola Informasi Administrasi Kependudukan Kemendagri dan Irman mantan Dirjen Dukcapil Kemendagri.

(Indosiar, Maret 8th 2017)

In part (3) it can be seen that journalists clearly state the names of suspects and positions of suspects. For journalists, the two suspects were not ashamed because, with high positions as directors, the officials still stole state money. With this incident, it caused a negative image of the state officials who committed corruption.

Role Scheme

The role scheme is used by journalists in looking at and describing the roles and positions occupied by someone in the community, both institutions or agencies. In this case, the person or institution in the community is seen as having supremacy related to corruption cases.

Based on the results of interviews on April 3rd, 2018 with undirect interview techniques, in constructing the reporting of electronic KTP corruption, journalists strengthened the news with graphic evidence obtained from the KPK and ICW sources. Here's the proof of the quote.

"Data grafis bersumber dari KPK atau sumber sekunder lainnya, misal ICW." (Quote 6)

From the results of the interview, it can be seen that in constructing reality, a role scheme is needed to support ideas in corruption news discourse. This role scheme is demonstrated through the results of interviews with people involved in cases of electronic KTP corruption.

Meanwhile, the following is an excerpt from an interview with the journalist Indosiar on July 25th, 2018, with direct interview techniques, which can describe the role scheme.

“Pertama adalah sumber dari penegak hukum yang utama. Penegak hukum ini seperti yang Anda ketahui seperti ada kepolisian, ada kejaksaan, kemudian ada KPK, itu adalah sumber resmi. Bila sumber resmi itu tidak ada, maka ada namanya liputan investigasi. Kita harus mengungkap sebuah data-data, sebuah fakta dari sumber-sumber yang layak dipercaya. Kemudian data-data itu kita konfirmasi kepada penegak hukum, kami punya data-data.” (Quote 7)

From the statement, it can be seen that Indosiar reporters in looking at the position of the KPK and law enforcement in the case of budget corruption in the process of making electronic KTPs were the main law enforcers. The main law enforcers in combating corruption are the police, KPK, and the Attorney General's Office. For journalists Indosiar, these institutions can provide accurate and reliable information and data. Thus, information related to corruption cases received by the community becomes accurate and reliable. The use of role schemes appears in the following snippets of news on corruption cases.

(4) Context: After being examined for 14 hours, a key witness to the electronic KTP budget corruption case Andi Agustinus alias Andi Narogong was named a suspect and detained by the KPK.

Wakil Ketua KPK—Basaria Panjaitan mengatakan “Masalah di luar, proses hukum—kita tidak akan menghiraukan itu. Biarlah itu berjalan sebagai apa adanya. Kalau memang alat bukti itu memang ada, dia akan tetap menjadi tersangka.”

(Indosiar, Maret 24th 2017)

Based on discourse fragments (4) there is a role scheme used by Indosiar in constructing the budget corruption news discourse on electronic KTP. The role scheme used is the Corruption Eradication Commission (KPK). In this case represented by the Deputy Chair of the KPK, Basaria Panjaitan. Indosiar journalists use the role of the KPK in writing news discourse on the determination of the trial and detention of Andi Agustinus. This is done to bring viewers' views in understanding the electronic KTP budget corruption news discourse. The role of the KPK was very helpful in reporting on detention and the

appointment of Andi Narogong as a suspect. Thus, the role of the KPK helps to validate the level of news broadcast by Indosiar so that viewers believe the news will be broadcast.

Event Scheme

This scheme is used by journalists in viewing and describing events or realities that occur in society. This scheme is related to social representation, namely how the views, beliefs, and beliefs of the people influence the views of journalists in constructing reality depending on memory experience and the interpretation of journalists. The process of forming news discourse does not only mean how a text is formed, but it also incorporates information used to make news discourses from the results of interviews, reports, press conferences, and parliamentary debates. This is per the results of interviews with RCTI reporters (MNC Media) on April 3rd, 2018 with undirect interview technique. The following are excerpts of interviews of researchers with RCTI reporters.

“Fenomena korupsi di Indonesia ini sebenarnya sudah sangat memprihatinkan. Mengapa? Karena kasus korupsi yang terjadi dewasa ini tidak hanya di kota besar, melainkan terjadi di kota kecil. Bahkan, kasus korupsi akhir-akhir ini cenderung berkaitan dengan pilkada yang nantinya akan digelar pada Juli 2018 mendatang. Contohnya saja, hingga bulan April 2018, KPK sedikitnya telah lakukan enam operasi tangkap tangan yang dilakukan terhadap sejumlah bupati yang akan kembali bertarung pada pilkada 2018. Ini terdengar sangat miris, karena rakyat kembali menjadi ‘korban’ dari perilaku korupsi yang bahkan terjadi sebelum pejabat tersebut memimpin.” (Quote 8)

Based on this statement, it is known that RCTI journalists believe that corruption cases are becoming increasingly alarming. Corruption does not only occur in big cities but occurs in small cities. Corruption was not only carried out by central officials but was carried out by regional officials. This is evident from the success of the KPK in carrying out the capture operations against several regents. This, of course, made journalists sad because again the victims were ordinary people. The reporter's view became the journalist's cognition in looking at the events of

corruption that occurred in Indonesia, which involved not only officials in the center of the country but also local officials. The following excerpts of news relating to the scheme of events. The following excerpts of news relating to the scheme of events.

- (5) Context: After being named a corruption suspect in the electronic KTP budget, businessman Andi Narogong was examined by the KPK.

Dalam surat dakwaan, Andi Narogong disebut lebih dari 100 kali dan dalam kasus E-KTP, ia berperan sebagai pelaksana proyek E-KTP mulai dari lelang hingga pengadaan. Andi Narogong juga disebut sebagai pengalokasi anggaran yang dibagi-bagikan ke anggota DPR dan pejabat kementerian.

(RCTI, Maret 30th 2017)

Based on the discourse fragment (5), RCTI reporters in constructing the budget corruption news discourse on electronic KTP described the corruption incident involving businessman Andi Narogong in the tender for the procurement of electronic KTPs. Andi Narogong was referred to by the KPK as a budget allocator that was distributed to DPR members and ministry officials. Furthermore, RCTI reporters have views on corruption cases as follows.

“Dampak dari perilaku korupsi, pastinya sangat merugikan segala lapisan masyarakat, mulai masyarakat kelas bawah hingga kelas atas. Contoh kasus, yaitu korupsi KTP elektronik, dengan adanya persekongkolan dalam proyek tersebut banyak dari masyarakat yang akhirnya tidak memiliki identitas warga negara.” (Quote 9)

The statement emphasizes that corruption is a crime that has an impact that is very detrimental to society. All levels of society are harmed by this immoral behavior, from the lower levels of society to the upper layers of society. Because of this behavior, in the problem of corruption of electronic ID cards, many people do not have electronic identity cards.

CONCLUSION

On the RCTI level of social cognition, it is known that in constructing corruption news

discourse using person schemes, self schemes, role schemes, and event schemes. The use of the scheme is based on the primacy of news value. Implications of news value that appear so that viewers believe that the news discourse is true and can be accounted for. This is following RCTI's motto “*Kebanggaan Bersama Milik Bangsa.*” Meanwhile, Indosiar is known for constructing corruption news discourse using person schemes, self schemes, role schemes, and event schemes. The use of the scheme is based on the ideology of the mass media, which is committed, “*Indosiar Memang untuk Anda*” Thus, the role of journalists in the level of social cognition of each RCTI and Indosiar television acts as a social control and communicator from the part of society which always informs the dominant discourse that develops in society.

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