CHAPTER I
INTRODUCTION

1.1 The Background of the study

A language is a communication tool that each person uses in their daily lives as a means of conveying information and arguments to others. In this case. A language cannot be separated from culture because language represents its nation and has a close relation to the attitude or behavior of groups of speakers of the languages.

According to Lindsay and Knight (2010:27), that language is a tool we use to communicate with other people. According to Siahaan (2007:1) states that languages are a unique human inheritance that plays a very important role in human life such as thinking, communicating ideas, and negotiating with others. Based on the explanation above, the concluded language is a tool for communication with others that we use in our daily life in the environment.

Linguistic is the scientific study of language. It implicates an analysis of language form, language meaning, and language in context, as well as an analysis of the social, cultural, historical, and political factors that influence language. Linguistics also study narrative theory, Stylistic, Discourse analysis, and Semiotic. Richards and Schmidt (2002: 283) defines linguistics as language as a human communication system. Linguistics includes phonology, morphology, syntax, speech sounds, semantics, and discourse.

Discourse is a series of words or a series of speech acts that express something that is studied regularly, systematically in a coherent unit formed by segmental in discourse such as references, contexts, and many five more. While

non-segmental in discourse such as situation, intonation, meaning, purpose, and stress in language use.

Discourse Analysis is a branch of linguistic. Discourse analysis is a research method that studies written or spoken language concerning existing social contexts. for it aims to understand how language is used in real-life situations. When we conduct discourse analysis, we may focus on the aims and effects of different types of language, cultural rules, and conventions in communication, how values, beliefs, and assumptions are communicated, how language use relates to social, political, and historical relations. There are three kinds of discourse analysis such as modality, critical analysis discourse, and systemic functional linguistic/grammar. Discourse analysis can also be used to interpret visual material such as advertisements, photography, or films. Therefore, discourse analysis would aim to understand how these images create a particular perspective of the social world.

Critical discourse analysis is a medium for expressing power, domination, and inequality that is practiced, reproduced, or opposing by written text or conversation in a social and political context. This analysis is a social constructivist approach that believes that the representation of the world is linguistic discursive meaning is historical and knowledge is created through social function. Writing is a human communication medium that involves language representation with symbols. The writing system itself is not a human language, but a means of translating a language into a form that can be reconstructed by other   humans   separated   by   time   and   space.

One type of writing that influences this research is the News item. The news item is a text that informs readers about today's events. The incident was deemed newsworthy or important. News text is called news item text.

However, if there is an event that is not accepted by the public, then the event is not necessarily newsworthy. We talk about reports because this research tells about the mass media or newspapers with the News Item type. One example of discourse like newspaper or mass media. Indonesia has a diversity of cultures that are also diverse have a variety of thoughts on a problem that occurs in society. This variation raises various interpretations on the various issues that arise in public. Oftentimes, these differences in interpretation are created on purpose, because for example, with such motives for several economic reasons like social and politic. In society, the mass media must provide information about what is happening in Indonesia and abroad.

We often find them in newspapers, online media, and magazines. The editorial text contained in ordinary media is also called an editorial. The text includes editorial opinions about the issues raised in the news. Expression of opinion can also be referred to as editorial or opinion text. The editorial text is an analysis based on facts and data.

Editorial text is an article in a newspaper that is an opinion or view on an actual event or became a hot topic of discussion at the time the newspaper was published. The problems found in newspapers are in the form of political, social, or economic problems related to politics. Mass Media is a means of mass communication in which the process of delivering messages, ideas, or information to many people (public). One example of mass media that I take from my research

is newspapers. Nowadays, The newspaper is one of the most informative and communicative media in text production because it has an actual, factual, comprehensive impact, and informative news.

Information can stimulate thinking, and sometimes it is able to move the reader to action. Thus the newspaper is the aspiration of the community, an editorial is the aspiration of the newspaper itself which can provide information for readers. Newspaper have many kinds especially that researcher take for the research such as Analisa, SIB, Waspada.

Analisa is the daily newspaper with the number one largest circulation published in Medan. This newspaper with the ideology „"Membangkitkan Partisipasi Rakyat Dalam Pembangunan"". Waspada is a newspaper that provides actual and reliable information. Waspada was published in Medan on January 11, 1947. This daily was founded by mohammad said and ani idrus with the ideology „"Demi Kebenaran dan Keadilan"". Sinar Indonesia Baru (SIB) is which is a local daily newspaper with the motto „"Untuk Demokrasi ,Persatuan Dan Pembangunan "" . This SIB daily provides food that is very close to its people, namely its strength in promoting religious values. Based on the explanation above, the researc her takes three newspapers as the object of the research.

The headline is the title of the newspaper story, printed in a large letter at the top of the story, especially the front of the page. The headline is the main picture of the news which is written in capital letters (capital) which functions to inform what news is presented in an outline so that it can attract the attention of the audience to read more. Based on the explanation, the researcher wants to analyze the headline of newspapers from the same topic of newspapers such as

Analisa, Waspada, and SIB and analyze based on critical discourse analysis theory.

This research explains that any newspaper generally has a one-page special provided to opine as to a gesture of a matter. In some newspaper column opinion, it is called editorial, corner, and others. Usually, to know attitude a medium over a particular issues news, readers can know through editorial that is in this form of media.

Furthermore, this reach talks about critical analysis discourse on headline Medan Local Newspaper. we analyze the headline of Medan Local Newspaper, that we know the news is important, that read the news we can know the condition of our environment.

Based on the researcher observation on the Critical Discourse Analysis On Headline Medan Local Newspaper such as Waspada Newspaper, Analisa Newspaper , Sinar Indonesia Baru Newspaper , the researcher found the types of critical discourse analysis like mikro analysis (Description) , makro analysis (interpretation) and meso analysis (Explanation) and kinds of each analysis . From the other reseacher that talk about critical discourse that have different , one of researcher like from Astuti (2017), in her study entitles. "Critical Discourse Analysis on Tohoshinki‟s Song Lyric: Wasurenaide and Kiss The Baby Sky". That is use theory from Dicjk , in here make different to research because the researcher for this reesearch that use theory from fairclough„s theory.

In this case the researcher is interested in examining this title because the title talks about critical discourse analysis which is very important for us to study , in the critical dicourse talk about ideology, as we know we as a person have

ideology in ourself but for this research talk about ideology in the newspaper because all of the newspaper have different ideology ,for it   make the people curious of the ideology of the newspaper and make the people often to read the newspaper,and this research wants to analyze " **Critical Discourse Analysis on Headlines Medan Local Newspaper".**

1.2 The Problems of the Study

1) How does Critical discourse analysis in terms of language description, interpretation, the explanation are realized on headline Medan local Newspaper?

2) How does ideology is realized in the headline Medan local newspaper?

1.3 The Objective of the Study

1) To described three dimension analysis on Critical Discourse Analysis such as Micro Analysis, Macro Analysis , Meso analysis

2). To described the ideology that realized on headline Medan Local Newspaper, such as Tribun, Waspada, Analisa Newspaper.

1.4 The scope of the Study

In this study, focused on Critical Discourse Analysis on MedanLocal Newspaper headlines, based on the theory of Fairclough that related to Critical Discourse Analysis. In Fairclough's theory, there are three types of Critical Discourse Analysis, namely Micro analysis, Macro analysis, and Meso analysis. Here we will discuss the ideology and part kinds of CDA contained in the Medan Local Newspaper such as Waspada Newspaper, Analisa Newspaper, and Sinar Indonesia   Baru   Newspaper.

1.5   The Significance of Study

This research are divided into two benefits,namely theoritically and practically

1.   Theoritically

To Provides knowledge about CDA (Critical Discourse Analysis) which is the reader does not know what is critical discourse and makes a contribution to anyone who is interested in discourse study in particular about critical discourse analysis through Newspaper media. This research enables readers to get enlightened to better understand every news and not be easily influenced by existing news.

2.   Practically

a) The Students

Improve students' ability to find out about news in newspapers, especially the problems that occur at this time. In this study, researchers used three newspapers such as Waspada newspaper, Analisa Newspaper, and Sinar Indonesia Baru Newspaper.

b) Lectures

 provide input for language lecture learning materials about Critical discourse analysis through newspapers. Because we know this is a very important lesson   to   be   taught.

CHAPTER II

REVIEW OF LITERATURE

2.1 Theoretical Framework

In this study, Discourse analysis divided into three part such as Sistem fuctional Linguistic , Multi Modal and Critical Discourse Analysis and the researcher described and explained one part of discourse analysis, namely critical discourse analysis, in here was discussed the ideology and part of critical discourse analysis contained in the newspaper. In this study were focussed on the task of the newspapers, namely Waspada, Analisa and Sinar Indonesia Baru Newspaper and contained in `` Medan Local Newspaper "

2.2 Linguistics

Linguistics is the science of language, a science study, study or learn the language in general, which includes language regional, Indonesian, or foreign languages. Therefore, it is also called linguistics general linguistics (general linguistics). Schmit and Celce-Muria (2002:1) define applied linguistics as the using of what we know about (a) language, (b) how it is learned, (c) how it is used, in order to achieve the purposes or solve some problems in the real world. The word linguistic corresponds to linguistic in English, Linguistique in French, and linguistic in Dutch derived from the Latin lingua which means 'language.

2.3 Discourse Analysis

Discourse is oral or written communication between people, especially a discussion of a subject. A discourse is a particular way of representing certain parts or aspects of the (physical, social, psychological) world, word instance, there are different political discourses (liberal, conservative,social-democratic).

Discourse is a discussion of language and speech which must be in a unified series of situations or in other words, the meaning of a language is in a series of contexts and situations. Alex (2001:70) states that discourse is a series of speech acts that express a matter (subject) that is presented regularly, systematically in a coherent unity, formed by segmental and non-segmental elements of language.

In addition, discourse analysis refers to the method and theoretical approach to language and using language. In that sense, it can also be defined as an analysis of objects, discourse, text, messages, talks, dialogues, or conversations. In general, linguistics, especially grammar, usually only focuses on abstract sentence structures and considers discourse as an aspect of actual language use.

The characteristics and nature of discourse included, discourse can be in the form of a series of words orally and in writing or a series of speech acts, discourse reveals something (subject), the presentation is orderly, systematic, coherent, and complete with all supporting situations.

Discourse analysis is an approach to analyzing the use of written language, vowels, or signs, or other important semiotic events. The objects of discourse analysis (discourse, writing, conversation, communicative events) are defined in various ways in terms of a coherent series of sentences, propositions, speeches, or speech turns. Contrary to much of traditional linguistics, discourse analysts not only study the use of language 'outside the bounds of sentences' but also prefer to analyze 'naturally occurring' language usage, not uncovered examples. Text linguistics is a closely related field. The fundamental difference between discourse analysis and text linguistics is that discourse analysis aims to reveal the socio-psychological characteristics of a person rather than the structure of the text.

According to Brown and Yule (2003:1), Discourse analysis is required to analyze the usage of language. This created the value of language used to transmit factual and proportional information and be able to describe as transactional. It is also applied to approach analysis of language in order to know language pattern which relates to cultural and social contexts because this discourse analysis can pursue someone to make option and choose it as wanted in a social context or cultural context (Paltridge 2012:1-3).

According to Fairclough (1995: 97) divides discourse analysis into three dimensions, namely text, discourse practice, and social practice. In this model, texts are analyzed linguistically, by looking at vocabulary, semantics, and sentence structure. Discourse practice is a dimension related to the production and consumption process of text. The sociocultural practice dimension is a dimension that relates to contexts outside the text and context, which includes many things, such as the context of the situation, more broadly in the context of the institutional practice of the media itself in relation to society or culture of certain politics. Discourse is the use of language as a form of social practice, thus, discourse analysis is an analysis of how text occurs as a sociocultural product. Text structure and organization at the phonological, grammatical, lexical level to a higher level are the domain of discourse analysis. which is related to the exchange system (distribution of speech turn), argumentation structures, and generic structures. Furthermore, Fairclough (1995: 6) states that text is a social space where cognition and social interactions occur simultaneously.

2.3.1 Text

Text is often interpreted as an oral discourse. Therefore, we can know that the text is a fixation/institutionalization of oral discourse in writing. But there are also those who argue that the text is a lingual unit that is presented in writing or orally in the order of a particular organization with the aim of expressing meaning in a written manner.

Text is a language who is carrying out a certain task in the context of the situation (Halliday & Hasan, 1992: 13).

2.3.2 Kinds of Text

Gerot & Wignell (1994:192-220) said there are many kinds of text and with the social function from the text such as:

1) Report Text

Text that provides general information about something based on facts from direct observation. Observations are made by observers by going directly to the field to find out a bit of information. According to Gerot & Wignell (1994: 192-220), the text of the report is to present factual information about a class of objects and then describes its characteristics.

The social function of the report text is to describe entities in general, both natural entities and man-made entities or entities in the form of social phenomena. The text of the report is structured to present factual information by classifying the objects or things that are presented then describing the characteristics of each clarification. The report's generic structure consists of:

a) The findings are the results achieved

b) A procedure is a step or steps that are carried out

c) Reference as a guideline or basis for something reported

d) Suggestions are the conclusion of what has been reported

e) The conclusion is the conclusion of what has been reported

2) Descriptive Text

Descriptive text is the text that contains a detailed description or depiction as if the reader can imagine the object or place depicted in the text. In everyday life, humans often tell about someone or about an object or object. This text is used in daily social interactions. days by using language. Social functions in the description text are made to describe a particular entity, both people, places, and things. According to Kingston and Ismukoco (2006:9), descriptive text is used to describe a particular person, place, or thing. The purposes of descriptive text are to describe a particular place/ thing/ person, describe a special place and explain why it is special, describe the most important person in your life, describe the animal's habitat in report.

3) Recount Text

According to Gerot & Wignell (1994: 192-220), recount text is to reconstruct past experiences by retelling events and events in the order they happened. Text that said the events or experiences in the past. Its purpose was to give inform or entertain readers. recount text has an orientation, a series of events in chronological order, a personal commentary on the events, and a reorientation that "rounds off" the sequence of events. The social function in this text is made to tell events with the aim of providing information or provide information with the aim

of burying. There are three discourse units used to compile the recount text, namely orientation, events, and reorientation.

4) Explanation Text

Text that contains facts or processes of "why" and "how" natural, social, scientific, cultural, and other events can occur. An event whether it is a natural event or a social event that occurs around us, always has a causal and process relationship. The social function of this text is to explain the process or stage of the process that is part of a formation or formation or occurrence of a thing or phenomenon, both natural, sociocultural in nature, or subject to human intervention.According to Gerot & Wignell (1994:192-220) explanation text is to explain why thing are as they are or how things work.

5) Exposition Text

Exposition text is a paragraph or essay containing a number of information and knowledge which is presented briefly, concisely and accurately.. Another opinion states that the Exposition Text is a type or variety of text that functions to convey ideas in the form of thoughts on a topic. The exposition paragraph is scientific or can be said to be non-fiction.   According to Gerot & Wignell (1994:192-220) Exposition is to advance or justify an argument or put forward a particular point of view.

6) Anecdot Text

Anecdote text is a short story in which it contains funny elements and has the intention of criticizing. Anecdotes are short, interesting stories. Anecdotes typically cover public services, politics, the environment, and society. The text structure of anecdotal texts is abstract, orientation, crisis, reaction, code.

According to Gerot & Wignell (1994: 192-220), the anecdote text is to share with others about unusual or funny events.

7) Procedure text

Text that contains the means, goals to make or do something step by step precisely in sequence so as to produce the desired goal. Procedure text has characteristics, both in terms of content and language. Characteristics in terms of content are guidelines for the steps that must be taken, rules, or limitations in terms of materials for carrying out activities. According to Gerot & Wignell (1994:192-220), procedure text is to show how something can be accomplished through a series of types of actions to be taken.

8) Command Text

Text that contains the meaning of asking/ordering someone to do something. Meaning A command sentence is a sentence that tells other people to do something they want. The command sentence if spoken has an upward tone at the beginning and a low tone at the end. According to Gerot & Wignell (1994:192-220) to explain the processes involved in the information (evaluation) of a social-cultural phenomenon or through a natural phenomenon.

9) Spoof

Retelling an event in a humorous way. As for the text structure such as orientation which is the content of the story that you want to retell and the story of humor which is part of the story that you want to re-express in a humorous way. According to Gerot & Wignell (1994:192-220) Spoof is to retell an event with a humorous   twist

10) Review Criticism

A text that aims to criticize an event or incident to the reader by providing a solution to what is being criticized. There are generic structures such as orientation which is the opening word to be criticized, interpretation as the reasoning provider and the basis for the material to be criticized, and evaluation which is a conclusion or a solution to the material being criticized. According to Gerot & Wignell (1994:192-220) to explain the processes involved in the information (evaluation) of a social-cultural phenomenon or through a natural phenomenon.

11) News Item

According to Gerot & Wignell (1994:192-220) to inform reader the event of the day that is considered news worthy or important. A text that aims to provide information to readers, listeners, about an event that is urgent or very important to be reported. The generic structure of this text is such as:

a)   The main news of the incident which is the presentation of news in the form of a headline of an incident.

b)   The background which provides the reasons why the event is worthy to be reported.

c)   Source which is the source of information

2.3.3 Editorial Text

According to Kosasih and Kurniawan (2019: 205) said, "Editorial text is a special column in a newspaper which contains the editorial response of the media concerned to an actual event. Based on the explanation editorial text is contains subjective analysis based on facts and data. Editorial texts are frequently found in

newspapers, online media and magazines. The editorial text contained in ordinary media is also referred to as an editorial.

2.3.4 Mass media

Mass media is a means of communication in delivering messages, as a means of communication to spread news to the wider community. By using communication tools such as radio, newspapers, TV and films. Mass media is a means or tool used in the way mass communication works, namely communication shown to many people that we know mass media is very importsn to sll people ,cause we can know the develop of the word. The mass media provide information about the change, how it worked and the results achieved. Mass media maybewill not be able to completely replace the old media forms. Rather, it seems to create a unique way to produce news and get news consumers (Santana, 2005: 133-135).

2.3.5 News

Stories or information about events or events that are hot. News text is text that contains current or actual events. News in the form of reports on events. a periodical publication containing written information about current events and is often typed in black ink with a white or gray background.Newspapers can cover a wide variety of fields such as politics, business, sports and art, and often include materials such as opinion columns, weather forecasts, reviews of local services, obituaries, birth notices, crosswords, editorial cartoons, comic strips, and advice columns. News is a combination of facts and events that cause attention or interest to readers of the newspaper that contain them (Mulyadi and Musman, 2013: 35). Newspapers are relevant with the critical discourse because newspapers have the

most ideologies. On the critical discourse said about power and ideology, therefore newspapers very important role in critical discourse analysis.

1. Waspada Newspaper

Waspada is a daily published in Medan since January 11, 1947 and waspada is an old newspaper in North Sumatra.This daily was founded by Mohammad Said and Ani Idrus. The current editor in chief is Prabudi Said. Waspada is located at Jalan Letjen Suprapto / Brigjen Katamso No 1, Medan.Waspada is also present in the online form Waspada.

Mohammad Said and Ani Idrus founded WASPADA Daily Newspaper with the ideology "Untuk Kebenaran dan Keadilan". This regional newspaper firmly declared itself to be part of the supporters of Indonesian Independence. Slogan with a clear and sharp news.d with more recent news and in the form of E-Paper.

2. Analisa Newspaper

Analisa is a daily newspaper which is the number one largest circulation and the old newspaper on published in Medan for various Indonesian languages. This newspaper is included in Lumut Media by Lumut Communication. Its head office is located at Jalan Jenderal Ahmad Yani Number 35-49, Kesawan, West Medan, North Sumatra. This newspaper was first published on March 23, 1972. This newspaper is the slogan and ideology „"Membangkitkan Partisipasi Rakyat Dalam Pembangunan"". Initially the Analisa was published once a week before becoming a daily newspaper. One of Analisa's most famous features is the cartoon Pak Tuntung which appears on page five of every day (except Sunday) since March 23, 1973.

The analysis occupies an office located at Jalan Jenderal Ahmad Yani Number 35-49, Kesawan, West Medan, Medan, North Sumatra. Currently, the Analisa daily is led by General Leader Supandi Kusuma and Company Leader Sujito Sukirman. The editorial team is led by veteran journalists from the former Antara National News Agency, namely Editor-in-Chief H. Soffyan, Editorial Secretary H. War Djamil.

3. Sinar Indonesia Baru

Sinar Indonesia Baru (New Indonesia Rays, also known by its acronym SIB) is an Indonesian language daily newspaper published in Medan, North Sumatra. This newspaper was founded on May 9, 1970 by GM Panggabean, a former Waspada contributor; claims to be the only newspaper founded by the Bataks. In addition to the print edition, Sinar Indonesia Baru also maintains its existence online. Sinar Indonesia Baru is known by the Ideology " Untuk Demokrasi ,Persatuan Dan Pembangunan ".

2. 3. 6 Ideology

Ideology is an idea or idea. The word ideology itself was coined by Antoine Destutt de Tracy in the late 18th century to define "the science of ideas". Ideology can be considered as a comprehensive vision, as a way of seeing things, in general in everyday life and some philosophical direction), or a group of ideas put forward by a dominant class in all members of society. The main aim behind an ideology is to offer change through a process of normative thought. According to Eggins (1994: 10)   that ideology is a value, point of view, position, or perspective that a person has consciously or not. According to Murdiono, it is a complex of knowledge and values which as a whole becomes the basis for a

person or society to understand the universe and the earth in it and determine the basic attitude to manage it. Ideology is very influential in people's actions, ways of thinking, and interacting because ideology has several main things that are discussed, such as social class, ethnicity, and others (Martin, 1992: 581).

Lemke (1990: 435) said that the use of language always has an ideology in its use that is not neutral. Based on the above opinion It can be concluded that the use of text can never stand alone without the influence of ideological values.

Ideology in the text can be seen as real or explicit and not real or implicit. Social and language context has a semiotic construal relationship where the social context determines the text and the text determines the social context, for example, the context of the situation in the social context is an element related to language Because the context of the situation includes the content (field), participant (tenor), and mode (mode) in relation to metafunctions, the field is called an ideational function, the tenor is called an interpersonal function, while the mode is called a textual function. Fairclough. (2010: 60) describes that other things that must be considered in determining ideology are features, levels of language use, along with discourses that are ideologically related to power.

From a different point of view, most of us deal with power, domination, hegemony, inequality, and the discursive processes of their enactment, concealment, legitimacy, and reproduction were Critical Discourse Analysis (Dijk 1993: 131-132). Dijk stated (in Eriyanto, 2011: 16-17) that research on discourse is not sufficient only based on text analysis, because the text is only the result of production practice which must also be considered. He also sees how social structures, domination, and groups of power exist in society and how

cognition/thought and consciousness form and influence certain texts. Three dimensions of discourse by Van Dijk were describe text, social cognition, and social context.

2. 3. 7 Context

The environmental context was physically or socially linked in a speech or text that appears (Kridalaksana, 2011: 134). Context can also be the cause or the background for dialogue. A discourse or paragraph still has to link elements in one context to be implemented together. Context is part of a description or sentence that can support or add clarity to the meaning of a situation related to an event. There are several types of context. Physical context includes rooms, real objects, scenery, and so on. Context refers to socio-psychological factors concerning factors such as the status of the people involved in the communication relationship, their role, and the level of seriousness. The dimension of choosing the time or tempo of a context comprises the day and the sequence of events that occur before the communication event.

The context in this study is the realization of the use of linguistic elements in the form of grammar, such as in a social context, accompanying an editorial text. Social context is a combination of the use of linguistic units that include text structures such as social contexts which include the context of the situation, cultural context, and ideological context. a derivative of LSF which includes elements of power and ideology, so that critical discourse analysis is a discussion of the social context.

Context includes all situations and things that are outside the text and influence the use of language, such as participants in language, the situation in

which the text is produced, the intended function, and so on. They influenced the production of discourse because there are several important contexts. First, discourse participants, whose background is producing discourse. Education, gender, age, social class, ethnicity, religion, many respects relevant in describing discourse. Second, certain social settings, such as position, place, time of speaker and listener, or physical environment are contexts that are useful for understanding a discourse.

1. Social Context

According to Tampubolon (2017:143), The relationship between text and context was interconnected and needs each other, such as text requires context, and vice versa, context requires text. Social context is realized in three ways, namely the context of the situation, the cultural context, and the ideological context.

2. Situation Context

Situation context is the real context which is the use of language because it is directly related to the language itself and the abstract context which is because it is far from the text.

3. Culture Context

The cultural context is a goal-oriented social event that is carried out in stages. The cultural context has stages or steps with the term generic structure. The step in the cultural context determines the social achievement of a text. Genres are part of the cultural context. The realization of the genre is described by Fairclough in Bell (1998: 150) which explains that the media needs several genres in   its   news   delivery.

2.4   Critical Discourse Analysis

Critical discourse analysis (CDA) is a growing interdisciplinary research movement composed of multiple distinct theoretical and methodological approaches to the study of language. CDA researchers consider discourse to be social as well as socially constitutive. They maintain an explicit urge to actively intervene in, or challenge, the power relationship or social issue under investigation. CDA research often starts with a research topic or problem, not with a fixed theoretical or methodological position.

Critical discourse analysis is a medium for expressing power, domination, and inequality that is practiced, reproduced, or opposed by written texts or conversations in social and political contexts. This analysis takes a position against the flow of domination in the grand framework of countering social injustice. Critical discourse analysis specifically contributes to such research a focus on how discourse figures in relation to other social elements in processes of social change. As for CDA, it "focuses on social problems, and especially on the role of discourse in the production and reproduction of power abuse or domination" (Dijk, 2001:96). CDA, then, sets up a relationship between language and power. Rational and critical language is a form of action, in a dialectical relationship with social structures. Therefore, an analysis must be separated in that the language is formed and formed from social relations and certain social contexts (Fairclough 1998: 131-132).

CDA is a Discourse Analysis that aims to explore some unclear relationships of causality and determination between discursive practices, events and texts, and wider social and cultural structures, relations, and processes; to

investigate how such practices, events, and texts arise and ideologically shaped by relations of power; and to explore how the opacity of these relationships occurs (Fairclough and Holes, 1995:32).Critical discourse analysis is based upon a realist social ontology (Sayer 2000:90), which sees both concrete social events and abstract social structures as part of social reality.Social structure can be conceived of as potentialities which are selectively actulised in social events −what is possible, in contrast with wahat in actual. The objective of critical discourse analysis is to explain the linguistic dimensions of social and cultural phenomena and the processes of change in current modernity.

There is a semiotic dimension to each level of abstraction :

1.Social structures : semiotic system (language)

2.Social practices : orders of discourse

3.Social events : texts (including talk,utterances)

The concepts of semiotic system (language) and text are familiar in language studies.The concepts of order of discourse is relatively novel. Orders of discourse constitute the social sructuring of semiotic variation or difference.At the concrete level of text one finds,of course ,comsiderable semiotic variation,which is not random but socially structured in accordance with relatively durable and stable semiotic dimension of social practices example orders of discourse. An order of discourse is a specific configuration of discourses,genres,and styles,which define a distinctive meaning potential or to put it somewhat differently ,which constitute distinctive resources for meaning-making in text. Richardson (2007:44) states that almost any text written about these topics can be analyzed using CDA, as journalists constructing these texts have to make a

number of decisions in how an ideology will be represented. For example, choices of who to take quotes from, terms used to name someone, what perspective the text is written from, etc. can all have an impact on the ideology that the text portrays overall. To carry out critical discourse analysis, several skills are needed. Weiss and Wodak (2003: 39) clarified the relationship between Discourse Analysis and CDA by presenting that Discourse Analysis pointed out that CDA treats „criticism‟ as if it were intrinsic to the enterprise (and, implicitly, absent from other forms of discourse analysis.
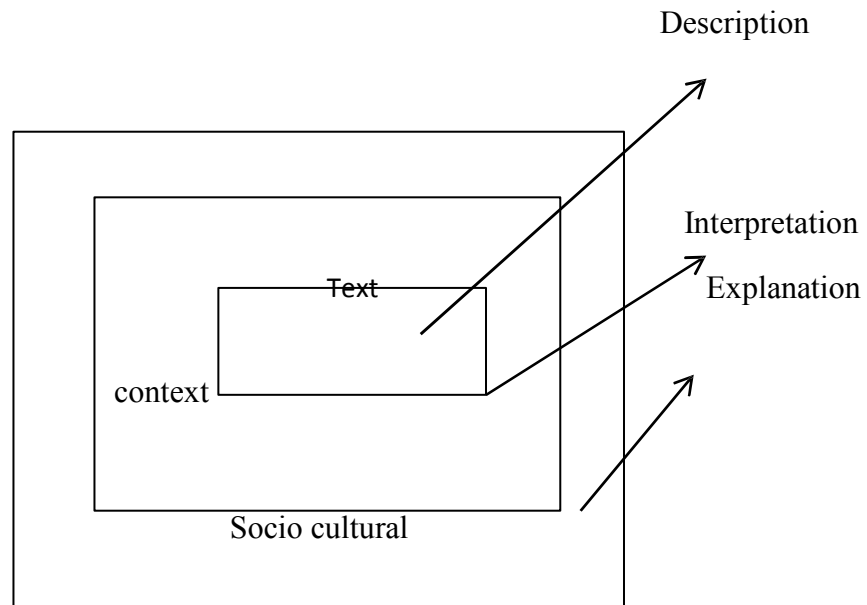
Fairclough argues that the analysis model in CDA consists of three interconnected processes called three dimensions of discourse.

(1) Linguistic dimension or micro-level analysis, namely the object of analysis which includes linguistic aspects in the text in the form of verbal (spoken), text in written form.

(2) The dimensions of interpretation or micro analysis or analysis or interpretation of language objects which include listening, writing, reading, viewing are produced.

(3) Dimensions of explanation or analysis of the meso level, namely the socio-historical conditions that determine the two processes.
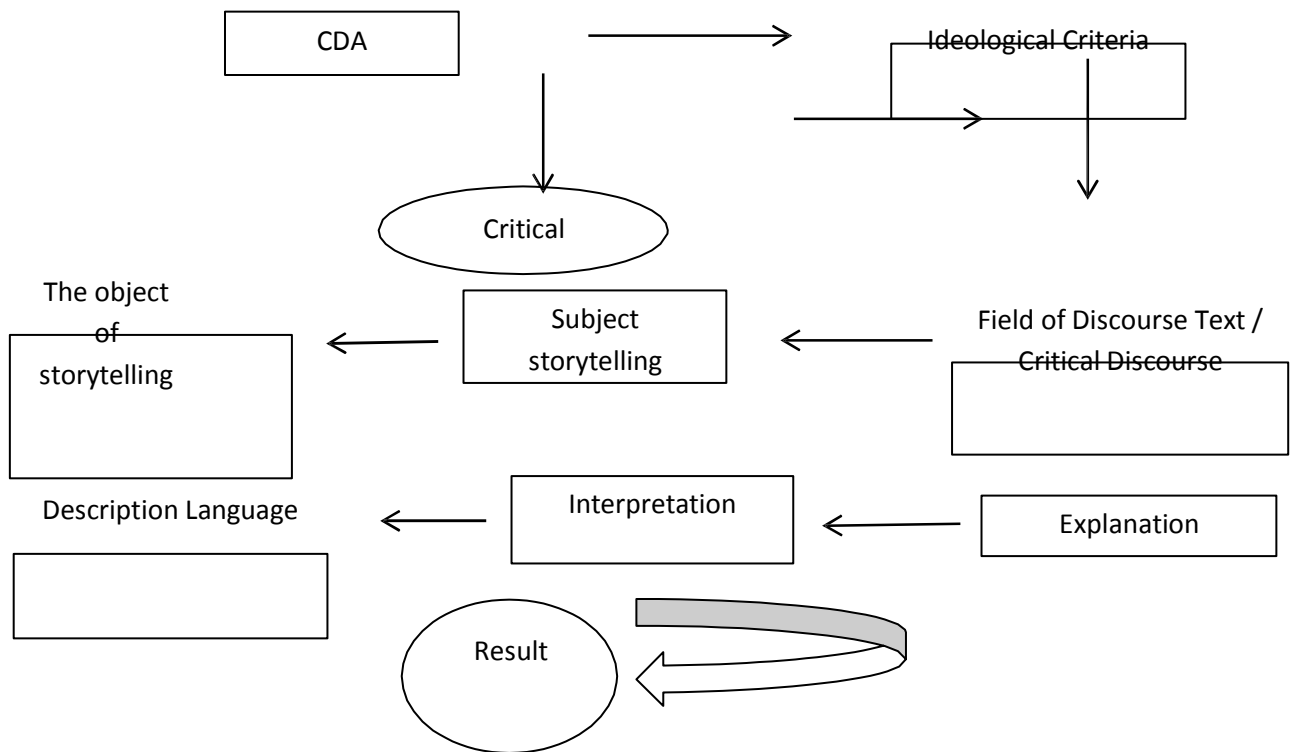
The dimensions of discourse and critical discourse analysis procedures are described by Fairclough (1995:98)

Description

Interpretation

Explanation

context

Text

Socio cultural

From the picture above, it can be concluded: (1) text study is the initial stage of understanding the use of language, (2) the study of the situation context is translated into the process of production and interpretation of the text, and (3) the study of the cultural context is translated into discourse sociocultural praxis.

This CDA pattern is in the form of a model for critical discourse analysis. This pattern is based on the CDA pattern of Sara Mills and Norman Fairclough. This CDA model can be used in any discourse that presents power, for example, political discourse, race, hegemony, social class, gender, and others which are described   as   follows:

The Figure of CDA by Sara Mills and Norman Fairclough

From the chart above, a description of the above analysis can be described:

1) CDA is a discourse medium to be analyzed.

2) Ideological criteria, determine the criteria why discourse media is determined as a certain ideology.

3) Critical discourse, determine the discourse media that will be analyzed, whether in the form of mass media articles, short stories or novels.

4) Field of Discourse Text / Critical Discourse, determine every discourse that contains critical things to be analyzed.

5) The subject of the storytelling, determine who is the object of the storytelling.

6) The object of the story, determine who is the object of the storytelling

7) Description of language, determine the meaning of the description of the language, both diction, phrases, clauses, sentences, and language style.

8) Interpretation, the meaning of the interpreted language description.

9) Explanation, interpretation results are explained, then the results are determined.

2.4.1 Micro analysis

According to Fairclough (1995:98) The linguistic dimension or micro-level analysis is the object of analysis which includes linguistic aspects in the text in the form of verbal (spoken), visual text and text in written form. At the Micro Analysis stage, it is divided into three parts, namely vocabulary, grammar, and text structure. At the vocabulary and grammar stage it explains direct speech, indirect speech, and passive voice, and at the text structure stage explains parts of the genre such as statements, exposition text, and etc.

2.4.1.1 Genre

Genre is any form or type of communication in any mode (written, spoken, numerical, artistic, etc.) with socially agreed conventions developed over time. The editorial text genre is on political topics which are dominated by hortatory exposition texts. This means delivering news by reviewing or commenting on the political situation of the country. On the topic of state officials, the editorial text is by criticizing the performance of state administrators. Likewise with social topics in the text editorial that tends to criticize, comment on the performance of state officials. According to Gerot and Wignel (1994: 192: 223) The process of analyzing the genre types is carried out by determining the type of editorial text genre first, then determining the generic structure of each editorial text. After the

analysis is carried out, it is found that the type of editorial text genre consists of the type of analytic exposition genre, hortatory exposition, review (criticism), and explanation.

2.4.1.2 Indirect speech

According to Tampubolon (2017:144) Editorial text in indirect sentences is often used on topics of state administration compared to social topics and political topics, because editorial texts that criticize the performance of state administrators always provide comparisons with other people's opinions, while social and social topics in editorial texts use indirect sentences unlike state administrators. provide supporting evidence by strengthening the views of others.

2.4.1.3 Direct Speech

Direct Speech is spoken or written text that reports speech or thought in its original form phrased by the original speaker. direct speech purports to give a verba rendition of the words that were spoken, indirect speech is more variable in claiming to represent a faithful report of the content or content and form of the words that were spoken. It is important to note, however, that the question of whether and how faithful a given speech report actually is, is of a quite different order.

2.4.1.4 Passive voice

The passive voice is a relationship between the subject and the verb where the subject receives the action of the verb. In the active sentence, the focus of the sentence is the acting subject. Whereas in passive sentences, the focus is on the person   or   object   that   is   embodied.

2.4.2 Macro Analysis

According to Fairclough (1995:98) said Interpretation dimension or macro analysis or analysis or interpretation of language objects which include listening, writing, reading, viewing are produced.Macro analysis divided intointerpretation of power and interpretation of ideology. interpreting power in the form of press control over rules, norms, and general concencus. Ideological interpretation of editorial text is reminiscent, critical , and appealed. According to Fairclough (1995:98) said Interpretation dimension or macro analysis or analysis or interpretation of language objects which include listening, writing, reading, viewing are produced.

2.4.2.1 Interpretation of Power

According to Weiss and Wodak (2003 :14) The power associated with any discourse is not initiated by language itself as language is not powerful on its own,it gains power by the use powerful people make of it. Interpretation of power in editorial texts on political topics and state administrators is dominated by press control over rules, while in social topics it is dominated by press control over habits. This means that in the field of politics, editorial texts tend to control the political system including the behavior of politicians who are considered not in accordance with the rules and aspirations of the people. In the field of politics, editorial texts tend to be political or the behavior of the behavior that is not in accordance with the rules. In the topic of state administrators the editorial text controls public discourse about the actions of state administrators. Meanwhile, the social topic of editorial text on social phenomena that occurs in society is

about the habits that occur in society, both social events that do not lead without providing solutions.

2.4.2.2 Ideological Interpretation

Fairclough in Tampubolon (2017:145) states Ideology reminds and criticizes politicians and the political system in the country, criticizes, reminds / appeals to the handling of a social event in the community. Ideology describes a situation that some social events occur in the community. Acording Mayr (2008:11) ideology serves the interest of certain groups with social power , ensuring that events , practices , and behaviours , come to be regarded as legitimate and common sense.

2.4.3 Meso Analysis

Fairclough 1955 said that in the explanatory stage (Meso Analysis) researchers looked for the relationship between discourse practice and social context in the form of the role of newspaper media in delivering their editorials. According to Fairclough (1995:98) Dimensions Explanation or analysis of the meso level or namely the socio-historical conditions that determine the two processes above . Meso analysis where the news text acts as a provider of information to readers or the public, as an observer of public policy and as a counselor. In editorial texts, political topics play a role as conveyor of information, while in editorial text topics state administrators act as policy observers and critics. Social topics act as social phenomena observer. This means that in the topic of politics, the editorial text functions as a controller of the performance of politicians. In the topic of state administrators, the editorial text is

a public observer and critic to arrogance, where the text functions as an observer of public policy and criticizes power.

2.5 Linguistic realization

The linguistic realization in this study is a meaning where the meaning is divided into three language functions, ideational functions, interpersonal functions, and textual functions based on Halliday and Matthiessen (2004:29-30),. Ideational function are about phenomena-about things (living and non – living, abstract and concrete), about goings on (what the things are or do) and the circumstances surrounding these happenings and doings. These meanings are realized in wordings through participants, processes and circumstances. Meanings of this kind are most centrally influenced by the field of discourse.

1) Ideational Function

Ideational function talk about the clause of representation through the system of transitivity. This function is concerned with the relationship between the external world and the internal world of our experience of the world. It reflects the speaker's experience of both the inner and the outer world through language use. It is the content function of language through which language encodes the cultural experience, and the individual's experience as a member of the culture (Halliday, 1978: 112). There are the process it self, participants in the process, and circumstances associated with the process(Halliday,1994: 107). Transitivity is relevant to the Ideational Meaning of semantics and field of context of situation. The Transitivity system construes the world of experience into a manageable set of process types (Halliday, 1994:106), and it discriminates six different types of

processes in English: material, mental, verbal, relational, behavioural and existential.

2) Circumstance

Circumstance is a fact or condition connected with or relevant to an event or action. According to Gerot and Wignell (1994:52-53), circumstances answer or question such as when, where, why, how, how many and as what. According to Eggins (2004:222) adds that circumstance can occur in all process type.

3) Processes

According to Gerot and Wignell (1994:54), processes are central to *Transivity*. Participants and circumstances are incumbent upon the doings, happenings, feelings and beings. This suggests that there are different kinds of goings on, which necessarily involve different kinds of participants in varying circumstances.

A) Material Processes

Material process is simply the process of doing which means that some entity does the action and may be done to other entity (Halliday, 1994: 110). A process related to "doing something" something is "done" by the participant. participants who do work in this process are called *ACTOR* while participants who are subject to work are called *GOAL.*

Dina	Eating	Fish now
Actor	Material process	Goal

B) Mental Processes

Mental processes are grouped into four subtypes which are perception (see, hear, feel), cognition (know, understand, believe), affection (like, love), and desire (hope, want, wish). There is always a conscious participant known as the Senser: the one who perceives, knows, likes, etc. in addition to the sensor, there is another participant involved in the mental processes which is the Phenomenon which is felt, perceived, known, thought, or wanted. According Halliday & Matthiessen (2014:249) In the mental processes, there are two participants, namely: senser (the conscious being that is feeling, thinking, or seeing) and phenomenon (which is sensed" – felt, thought or seen).

My friend	Doesn"t like	The flower
senser	Material	Phenomenon

C) Behavioural Processes

Behavioural process are almost always middle, the most typical pattern is a clause consisting of Behaver and Process only, a common variant of these is that where the behaviour is dressed up as if it was a participant, like she sang a song, he gave a great yawn; this structure is typical in the everyday spoken language (Halliday & Matthiessen, 2014:301)

She	Watching	A television in the movie
Behaver	behavioural	Circumstance

D) Verbal Processes

Verbal Processes are processes of saying„ of any kind (Halliday, 2004:252). It covers any kind of symbolic exchangeof meaning. The participant; Sayer: the one who gives out the message and Receiver: the one to whom the message is addressed, and the Verbiage.

He	Give	Me	A flower
Sayer	Process	Receiver	Verbiage

E) Relational Process

Relational process is processes of being and having (Halliday, 2004:210). Relational processes are typically realized by the verb be or some verbs of the same class (known as copular verbs); for examples, seem, become, appear, etc, or sometime by verbs such as have, own, possess

Andi	Is	The teacher
Identified	Process	Identifier

4) Interpesonal Function

Interpesonal function is the grammatical choices that enable speakers to enact their complex and diverse interpersonal relations. This tenet of systemic functional linguistics is based on the claim that a speaker not only talks about something, but is always talking to and with others. Butt (2000: 5) state that the Interpersonal Meaning uses language to encode interaction, to show how defensible we find our proposition, and to encode ideas about obligation and inclination

5) Textual Function

The textual metafunction is about the verbal world, especially the flow of information in a text, and is concerned with clauses as messages. language is used to relate what is said or written to the rest of the text and to other linguistic events. This involves the use of language to organize the text itself (Bloor and Bloor, 2004: 11).

2.6 Previous Study

There are some researchers about critical discourse analysia have been studied in different object, they are statements:

According to Tampubolon (2017) Newspaper editorial is the expression of comments, opinions, the voice of the newspaper to a certain social issue. It is the place where the editorial staff of the paper takes the opportunity to voice their opinions about local, national, or international affairs. This opinion is supported by Dijk (1998) which is proposed that "editorials are generally expected to express opinions, depending on the type and the stance of the newspaper. These opinions may vary considerably their ideological presuppositions". In this case, the ideologies and opinions of the newspapers are usually not personal, but social, institutional or political.

Newspaper"s editorial according to Damayanti (2012:140) is divided into four types, they are: to inform or to interpret, to criticize, to persuade, and to praise. The interpretive editorial is an editorial which interpret or inform an idea or phenomenon which is based on facts. This editorial is the most effective if it gives the clarification of place, with detailed description of the causes of an issue and illuminates the importance of the topic. The critical editorial is an editorial that

focuses on a certain action or situation which is supposed to be mistaken. The persuasive editorial is an editorial which offer a specific solution due to the problem and emphasizing direct action due to understand the problem. The praise editorial is a kind of editorial that give a positive comment about a certain people or a certain organization which is assumed did the good action.

Astuti (2017), in her study entitles. "Critical Discourse Analysis on Tohoshinki"s Song Lyric: Wasurenaide and Kiss The Baby Sky". Department of Japanese Studies Faculty of Humanities Diponegoro University. This research is aimed to find out the text analysis, the social cognition, the social context of Tohoshinki"s song titled Wasurenaide by Kim Jae Joong and Kiss The Baby Sky by Park Yoochun. Text (lyrics), social cognition and social context are analyzed using discourse analysis model Teun A. van Dijk.

Globalization has impact in all aspects of our lives. In this era, advertisement is an effective media to promote product business in many areas. Every company has different language choice that is used in their advertisement to attract the consumer"s interest in their product. There are many kinds of advertisement consist of print media (magazines, newspaper) and electronic media (television, radio, and internet). In their communication with consumers, advertising is an important tool for businesses, whether it is for announcing product launches, price promotions, or product availability. When advertising in different countries, businesses face a strategic choice between standardization and adaptation of their advertisements (Hornikx, van Meurs, and de Boer, 2010). The findings of this study show that the ideal identity in the advertisement of Garnier is constructed by advertiser through the use of textual features and social features.In the textual

features analysis, the writer finds out that there are many linguistics features used in the advertisement, as one example is adjectives; which is used to construct the ideal identity in the term of beauty and handsome. Then, in the discursive features analysis, the writer finds out that the most promotion strategy used to manipulate the consumers to buy the product is the use of scientific evidence or clinical test proof. The last one is social features analysis. In this stage, the writer finds out that there is ongoing struggle about how the advertiser construct the ideal identity in the modern society by giving the representation of attractive model. Finally, the writer hopes this study can give a contribution for the next writers who are interested in advertisement use a Critical Discourse Analysis (CDA) perspective.

2.7 Conceptual Framework

Conceptual framework is a framework that contains generalizations which can be used to define several interrelated plans and is a tool for describing phenomena about the research problem and the theoretical framework used.

Critical discourse analysis according to Fairclough has three dimensional models of analysis, such as macro analysis, micro analysis, and meso analysis. Micro analysis is analyzing the genres contained in news texts. Macro analysis is the interpretation stage where the interpretation stage analyzes the interpretation of posiss, power and ideology. Meso analysis which is the stage where analyzing the social state of the news.
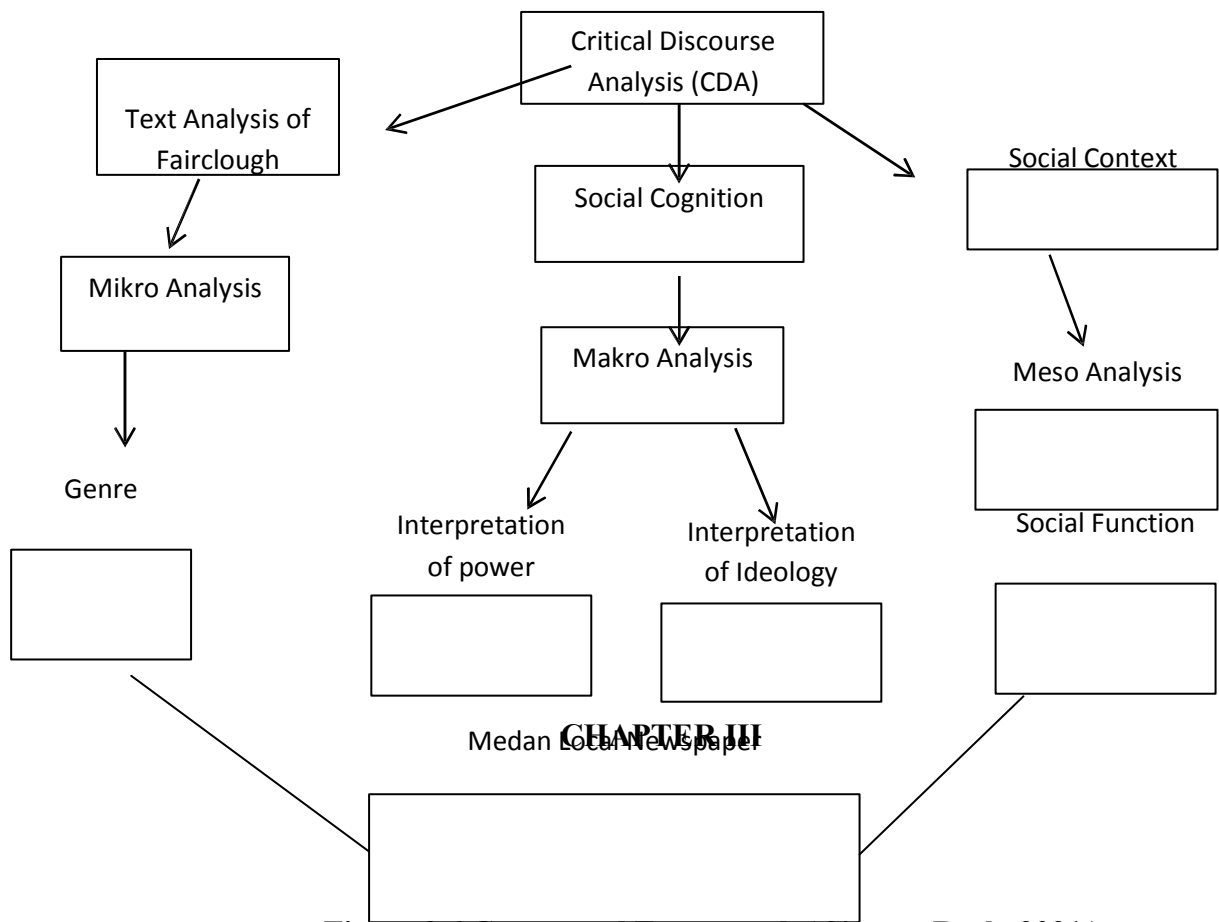
Critical Discourse Analysis (CDA)

Text Analysis of Fairclough

Social Cognition

Social Context

Mikro Analysis

Makro Analysis

Meso Analysis

Genre

Interpretation of power

Interpretation of Ideology

Social Function

Medan Local Newspaper

CHAPTER III

Figure 2.6 Conceptual Framework (Siregar Ruth, 2021)

CHAPTER III
RESEARCH METDHOLOGY

3.1 Research Design

In this research,the researcher used descriptive qualitative method. Qualitative methods with the perspective of analyzing events, phenomena, or situations socially, especially in the mass media. This research will analyze the headlines contained in the mass media listed on Medan Local Newspaper by using Fairclough's theory which suggests Three dimensions such as micro analysis, macro analysis, and meso analysis. In qualitative research, the Researchers uses descriptive research. According to Nyoman Kutha Ratna, the descriptive method of analysis is carried out by describing the facts which are then followed by analysis.

3.2 Data and Source Of Data

Data is a collection of information or information about something obtained through observation or searching for certain sources. The data obtained can be in the form of assumptions or facts because they have not been further processed. After being processed through research or experimentation, the data can be in more complex forms such as databases, information or even solutions to solve certain problems. In this study the data were analyzed the sentences implied in the newspaper headlines. The data in this study were sentences on headline newspaper that analyzed based on Fairclough"s theory which divides into three dimension such as Micro, Macro and Meso analysis.

Data sources are the subject sources from which such data can be obtained. The data source in this study are the headline of the news text from Medan Local

Newspaper which focuses on three newspapers, namely Waspada newspaper, Analisa Newspaper, SIB Neswpaper that analysis from Fairclough"s theory into three parts such as Micro analysis,Micro analysis and Meso analysis.

3.3 The Subject and The Object of The Research

The subject of the research were Medan Local Newspaper Such as Waspada , Analisa,and Sinar Indonesia Baru Newspaper.The object of the research is Headline of Medan Local Newspaper. And the sample used in this research is the Headline of the Medan local newspaper which is divided into Waspada Newspaper, Analisa Newspaper, SIB Newspapers starting from May 01th - june 30th 2021 on the three topic such as Covid 19 , social ,and politic.

3.4 Instrument

Instrument is a tool chosen & used by researchers in carrying out activities to collect data so that these activities become systematic & made easier by them (Arikunto,Suharsimi 2014: 265). Based on the research problem, the researcher used an observation of the instrument. The researcher made observations using mass media such as newspapers taken from The headline of Medan Local Newspaper.

3.5 Technique of Collecting Data

Based on instrument above, the data collection in this research took the following steps below:

1.collected the Medan Local Newspaper that divided into three kinds newspaper such as Waspada , Analisa , Sinar Indonesia Baru.

2. collected the headline from each newspaper from Medan Local Newspaper that have similar topic.

3. collected the similar topic of headline from the newspaper that already collect by researcher.

3.6 Technique of Analysis Data

1. Analyzed the data by used Fairclough's theory which divided into three dimensions of analysis such as Micro Analysis , Macro Analysis . Meso Analysis.

2. Analyzed one by one kinds of dimension analysis into the headline of newspaper such as micro divided into four analysis like ,genre , indirect speech , collective noun naming individual , and Macro divided into three analysis like Editorial posisition , interpretation of power , ideological interpretation , and meso talk about social function.

3. Analyzed the ideology of the each newspaper on the headline.

3.7   Triangulation

Triangulation is the credibility of the data needs to be checked to check the validity of the data. In this study, the authors used triangulation techniques to observe the validity of the data.

According to Sugiyono (2007:330) triangulation, the aim is not to determine the truth about the same social phenomenon, rather than the purpose of trian Determining the truth about the same social phenomenon is not the purpose of triangulation but increases one"s understanding of what has been researched (Sugiyono, 2007:330). The qualitative cross-validation is called as triangulation,

and which is assessed is the sufficiency of the data according to the convergence multiple data source or multiple data collection, said William Wiersma in Sugiyono (2007:372). There are four types to identify the triangulation of data (Norman Denzim, 1978), they are:

1) Data Triangulation

Data triangulation related to the use of various or different data or information (people, space and time) in a research, for example qualitative and quantitative data. The process of rechecking and comparing information by writer which obtained in the different source is called as data triangulation. Comparing observation data and interview data or questionnaire and test is the method the writer will use to get the data. The comparisons being compared by the writer are students" utterances, informant information and circumstances or perspective of different people in similar context. In addition, according to Olsen (2004: 3) states that interpretable triangulation data in social science is often considered to be often helpful in validating claims that may arise from initial pilot studies or the mixing of data from some perspectives

2) Investigator Triangulation

Investigator triangulation related to the use multiple researcher to obtain more valid data. Work in team is the way it takes to make sure the validity of data.

3) Theory Triangulation

Theory triangulation relates to the use of two or more theories which is combined when examining phenomenon and situation. Inclusion of some theories need to be made more complete to obtain more comprehensive data.

4) Methodology Triangulation

Methodology triangulation relates to the effort of checking the data or data result. To conduct phenomenon and situation by using some methods are called as the aim of methodology triangulation. The mix of method approaches used in social science research, where the result from one method are used to enhance, argument, and clarify the result of others as same as methodology triangulation.

Therefore, in this research the researcher useddata triangulation. It means that, data triangulation were more relevant in this research and this research needs to include some more complete data to compare the primary data with the data which were examined and the result of this study to make sure the data validity.gulation is to increase one's understanding of   whatever being investigated.