

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a way of communication for humans. People can express ideas, thoughts, and feelings through language. Nowadays the definition of language has developed according to its function not only as a means of communication. At the moment, Language has developed into a global media platform for the implementation of power through ideologies. Language itself contributes to the process of other parties dominating others (Fairclough, 1989: 2).

Halliday (1978: 2) states that language does not only consist of sentences but also of text or discourse principles in which there is an exchange of intentions in a social context. The context in which intentions are exchanged is not lacking social values but is heavily influenced by the community's socio-cultural context.

The major influence on language studies is caused by the development of the role and definition of language. Linguistics is not only talking about structural or grammatical studies, but has developed into interdisciplinary studies with other fields, such as sociolinguistics, pragmatics, discourse analysis, neurolinguistics, and psycholinguistics. These cross-disciplinary studies indicate that language plays a major role in all areas of people's life.

In an era of globalization, the role of information is very large for society. One fact that is indisputable and greatly influences the communication process in today's modern society is the existence of mass media (both print and electronic). Mass media has become a separate phenomenon in the mass communication

process today (Nurudin, 2007: 33). Along with the greater human need for information, the more rapid the development of the mass media, so that information can be obtained very easily. One of the mass media which since its inception is still very popular is television. The increasing number of private television stations, it has also influenced the emergence of various kinds of broadcast programs that are broadcast on these televisions. The broadcast programs offered by private television stations are very diverse, ranging from talk shows, music, films, comedies, soap operas, quizzes, and news. Currently, most people are willing to spend hours in front of the television just for entertainment, besides that most people watching television is to access information. This is because television provides various kinds of information needed by audiences.

Djurait in (Nur 2012:2) said pieces of the information that can be obtained from television are news. News is a report or news about the occurrence of an event or situation that is general and has recently occurred which is conveyed by journalists through the mass media. News is considered as something important because with news we can see what is happening in other places without having to move from the front of the television. Therefore, every television station today must have its news program. The types of news presented are also very diverse, from hard news to soft news. The greater the need for television audiences to obtain information through television, the more private television stations are becoming increasingly active in presenting new things so that the audience will be more interested in participating in their programs. The way a television station delivers information to its audience is also increasingly diverse. In this digital era, various television stations in Indonesia are competing to create new innovations in

delivering information to the public. One of these innovations is the delivery of information or news through running text.

The media is one of the fields that use language in relation to the exercise of power in ideology, as described above. The majority of news production takes the form of language. As a result, the relationship between language and media is interconnected.

One of the requirements of today's society is accurate and reliable information. As a result, new ways of sharing information have formed in both print and broadcast media. The improvement in sharing information is often accompanied by new innovations, such as how to provide news information to the public based on community needs.

Running text is an example of a mass media breakthrough. Running text is a relatively recent news phenomenon that has arisen in the last ten years. Almost all Indonesian television stations now use running text, albeit in various formats. Running text is a news text that appears at the bottom of the television screen in a fast running text format and provides the most up-to-date information in a succinct manner.

Running text is a type of written language that is characterized by its short, succinct, simple, fluent, clear, and interesting characteristics. The running text's short and dense nature is due to the television station's need to transmit information in cost-effective manner.

If we look at the stage of schooling, the viewer or reader of Running text consists of many levels of society. They are not only from the upper crust, but also from the lower crust. The public would fail to grasp the contents of the

document due to the convoluted language of moving text. So that, Running text is simple. The clearness of the language context in the form of sentences on running text must be the main requirement so that the information can be received directly by viewers or readers without having to repeat what they read. News information conveyed by running text, which has a characteristic is fluent, will make the writing of the text interesting.

(Dianang 2018: 2) In the studies that have been conducted, research on running text is still relatively small. So far, seven studies have been found related to the discussion of running text language. Two of them discuss the completeness of news elements in running text, namely Otriana Permata Sari from the University of Indonesia, Jakarta, and Aini Amalia from the Muhammadiyah University of Surakarta. Otriana (2009) examines the extent to which information is complete in a new sticker and compares it with other media, namely the newspaper Media Indonesia which writes similar information. Meanwhile, Aini Amalia (2012) emphasizes the characteristics of the journalistic language in running text. There is also a discussion of language errors but only discusses the standard of running text language. Similar to Otriana, the object studied in the study was also from the same television station, namely Metro TV. In contrast to what was done by Verawati from the University of Jember, the research that was conducted focused more on the use of sentence patterns, diction, and the productivity of sentence patterns.

Based on previous research on running text, it turns out that there are still many things that need to be discussed. The description stage is describing the content and descriptive analysis of the discourse. At this stage the text is

explained without being connected with another aspects, only analyzing vocabulary, grammar, and structure text. Part of interpretation is interpreting the text associated with the practice of discourse do. The last stage the explanation stage which aims to find an explanation for the interpretation results obtained at the interpretation stage to find the reasons why the news text was produced

1.2 The Problem of The Study

Based on the background above, the problem of the research is formulated as “how critical discourse analysis in terms of micro, macro and meso analysis are realized on Indonesian TV running text ?”.

1.3 The Objective of The Study

Based on the background of the study, the study focuses “to describe micro, macro, and meso realized on Indonesian tv running text”.

1.4 The Scope of The Study

The writer focuses the study on the Critical Discourse Analysis and applies Fairclough’s three-dimension model of CDA on Indonesian tv’s running text. The analysis will be limited in the scope of analysis to make it more concentrated.

This research was limited the form of Fairclough’s three-dimension model of CDA The three-dimension consist of representation text (Micro), relation (Macro) and identity (Meso).

1.5 The Significances of The Research

This research is designed to find some significances. The significances of this research are:

1. Theoretically

- a) the writer hopes that the result of this research can develop and provide enlightenment to the three-dimensional model approach by Norman Fairclough and its application in news especially running text.
- b) The writer hopes the result can contribute useful information for the future to improve and extend research themes in the field of language, especially critical discourse analysis. will make language research more suitable and responsive to social situations and events that occur in society, allowing them to become solutions to problems that exist in society.

2. Practically,

- a) The result of this research can be an information to English Lecturer who teach Discourse Analysis in English Department
- b) Can be use to all readers to have critical awareness to media institutions and media readers for they to be more aware of all forms of news conveyed by the media through language.
- c) For subsequent researchers, this study can be a reference or guide who needs to investigate or examine the same topic however in numerous scopes like news.

CHAPTER II

THEORETICAL REVIEW

2.1 Theoretical Framework

In conducting this research, the basic concept of the study should make clear from the beginning. This is considered important to understand the ideas conveyed. Therefore, the clarification of the concept will prevent possible misunderstandings between the reader and the writer. Important to discuss and clarify the concept use or discussing so that the point clearly accepted by the reader.

2.1.1 Language

Languages can control and manipulate people because languages have power in it. If people are under control by the language, the world will be easy to control. As stated by Harmon and Wilson in Cholilir (2016:8) that language is an element that learning of, and it has many functions, such as manipulating and controlling the world and those in it.

It is supported by Wagner and Cheng that for seduction and manipulating people in social relationships, language is a very useful device to use (2011:1). Many people can communicate and express their problems, their thoughts through language. Languages can help people in interpreting what words mean. Wareing

states that the way of finding about the relationship between meaning and perception is using language (2016:2) in Cholilir. All language users can use language to interpret their ideas, feelings, and thoughts.

When discussing language, it always has a connection with discourse because discourse is the language used by people. People usually use language whenever they want to build a conversation with others whether they are in schools, hospitals, prisons, and even courts of law. It is reasonable to suppose that the language employed in discourse has two purposes: to say something and to do something. Mayr (2008:7) states that the usage of language is linked to meaning and doing.

2.1.2 Systemic Functional Linguistic

1. Material Process

This type of process includes clauses of doing and happening (Halliday, 2004:179). The Actor (the process doer) and the Goal (the thing effected by the process) are the two key participants in this process.

Example:

The Policeman	hunted	The demonstrator
Actor	Material Process	Goal

(From the table above, the policemen words as an actor is the person who does the action, and the hunted word is as the process is an action, and the the demonstrator words as a goal is the one who is effected by the action)

2. Mental process

Mental process is process sensing (Halliday, 2004:197). Perception (see, hear, feel), cognition (know, understand, believe), attachment (like, love), and desire are the four categories of mental processes (hope, want, wish). Within this process, there is always a conscious participant known as the Senser: the one who perceives knows, likes, etc. In addition to the sensor, the Phenomenon, which is felt, perceived, known, thought, or desired, is also a participant in the mental processes.

Example:

She	Saw	them crossing the road
Senser	Mental Process	Phonemonen

(From the table above, she word as a senser is the one who does the mental action, and saw as process is the process of perception, and the crossing road words as the phenomenon is the thing that is perceived.)

3. 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 example, seem, become, appear, etc, or sometimes by verbs such as have, own, possess. Halliday (1994:119) states that the relational process is divided into two modes: identifying the relational process and the attributive relational process.

Example:

John	Is	The Doctor
Identified	Process	Identifier

(In the table above, John as identified is being equated with another, and is as process is a process of relational, and the Doctor as identifier is the other description of John).

4. Behavioral Processes

Behavioral Processes are a process of physiological and psychological behavior, like smiling, coughing, laughing, breathing, etc (Halliday, 2001:248). They generally only have one participant, the Behavior; for instance, Johnny gently smiled.. They are intermediate between material and mental processes, in that the Behavior is typically a conscious being, like the Sener, but the process functions more like one of doing.

Example:

She	Snores	loudly
Behavior	Process	Circumstances

(From the table above, she as behavior is the person who conscious being, snores as process is process of behavioral, and loudly as circumstantial).

5. Verbal Processes

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

Example:

He	Told	me	A story
Sayer	Process	Receiver	Verbiage

(From the example in the table above, he as sayer is the one who gives out the message, and told as process is a process of verbal, and me as receiver is the one to whom the message is addressed).

6. Existential Processes

Existential Processes show that something exists or happens (Halliday, 2004:256). The word there is frequently used in such clauses, but it has not identified function or meaning and is merely subject filler. The verbs "be," "exist," "arise," and others that express existence are commonly used in these clauses. "Existent" is the name of the noun group that comes after these verbs. It is a stage concerned with the text's formal properties. It is a study of vocabulary, grammar, and textual structure. The most important factors that influence this stage are common sense and ideology, as there will be several groupings based on common sense and ideology.

Example:

There	was	No. choice
cir	process	existent

(In the table above, was as process is process of existential and no choice as existent is the thing that exist).

2.1.3 Discourse

A discourse according to Fairclough (1995:15), is a way of signifying a specific domain of social practice from a specific perspective, and a genre may

predictably draw upon a specific range of discourses, though a given discourse may be drawn upon in various genres. Fairclough adds another definition of discourse to clarify things.

Discourse Analysis Eriyanto (2001:2). The Collins Concise English Dictionary states that discourse is 1) verbal communication, speech, conversation; 2) a formal treatment of the subject in speech or writing; 3) a unit of text used by the linguist to analyze more units of a sentence. Meanwhile, JS Badudu states that discourse is 1) a series of related sentences, which connect one proposition to another, forming a unity, so that a harmonious meaning is formed between the sentences; 2) the most complete and highest or greatest language unity above sentences or clauses with continuous high coherence and cohesion, capable of having a real beginning and ending, conveyed orally and in writing.

The meaning of discourse according to Untung Yuwono in Ismail (2008:20) is the unity of meaning (semantic) between parts in a language structure. According to Tarigan (Silaswati, 2019:2) discourse is the most complete and highest or largest language unit above a sentence or clause with continuous high coherence and cohesion, and is able to have a real beginning and end.

Discourse is also defined by Fairclough (1989: 5) as "language as a form of social practice." It defines that language is a component of society. It is a social process that is influenced by other (non-linguistic) aspects of society. Their connection is not an external one, but rather an internal and dialectical one. That is why linguistic phenomena are social in the sense that when people speak, listen, write, or read, they do so in ways that are socially determined and have social consequences.

Fairclough's two definitions of discourse show that he places a strong emphasis on the idea that discourse is linked to social practice. Concerning this discourse conception, it is now clear where Fairclough wants to go to bring his theory.

2.1.4 Discourse Analysis

There are some definitions of Discourse Analysis based on Syamsuddin in Darma (2009:15)

1. Discourse Analysis discusses the rules of using language in society (rule of use-according to Widdowson, 1978)
2. is an effort to understand the meaning of speech in context, text, and situation (Firth, 1957)
3. is the understanding of speech sequences through semantic interpretation (Beller)
4. Discourse analysis related to language comprehension in linguistic action (what is action from what is done- according to Labov, 1970)
5. Discourse analysis is directed at the problem of using language functionally (functional use of language- according to Coulthard, 1977)

Discourse study is a discipline that examines the use of language and is often referred to as discourse analysis, as stated by Darma (2009:15) "a discipline that seeks to study the use of real language in communication is discourse analysis".

Darma also quotes the opinion of Stubbs and Kartomiharjo. Stubbs in Darma (2009:16) states that discourse analysis is a study that examines and analyzes language that is used naturally, whether spoken or written, such as the use of

language in everyday communication. Furthermore, Stubbs explained that discourse analysis emphasized his study of the use of language in social contexts, especially in the use of language between speakers. Kartomiharjo reveals that discourse analysis is a branch of linguistics developed to analyze a language unit that is larger than a sentence. Discourse analysis is the right way to explore the forms of a series of languages or their supporters (any connected linear materials, whether language or language likes), as found in larger discourses or language units (Zelling Harris). According to Labov, discourse analysis is a rational description of the relationship of speech sequences that are in a regular unity (rule-governed manner), thereby clarifying the relationship between the elements within the unity and the form of a coherent sequence, and their relation to elements outside the unity.

2.2 Critical Discourse Analysis

Critical Discourse Analysis is a part of discourse analysis. In Critical Discourse Analysis, discourse is not solely understood as a language study, however CDA uses language in the text as the material for analysis. The analyzed language does not only describe the linguistic side, yet additionally relates it to the context. The context itself here implies that the language is used for specific purposes and practices, including the power practice. Van Dijk in (Bloor & Bloor, 2007:2), argues that Critical Discourse Analysis is a new cross-discipline that compromises the text analysis and speech in all disciplines of humanities and social science virtually. Moreover, critical discourse analysis is interested in how the manner of language and discourse is utilized to attain social objectives and a

few of those uses play a key role in social maintenance and change. Similarly, CDA critically analyzes the language used by those who exercise power as expressed by Wodak in Aziz (2002:72) that language does not acquire power on its own; it acquires power through the use that powerful people make of it.

Van Dijk (2001:352) argues that CDA is a type of discourse analytical research, which mainly studies the way power abuse, dominance, and inequality are enacted, reproduced, and resisted through text and talk in a social and political context. He also sees how social structures, domination, and power groups exist in society, and how cognition or thought and consciousness shape and influence texts. Therefore, CDA is a kind of discourse analysis research, dedicated to the study of how to create, generate and reject power abuse, dominance, and inequality through text or orally in a social and political context. Fairclough (2001: 229) argues that CDA deals with real problems or issues in society. CDA understands that discourse is not only a study of language but also related to the context. In this case, the context is the context of power practices aimed at marginalizing certain individuals or groups. (Christie 2005: 8) said that Fairclough uses CDA to enable power analysis of social relations and social change analysis.

According to Wodak (1997:276), Critical discourse analysis examines the use of language in both speech and writing, which is a form of social practice. In CDA, discourse is not only understood as the study of language or presentation of language. Critical discourse analysis uses textual language with context for interpretation and analysis. The result is not only for obtaining a linguistic aspect

but also to connect it with a social aspect. It means that the language is used for certain purposes and practices, including social construction practices.

According to Darma (2009: 53), critical discourse analysis is used to reveal the relationship between science and power. In addition, it can be used for criticism. In a daily context, CDA is used to build power and new knowledge. CDA is also used to analyze something, describe, translate, and criticize social life reflected which is reflected in text or speech. CDA is related to the analysis and study of text and speech to show the source of discourse; strength, power, inequality, injustice, and prejudice. CDA is developed, maintained, transformed, and associated in the context of social life, economics, politics, and history.

Fairclough (1989:5) begins with a definition of Critical Language Study. The term critical is used in the specific sense of attempting to reveal connections that may be hidden from people.

So the writer takes the conclusion that Critical Discourse Analysis is intended to reveal the hidden intentions of the subject (writer) who makes a statement. Disclosure is made by placing oneself in the position of the writer and following the structure of the author's meaning so that the form of distribution and production of ideology that is hidden in discourse can be known. Thus, discourse can be seen as a manifestation of power relations, particularly in the formation of subjects and various representational acts.

There are three dimensions to analyzing discourse as a "language as a form of social practice," which are components of a method known as Critical Discourse Analysis. Fairclough in Soeharto (2021:35) divides discourse analysis into three dimensions: Text, discourse practice, and sociocultural practice. In the

Fairclough model, the text here is analyzed linguistically by looking at vocabulary, semantics, and sentence structure. He also mentioned coherence and cohesiveness, which are the ways in which words or sentences are combined to form understanding. All of the elements examined are used to investigate the three problems listed below.

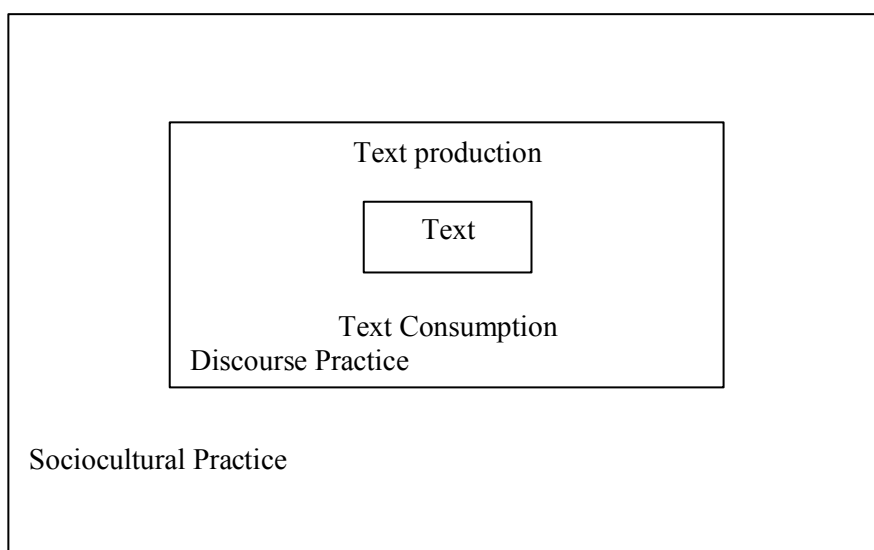


Fig 2.1: A framework for CDA of a communicative event (Fairclough 1995: 98)

CDA analytical framework above means the visual representation of the relationship between the three dimensions of communicative events in the diagram is significant: Fairclough see discourse practice as mediating between the textual and the social and the cultural, between text and sociocultural practice, in the sense that the link between the sociocultural and the textual is an indirect one, made made through discourse practice: properties of sociocultural practice shape texts, but by shaping the nature of the discourse practice, i.e. Following is the description of three dimensions model.

Fairclough in Tampubolon (2017:141) developed the critical discourse analysis (CDA) with the aim to develop the framework theory of critical discourse analysis interdisciplinary with joining language theory analysis and social practice analysis. CDA is the descendent of Systemic Functional Linguistics (SFL), and CDA have differences and similarities with SFL. The salient similarities is both CDA and SFL that language is a social construct that's why assume it is important to know the concept and context.

While the salient difference is that SFL focuses on a study the real language by arguing how the meaning is created in many different context, and the SFL is an analysis that explores the relationship between language and power and the way how to maintain the power. The common dictions used in CDA are power, domination, hegemony, ideology, class, gender, race, discrimination, interest, reproduction, institution, social structure, social regulation. The micro level refers to language use, while the macro level refers to diction such as power, dominance, and group differences. Meso level refers to the space between micro and macro levels.

Fairclough in Susanti (2019:113) divides discourse analysis into three dimensions, namely text, discourse practice, and sociocultural practice. In the Fairclough model, texts are analyzed linguistically, by looking at vocabulary, sentences, and semantics. Besides that, he also pays attention to cohesiveness and coherence, how the words or sentences are combined to form meaning. All the elements analyzed are used to look at the following three problems, namely;

- 1) Ideational which refers to a particular representation that wants to be displayed in the text, which generally carries a certain ideological content.

This analysis sees that something that is displayed in the text may carry certain ideological content,

- 2) Relations, refers to the construction analyst of the relationship between journalists and readers, such as whether the text is conveyed formally and informally, openly or closed, and finally
- 3) Identity, refers to certain constructions of the identity of journalists and readers, and how this personal and identity is to be displayed (Erianto, 2001: 286-287).

2.2.1. Micro Analysis

According to Fairclough in Mardhyarini (2016:67) states the micro-level of discourse looks at the actual articulations of the text, and the linguistic features and devices to depict the given idea. In the last level of discourse context, which is the micro level, the analysis considers the use of some linguistic devices.

Johnstone in Mardhyarini (2016:67) explained some common linguistic devices studied by critical discourse analysis are:

2.2.1.1 Active or Passive Voice

Johnstone in Mardhyarini (2016:67) The form of a sentence, whether it is active or passive, is important in the analysis of new. The use of an active verb gives a clear description of who performed a particular action, and to whom the action is being done. Oppositely, the use of a passive voice can tell what has been done, and also to whom the action is being conducted, but does not blame anyone in particular

2.2.1.2 Naming

Richardson in Mardhyarini (2016:67) states that he believes the way people are named in news discourse can always make a big impact for them to be viewed. People are all possessing a range of identities, roles, and characteristics that could be used to describe them equally accurately but not with the same meaning. How social actors are named can also signal the relationship between the namer and the named Johnstone in Mardhyarini (2016:67) explains that the decision on what to call someone or something can constitute a claim about that.

2.2.1.3 Direct and Indirect Quotation

Direct quotation is like exactly what the speaker says or the author writes and it will always be written in quotation marks, while the indirect quotation is the paraphrase form from the actual sayings. An article usually uses both indirect and direct quotations for different backgrounds and purposes. The direct quotation can somehow depict the fact but in the indirect quotation, the speaker and what he or she says is often blurred . The theory of power and dominance in discourse is also being the framework for this study. Van Dijk (1996:84) explains that power is based on privileged access to valued social resources.

Fairclough has already suggested, when people represent in language events, actions, relationships, and states, the people and objects involved in them, the time and place and other circumstances of their occurrence, and so forth, there are always choices available. Grammar is a choice of a language that differentiates a small number of process types and associated participant types. It may seem at first glance that the difference between an action (with a casual actor) and an event (with put a casual actor) is a difference in reality, as things but that is not so,

at least in any simple sense. When people represent in language something that happens, they have to choose whether to represent it as an action or an event.

2.2.2 Macro Analysis

Fairclough in Shahbazi (2017:100) states macro analysis is the interpretation stage reveals the hidden power relations and the purpose of this stage are to establish whether the verbal cues in the text contains certain assumptions or other hidden elements that are not immediately apparent.” Overall, this stage was used for interpreting the findings of the first stage—description—as well as assigning the text's discourse.

This term is about the interaction between reporters and audiences, between various categories of others and audiences, and between reporters and politicians, experts, and other categories of others. There are three major categories of participants: reporters (a term used for all categories of media personnel, including announcers, presenters, and anchor-persons), audience, and various categories of other participants, mainly from the public domain(politicians, trade unionists, religious leader, scientists, and other experts, etc). Notice that the concern here is not with how others are referred to and represented, but with others as direct participants in media output, for instance as interviewees in broadcasting (Fairclough, 1995b: 125). From the news text, the writer will see how the relationship between the station TV (participant). It is concerned with the relationship between text and interaction by seeing the texts as the product of a process of production. In the stage of interpretation, several procedures should be followed to make the analysis works and deep.

The figure contains six major domains relate to the interpretation. The two in the upper section of the diagram relate to the interpretation of context, while those in the lower section relate to four levels of interpretation of the text. In the left-hand column are listed major elements of background knowledge with function as interpretative procedures. Based on the lower section of the diagram, relating to text interpretation, here are the identifications of the four levels according to the domains of interpretation listed in the right-hand column.

2.2.3 Meso Analysis

According to Darma (2009:90) 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 is the context of the institutional practice of the media itself about a particular society or culture and politics. it is concerned with the relationship between interaction and social context, as well as the social determination of production and interpretation processes and their social consequences.

Sahbazi (2017:100) states that in general, the meso level acts as a bridge between micro and macro levels and focuses mainly on the context of the text perceived and how it is initially produced. CDA seeks to expose hidden power relation at the macro level. Accordingly, a text is produced in a wider context which itself contains complicated relations of power, and readers/ listeners interpret it based on the norms of their society.

2.3 Mass Media

According to the Communication Lexicon in Putri (2019:) mass media is a means to deliver messages that relate directly to the wider community for example radio, television and newspapers. According to Cangara in Putri (2019) media is a tool or the means used to convey messages from the communicator to audiences, while the notion of mass media itself is a tool used in the delivery of messages from the source to the audience using tools communication such as newspapers, films, radio, and television.

As a result, mass media is a mode of communication and information delivery that disseminates information on a large scale and is available to the general public. Mass media is also an institution that connects all elements of society with one another through mass media products.

According to Cangara (2010: 74) there are also other types of mass media that we already know, there is:

1. Print Media is mass media that is printed on sheets of paper. In terms of paper format and size, print media includes:
 - A newspaper is a monthly publication that contains written information about current events and is generally typed in black ink on a white or gray background.
 - Tabloid journalism, also known as rag journalism, emphasizes sensational crime stories, gossip columns about celebrities and sports stars, extreme political views and opinions according to one point of view, junk food news and sun sign astrology.

- Magazine is a publication, usually, a periodical publication, which is printed or electronically published. Magazines are generally published serially on a regular schedule and contain a variety of content.
2. Electronic Media is a type of mass media whose contents are disseminated through sound (audio) or live images (video) using electro technology, there is radio and television.
 - Radio is a signaling and communication technique that uses radio waves.
 - Television is a medium for advertising, entertainment, and news.
 3. Online Media - also called Online Media (On the Network), Internet Media, or CyberMedia - is the mass media that we can find or present on the internet (web sites).

2.3.1 Television

Television is one of the electronic mass media. Television can be regarded as one of the mass communications media because television has a characteristic of mass communication, including Onong in (Nur 2012:17)

1. Progress in one direction
2. The Communicator institutionalized
3. A message is a common
4. Goal lead to simultaneity
5. The comunica heterogeneous

According to Onong in (Nur 2012:17) As a tool of mass communication, television also has three functions principal, namely :

1. Lighting function The lighting function on television is influenced by

two factors, Immediacy which means direct and close, and Realism which means reality.

2. Educational function (the educational function) As a mass communication

medium, television is a powerful means of broadcasting educational events to a very large audience.

3. The entertainment function in most countries, the entertainment function

attached to television is very dominant. Most of the broadcast period of television is filled with entertainment programs.

Broadcast formats in each country are different from one another. This depends on the press system prevailing in the country concerned. In Indonesia, television programs or broadcast programs are generally dominated by programs such as the following (Deddy, 2005: 9).

- | | |
|--------------------------------|------------------------------------|
| 1. News Reporting | 7. Education / Instructional |
| 2. Talk Show | 8. Art & Culture |
| 3. Documentary | 9. Music |
| 4. Magazine / Tabloid
Drama | 10. Soap Operas / Sinetron / |
| 5. Rural Program | 11. TV Movies |
| 6. Advertising | 12. Game Show / Quiz |
| | 13. Comedy / Situation Comedy etc. |

2.3.2 News

Nur (2012:18) states that there are two definitions of news put forward by experts in the field of journalism, namely Dean m. Lyle Spencer in his book entitled *News Writings* which was later quoted by George Fox Mott (*New Survey Journalism*) states that (Deddy, 2005: 21). " News is defined as any accurate fact or idea that can attract the interest of a large number of readers.". According to Mitchel Charnley in his book *reporting edition III* mentions (Deddy, 2005: 21). "News is a timely report of a fact or opinion that has appeal or significance or both to the wider public." In general, the news is a report or notification about all actual events that attract the attention of many people. The events that involve facts and data that exist in the universe, which occur in the sense of "just happened" or are warmly discussed by many people.

According to Kris in Putri (2009:8), there are two types of news called straight news and feature. Straight news is the news that is written briefly and straightforwardly. Straight news is divided into hard news and soft news, hard news is news about politics, economies, crimes, and social problems. Meanwhile, soft news is news about sport, art, entertainment, hobby, etc. The feature is a news story. The news is about people, and the style is narrative.

An event deserves to be called news if it has a news value contained in it (Kusumaningrat, 2005: 61-64)

1. Timeliness For media, the more actual the news is, it means that the more recent the event has occurred, and the news will be of higher value.
2. Proximity (proximity) Geographical closeness or emotional closeness with the reader will make the news of high value.

3. Impact (consequence) An event that is presented in a news story has a big impact on society which will cause interest.
4. Human interest The elements of humanity contained in these news that cause empathy, emotion, and empathy will make the value of the news even higher.

2.3.3 Running Text

According to Verawati (2014:41), Running text is a text that runs on the bottom of the television screen repeatedly in a certain event. Generally, running text uses journalistic language or Indonesian language, a variety of journalism. This language is the language of mass communication used in newspapers, magazines, television, and radio. The journalistic language applies three principles in using language, namely: saving words, having the right meaning, and being interesting.

Nur (2012:21) Running text is one of the innovations that have emerged in the television world in Indonesia. Running text itself is a news text with a fast running text format located at the bottom of the television which contains the latest news in various fields and is packaged briefly. Running text is also used by the television station to promote programs that will be broadcast by the television station.

In addition to the definition above, running text also means information in the form of writing that is constantly moving and changing (Panjaitan, 2006: 104). The position of running text is at the bottom of the glass screen which can be found anytime and regardless of the program.

In the beginning, running text was only broadcast by Metro TV, which was then followed by other private televisions including TVone. Running text

contains all kinds of news information needed by the public. The running text appears in a short, concise, simple, clear, and attractive format.

Running text can be said as a form of mass communication. This is because the running text is conveyed through the mass media and can be accepted by the audience collectively or simultaneously. The emergence of innovations in the form of running text is indeed very helpful for us in obtaining information, because when we watch television programs we can simultaneously find out the latest information that is being reported through running text. Running text is also used by the television concerned to promote programs to be broadcast.

The nature of running text is short, concise, simple, fluent, clear, and interesting. However, this is a weakness of running text itself because television stations that offer running text tend to ignore the language structure that is in it. One of the things that often appear in running text broadcasts is the use of abbreviations and the frequency of appearance that is too fast so that it makes it difficult for the audience to understand the contents of the running text.

2.3.3.1 Running Text on Metro TV

According to the website Metro Tv, the writer finds that Metro TV is the first news television in Indonesia which started broadcasting since November 25, 2000. Metro TV is a subsidiary of the media group which is owned by Surya Paloh, an Indonesian press figure who has pioneered the business in the press sector since he founded PRIORITAS Daily.

Metro TV's mission is to spread news and information throughout Indonesia. Metro TV, in addition to news, broadcasts a variety of information programs on technological advances, health, general knowledge, arts and culture,

and other topics to educate the nation. The unique from Metro TV, a news program that is broadcast in 3 languages, namely Indonesian, English, and Mandarin.

Metro TV also collaborates with various foreign televisions, namely cooperation in news exchange, workforce development, and many more. With this international scale cooperation, Metro TV strives to provide a reliable and comprehensive news source on domestic conditions to the outside world.

By carrying out the tagline "Knowledge to Elevate", Metro TV continues to strive to increase viewers' insight and knowledge and also become a media that has credibility, speed, and accuracy in conveying information.

2.3.3.2 Running Text on Tv One

From “about us” on the website TV One, the writer finds that on February 14, 2008, 19.30 WIB, was a historic moment for TV One because for the first time tvOne was broadcasting. The inauguration was carried out by the President of the Republic of Indonesia, Susilo Bambang Yudhoyono, tvOne became the first TV station in Indonesia to have the opportunity to be inaugurated from the Presidential Palace of the Republic of Indonesia.

Tv One is progressively inspiring Indonesian people aged 15 years and over to think ahead and make improvements for themselves and the surrounding community through its various National and International News and Sports programs. Classifying its programs, News, Current Affairs, and Sports, tvOne proves its seriousness in implementing this strategy by presenting innovative formats in terms of program reporting and presentation.

At the beginning of its establishment, tvOne has a Tag Line "Memang Beda", because it provides a variety of information needed by the public with a different and unprecedented presentation such as Apa Kabar Indonesia, which is an information program in the form of light discussions on the hottest topics with the speakers. and the public, broadcast live in the morning from tvOne's outdoor studio. TvOne's hard news program is packaged with the titles: Latest News, Morning News, Market News, Afternoon News, Evening News, and Night News. Kabar Petang also offered a different packaging. Vision: To educate all levels of society that ultimately advance the nation. Mission: To become the number one News & Sports TV station Broadcast News & Sports programs that progressively educate viewers to think forward, be positive, and smart.

2.3.3.3 Running Text on Kompas TV

The media industry continues to experience changes so that these changes create challenges as well as opportunities for Kompas Gramedia. Kompas Gramedia's 50 years of experience is a valuable requirement for being able to adapt and manage every change.

Media and technology have become an important combination in subsequent media developments. Television and digital media will play an increasing role in society. Kompas Gramedia is aware of this changing trend and strengthens its presence through television and digital media.

Responding to the public's need for information through television media, Kompas Gramedia presents KompasTV as news television. This is a form of commitment to carry on the aspirations of the founders of Kompas Gramedia to continue to support and build the Indonesian people. Together with the media that

has already developed in the community, we are sure that KompasTV will also become the leading media of choice for the community. We hope that the support and cooperation of all parties will be the key to the success of KompasTV in Indonesia.

Starting in September 2011. Prime in 9 big cities, until now KompasTV has been able to enjoy more than 100 cities in Indonesia with prime quality. This trip shows KompasTV's commitment to becoming a leading media that is innovative, creative, and inspiring, not only presenting actual information but also of high quality.

Recognizing the rapid advancement of information technology has an impact on the behavior of the Indonesian people, especially for television and KompasTV lovers. Responding to this challenge, Kompas TV is here to greet everyone in digital form on various platforms ranging from pay television with high definition quality, free streaming, to being at the forefront of various social media.

The growth of KompasTV's followers on social media has increased by 700% since its establishment, so many programs and discussions on KompasTV have become trending topics in Indonesia and even the world. We continue to develop the KompasTV broadcast network throughout Indonesia. This is all to provide the best for the nation as well as being at the forefront of the Republic of Indonesia. Because KompasTV is the "Trusted Independent" News Television, it is KompasTV's commitment to be a trusted media to provide the best for public.

1.3 Previous of the Study

To support this study the writer takes some relevant study which is focused on Critical Discourse Analysis of Indonesian Tv's Running Text.

The first one is taken from "Analisis Kesalahan Bahasa Running Text Televisi di Indonesia" conducted by Ragil Dianang, Indonesian Study Program, Faculty of Teacher Training and Education, University of Nusantara PGRI Kediri. The purpose of this research are: 1) to analyze the errors in spelling, diction, and sentence patterns of television running text in Indonesia, 2) to analyze the ambiguity in television running text in Indonesia. This study used a qualitative descriptive method. The data in this study were in the form of sentences in television running text which allegedly contained spelling errors in the form of spelling, sentence patterns, and diction. This study also described the completeness of news elements and ambiguity in running text.

The result of this research was based on Van Dijk's Theory. The analysis is based on the assumption that the language contained in television running text in Indonesia has many errors, especially in terms of spelling, diction, and sentence patterns, causing language ambiguity. Based on the conclusions of the results of this study, the writer uses this journal to guide her in conducting this thesis proposal especially to find the theory of running text.

The second thesis entitled "*Wacana Kritis Fairclough Dalam Teks Iklan Mana Tau: Indian Royal Cofee*" was conducted by Khikmah Susanti, University of Indraprasta PGRI. The purpose of this research is to reveal the ideology and goals of advertisers. The method of the analysis is Norman Fairclough's critical discourse analysis model which sees text (advertisements) based on three dimensions, namely text (micro), text practice (macro), and sociocultural practice

(meso). The similarity of Khikmah Susanti's research with this study is the use of critical discourse analysis. This research using Norman Fairclough's theory that explains three aspects of analyzing by Critical Discourse Analysis, namely text (micro), text practice (macro), and sociocultural practice (meso). The difference is in the object. The writer uses this journal to guide her in conducting this thesis proposal especially in analyzing the micro, macro, and meso as the writer's problem of the study.

The third previous study entitled "*Critical Discourse Analysis: Comparison Of Running Texts Between Tv One And Metro Tv News On Indonesia Presidential Election*", conducted by Dinita, Universitas Brawijaya. The purpose of this research to determine the effect of the current text on the presidential election in Indonesia on TV One and Metro TV based on the three-dimensional model. The writer conducted this study to find out the interpretation and the impact of the running texts about the Indonesia presidential election on TV One and Metro TV based on three-dimensional models theory by Norman Fairclough (1995:98). This study used a qualitative approach in analyzing the running texts about Indonesia presidential election on TV One and Metro TV. Because running texts on TV One and Metro TV were used as the primary data source, document or content analysis was used in this study. The secondary data sources used in this research are from the responses of the interview and questionnaire on the website. This study analyzed the interpretation and the impact of the running texts about the Indonesia presidential election on TV One and Metro TV. The writer interviewed the students of the Political Science Department and the social media users as the televisions viewers to interpret the running texts. All of the

respondents interpret that those two television stations take side to one of the presidential candidates. According to the findings, 25 out of 42 social media users stated that Metro TV is more accurate than TV One because it provides more detail and valid information. In conclusion, Metro TV is the television station that is more trusted and gives a bigger impact on society than TV One. The similarities of Dinita's research with this study is in the use of Fairclough's theory This study focus on the representation, relation and explanation from running text. The journal above has contributed to the writer because it can help the writer to analyze the problem and complete this research.

Critical Discourse Analysis at Tempo. co on the News about the Death of Taruna Stip Jakarta (A Journal) by Genta Maghvira (2017). The aim of this research is to learn about Critical Discourse Analysis of the news about Taruna STIP's death that Tempo.co published. That study notices all of the aspects such as microstructure, mesostructure, and macrostructure. That study's object is news from Tempo. co with title Taruna STIP Tewas Dihajar Senior, Ini Kronologinya" online published on January 11th 2017. That study used Norman Fairclough's critical discourse analysis model. The result shows that Tempo. co does an election diction; use of the causation phrase; and selecting resource indirect quotation. Realization of the result rates in line with the Tempo. co's company mission. Which is to create an independent multimedia product that frees from any pressure. There was a motivation inside the news that led the reader to have a positive view of Tempo.co. That study helps in completing the writer's research just like how applies the theory and how to analysis. The writer used Fairclough's theory and analysis of the news as an object too.

2.5 Conceptual Framework

News is not a mere representation of events, but it also contains the values of the media institutions that made it. One such action is in terms of lexical and language (symbol) choice. Even though the mass media is only reporting, if the choice of words, terms, or symbols that conventionally have a certain meaning in the community, it will undoubtedly disturb the public's attention, grammar (grammar), sentence structure (syntax), expansion of vocabulary, and finally change and develop conversation (speech), language (language) and meaning (meaning). Based on that, the use of certain languages has implications for the emergence of certain meanings. The choice of words and the way of presenting a reality also determines the form of reality construction which at the same time determines the meaning that emerges from it. Departing from this concept, the analytical technique which is considered capable of opening the meaning of news construction is critical discourse analysis. Eriyanto (2001) states that critical discourse analysis is an alternative to content analysis besides quantitative analysis. If quantitative analysis emphasizes the statement 'what' (what), then discourse analysis emphasizes the 'how' of messages or communication texts. Through discourse analysis, people do not only know how the content of the news text is, but also how the message is conveyed. By looking at how the linguistic structure is constructed, critical discourse analysis is more able to see the hidden meaning of a text.

In this study, the writer conducted this research to determine the effect of running text in Indonesia on TV One, Metro TV, and Kompas TV based on the three-dimensional model theory by Norman Fairclough.

Fairclough's approach in analyzing texts is considered complete because it tries to unite three traditions, namely; 1. Textual Dimensions (Micro), including grammar and diction. 2. Dimensions of Relation (Macro), including text production, distribution of text, and consumption of text. Dimensions of Socio-Cultural Practice (Meso), including situational, institutional, and social. This study taken these three dimensions to see the overall results of how Metro TV, TV One, and Kompas TV carry out the construction of reality as outlined in running text.

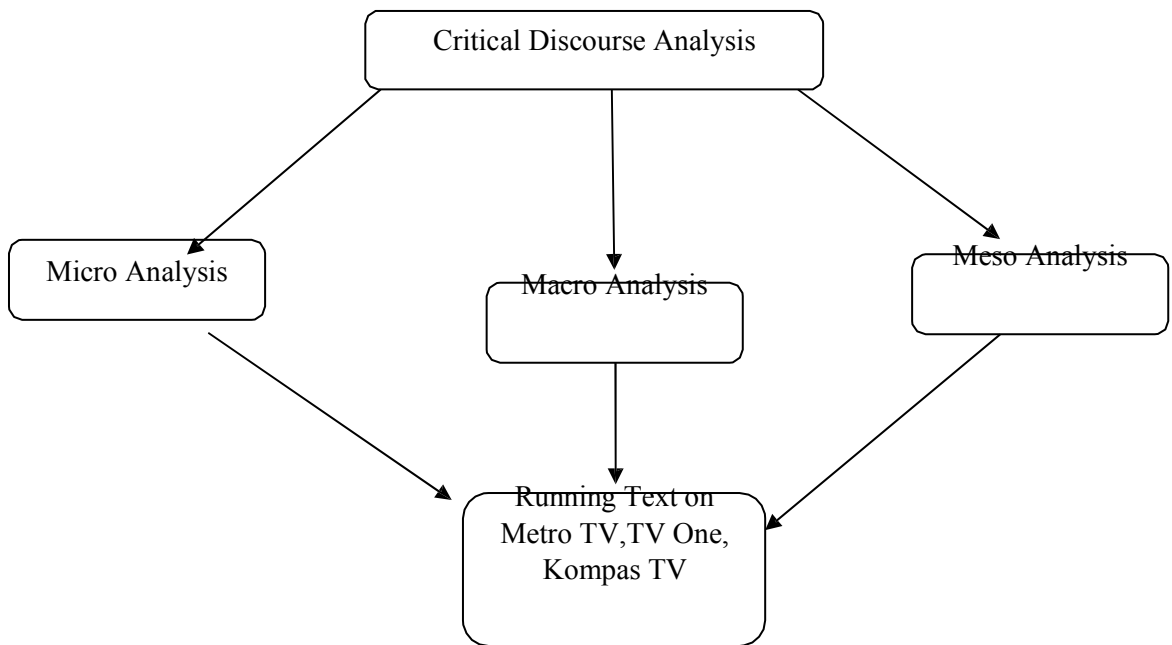


Figure 2.5 *Conceptual Framework*

CHAPTER III

METHOD OF RESEARCH

3.1. Research Design

The writer used descriptive qualitative because the result of this study was to identify and analyze the running text TV by using Fairclough's theory which suggested three dimensions as micro analysis, macro analysis, meso analysis. According to Miles and Huberman in *Qualitative Data Analysis* (2014: 1), qualitative data, usually in the form of words rather than numbers, has always been a staple of some fields in the social sciences, particularly anthropology, history, and political science.

In qualitative-descriptive analysis, the writer focus to identify and describe evidence to support the hypothesis. The writer analyzed the running text TV by using Fairclough's theory which suggests three dimensions such as micro analysis, macro analysis, meso analysis.

3.2 Data and Source Of Data

The writer used Indonesian running text tv in Indonesian station tv; Metro Tv, TV One, and Kompas TV as a source of data. The writer took the data from TV, Metro TV, and Kompas TV. They are very full sources that contain a lot of information needed. The data are the word, phrase, clause, and sentence which express macro, micro, and meso.

3.3 The Object of the Study

The writer used TV running text. The writer analyzed the word, phrases, clauses, and sentences that express macro, micro, and meso. The writer used three-channel tv they are Kompas TV, Metro TV, and TV One.

3.4 Instrument of Collecting Data

The writer used observation as an instrument for collecting data. The writer made observation use mass media to analyze the word, phrase, clause, and sentence which express macro, micro, and meso. The writer used mass media such as television taken from TV One, Kompas TV, and Metro TV.

3.5 Technique of Collecting Data

To collect the data, the writer used the observation method in running text. According to Ary (2010:442), a qualitative research may use written documents or other artifacts to gain an understanding of the phenomenon under study. To collect the data of the problem, the writer has taken the following ways :

1. The writer watched Tv One, Kompas TV, and Metro Tv.
2. The writer took the running text are available on TV.
3. The writer analyzed the data based on the word, phrase, clause, and sentence which express macro, micro, and meso.

3.6 Technique of Analyzing Data

The data were analyze by use the interactive model of Miles and Huberman. Miles and Huberman (2014:31) define there are three activities in analyzing the data they are: data condensation, data display, and conclusion drawing/verification that is done interactively and continuously to complete

furthermore the data reach saturation. The components of data analysis presented in figure 3.1 that is created by Miles, Huberman (2014: 33) as follow

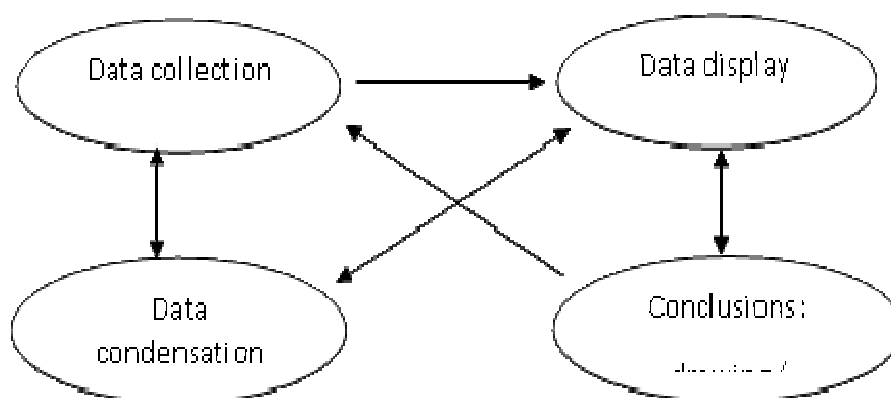


Figure 3.6: *Component of Data Analysis Model (Miles, Huberman and Saldana, 2014: 33)*

Based on the figure, there are four components of data analysis. The four components are data collection, data condensation, data display, and conclusions including drawing and verifying results. As the data collection has been described in the data collecting procedure, the three other components will be described here. The first one is data reduction. According to Miles and Huberman (2014:10), data condensation refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in written-up field notes or transcriptions. It means that a writer should be able to reduce the data especially the qualitative data into the most essential only.

The next component is data display. According to Miles and Huberman (2014:11), a display is an organized, compressed assembly of information that permits conclusion drawing and action. Looking at displays allows us to understand what is going on and then do something, either further analyze or take action, based on that understanding. In the past, the most common type of display

for qualitative data was extended data. According to Faust in Miles and Huberman (2014:11), extended data can overload human's information-processing capabilities. That is why in this thesis the data display would be tabled as they are designed to assemble organized information into an immediately accessible, compact form so that analysts can see what is going on and either draw justified findings or proceed to the next step of analysis suggested by the display.

The last component of the analysis activity is conclusion drawing and verification., the qualitative analyst is beginning to decide what things mean from the start of data collection. Concerning this thought, the writer has figured out several early conclusions such as political language do have their specific features but conclusions presented in the last chapter of this thesis.

To answer the research problem, the writer used the following technique:

3.6.1 Data Condensation

Data Condensation is the process of selecting, focusing, simplifying, abstracting, and transforming of rough data appeared from notes written in the field. Through condensing, it made data stronger, data condensation is not something separate from analysis

Data condensation is a form of analyzing which sharpened sorts, focuses, discard, and organizes data in such a way that "final" conclusions could be drawn and verified. The following of the process in data condensation are

- a. Selection, the writer selected the data from indonesian tv's running text
- b. Focus, at this stage the writer focus on word, phrase, clause, sentence in running text tv

- c. Simplifying, in this way the writer simplified the data in to 3 dimension of CDA by Fairclough's, Micro, Macro and Meso. Micro Analysis has 4 form, Active and Passive Voice, Naming, Pre Modifier and Post Modifier, Direct and Indirect Quotation. Macro Analysis, analyze the relation between the participants in news text, and Meso Analysis, analyze the identity of the participants in news text.
- d. Abstract, In this process, the data to be evaluated by micro, macro meso in Indonesian TV's Running Text.
- e. Abstracting, the writer analyzed the data by selecting each word, phrase, clause and sentence that express micro, macro and meso in Indonesian TV's Running Text

3.6.2 Data Display

After condensing the data, the next step is to display the data. Data display is an organized, compressed assembly of information that allowed conclusion drawing and verifying activity to be showed. The writer present the data in analysis, which be show in the form of table, to make the writer easily in understanding. The following steps conducted the writer in presenting data through grouping the data.

Table 3.6.2 Micro Analysis

Micro Analysis	Running Text	
	Frequency	Percentage
Naming Individual		
Passive		
Collective Noun		
Interrogative		

3.6.3 Drawing and Verifying Conclusion

Drawing and verifying conclusion is one of the important steps in this study. After drawing parts of the data is decided as an absolute data, verifying conclusion is the right way in united the entire collected, reduced and displayed data. This is a way to know the result of the data after the data display. In this step, the writer will make conclusion after completely find macro, micro, and meso in running text tv.

3.6.4 Data Validity

The trustworthiness of the data is very needed to be checked to examine the validity of the data. In this research, the triangulation technique is used by the writer to observe the validity of the data. Determining the truth about the same social phenomenon is not the purpose of triangulation. However increased one's understanding of what had 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

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 students and test is the method the writer 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) stated that interpretable triangulation data in social science is often considered to be often helpful in validating claims that might arised from initial pilot studies or the mixing of data from some perspectives complete to obtain more comprehensive data.

2. Invest or Triangulation

Investor triangulation explains the use of multiple researchers in a study. Investigator triangulation is related to the use of more than one independent investigator in the study. The forms of investor triangulation are relevant in the interpretation of the material practically. Examples of investor triangulation are the various form of textual or verbal protocol analysis.

3. Theory Triangulation

Theory triangulation explains in the interpretation of the data, use more than one theoretical framework. When investigating a phenomenon, this theory uses more than one theory hypothesis. The perspectives of the hypothesis used in this study relate to or have opposing viewpoints.

4. Methodology Triangulation

Methodology triangulation uses more than one method to gather the data. This relates to the effort to check the data and data results. The methodology aims to conduct the situation and phenomenon by using some methods. An example of methodology triangulation could argue that methods which provide qualitative and quantitative data are methodology distinct. The writer eliminates the explanation with combine qualitative and quantitative methods.

From the explanation above, the writer chooses data triangulation to complete the validity of data. It meant that in this research needs to include some more complete data to examine the results of this study to make sure the data validity.