

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of Study

Language is a communication tool that people use to communicate ideas, opinions, and research to others, both orally and in writing. According to Siahaan (2007: 1), language is a unique human heritage that plays a very important role in human life, such as thinking, exchanging ideas, and negotiating. This is also in accordance with Chaer (2004:11), who says that language is a sound symbol system, arbitrary, productive, dynamic, different, and human. So, language is a communication tool that people use to communicate with other people.

Linguistics is the study of language. Kridalaksana (1983: 23) states that linguistics is a science that study, examine the nature and intricacies of language, namely language that humans have as a means of communication, or The science of language is known as linguistics or science that study language scientifically. From the explanation expressed, so the conclusion is the object of linguistic in the study is language. In connection with the object of this linguistics study, the language in question does not focus on a particular language, but generally used to communicate among speakers of the language. Linguistics including in the each part such as semantic , phonology , pragmatic , and discourse analysis. Language as one of a number of other meaning systems such as traditions, livelihood systems, and politeness systems together form human culture. Haliday tries to relate language primarily to one aspect that is important to human experience, namely the aspect of social structure.

This research talk about part of linguistics such as Discourse Analysis. Discourse, according to Kridalaksana (2001:31), is the highest or greatest unit that can be represented in the form of essays, paragraphs, sentences, or words with a specified aim. Discourse analysis, according to Fairclough (1995: 28-32) and Wodak (2001: 5), is concerned with how text works/functions as a social function. Discourses, according to Bulan (2018:57), are the study of language, including words, clauses, phrases, sentences, and even discourse itself. Critical discourse analysis looks at elements outside of the conversation as well as at the level of words, phrases, clauses, and sentences. As a result, discourse analysis is understood not just as a form of speaking and writing.

According to Fairclough (2006: 4) Critical Discourse Analysis is just the top of the iceberg, and it is the responsibility of the discourse analysis to uncover the hidden meaning of the text. In another word, it studies how people use language to reach their goals or interest related to power. Therefore, Critical Discourse Analysis tries to unveil the hidden power manipulation of texts or discourse including the way how people victimize others and positively represent themselves. Critical discourse analysis is expected to know what structures, methods, or other textual features are significant in the production of certain modes.

Critical Discourse Analysis can also be used to describe, translate, and analyze text-based social and political news. Furthermore, critical discourse analysis considers not only linguistics but connection among language and also given context, such as the goals the social and political news. This has also been used in a wide range of disciplinary sectors around the world, each with its own

history and flair (Rogers 2016). The way, CDA is viable alternative to the positive or constructivist paradigm's standstill in media analysis.

Critical discourse has a lot to do with ideology. Ideology is a system of values or ideas owned by a particular group or layer of society, including processes that are general in the production of meanings and ideas. Ideology is a central concept in the analysis of christening discourse, for example, literary discourse in the form of ideology or mirroring of a particular ideology. In this thesis, the researcher has an object in the Kompas.com E-Daily News which is part of the mass media today. Asma (2014:122) stated that media on discourse is multidisciplinary, covering communication ethnography, conversation analysis, cultural studies, and critical discourse analysis, among others.

Today, the mass media an important role in the life of the Indonesian people. According to Candara (2002: 134), mass media is a tool for transmitting communications from of the message source to the message recipient or the general public using mechanical communication means. In this case, the media live like tongue twisters and even as an information bridge for the public. The media are also a source of information that can form public opinion and always present a variety of information that is current and consumed by the public as a whole. News is a piece of information or report about things that are/has happened where the delivery is done through print media, TV broadcasts, radio, online media, or word of mouth to the general public.

Kompas.com is now one of Indonesia's online news portals that can now be easily accessed by the general public. This news portal provides Politicians & Law, Global Education & Culture, Environment and Health, Science and

Technology, Scope, Commerce & Economics, Sports, and Classics pages containing several types of news. The choice of Kompas.com as the object of this research is because, Kompas.com is an online news platform that is in great demand by the general public. In the publication platform, media.com states that Kompas.com is the best number 4 news platform in Indonesia and has a global rank of 126. With this object, the researcher wants to analyze why this news platform is in great demand by the public.

Therefore, the researcher tries to examine how the social impacts that arise in the text due to the presence of this movement, as well as how Kompas.com conveys this information towards its readers based on language considerations. Norman Fairclough's three-dimensional critical discourse, which contains Text (Micro), Discursive Practice(Macro), and Sociocultural Practice aspects (Meso), was utilised in this analysis. The examines the text as a whole genre, and language future. Second, discursive practice, is concerned with determining the power interpretation text. The Sociocultural practice aspect, which encompasses the role of the text, tries to determine the social context that influences the genesis of a text (discourse).

## **1.2. The Problems of Study**

The analysis will be directed by two as guidance. Of course, the exploration will not only be about the two questions but will also be cleared by related theory and essential edition. The writer investigates the problem specific problems above as mentioned below, based on the arguments provided in the study's background or to allow this study easier to solve:

1. How are Text (Micro), Discursive Practice (Macro) and Sociocultural Practice (Meso) analyses realized on Kompas.com E-Daily News?
2. What are the interpretations of the Text (Micro), Discursive Practice (Macro) and Sociocultural Practice (Meso) on Kompas.com E-Daily News?

### **1.3 The Objectives of Study**

To make sure that the exploration of Critical Discourse Analysis in this research is working, the analysis needs some definite objectives. These objectives will become circumscription and keep us working on the right line. The following is the research's goal, based on problems stated above:

1. Describing the dimension analysis on CDA such as Text (Micro), Discursive Practice (Macro) and Sociocultural Practice (Meso) on Kompas.com E-Daily News
2. finding out the interpretations of the Text (Micro), Discursive Practice (Macro) and Sociocultural Practice (Meso) on Kompas.com E-Daily News analysis on Kompas.com E-Daily News

### **1.4. The Scope of Study**

This research will be focusing to analyse the realization of critical discourse analysis in Kompas.com E-Daily News. The writer choose one news about politict edited 08 March 2022. Based on the theoris from Norman Fairclough 1995, the critical discourse analysis divided into three dimensional they are: Text (Micro), Discursive Practice (Macro), and Sociocultural practice

(Meso). On the case of the study the researcher will analyse this study based on Norman Fairclough theory .

### **1.5. The Significance of Study**

This study is analyzing the Kompas.com E-Daily News. This research is divided into some benefits, namely theoretically and practically.

1. Theoretically, this research will be able to further develop and illuminate Norman Fairclough's three-dimensional model and also its implementation in news text.
2. In practice, the study's findings help all language users, particularly news readers, including all Kompas.com E-Daily News readers, to be more mindful of the language in use in news. This research will serve as a possible reference and guide for future researchers who wish to investigate a same topic with a more diverse subject. In turn, this study can be followed this up on as well.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **2.1. Theoretical Framework**

Theories must clarify some topics or terms related to the study concerns when conducting research. To avoid any doubts evaluate the feasibility of study, the terms were specified. The following terms are defined to explain all terms connected to Critical Discourse Analysis theory according to experts.

#### **2.2 Language**

Language has a magical property when people speak or write. Language as a social practice includes complex and muddled social issues. Thus, various occasions might be addressed philosophically in the media overall and papers specifically. No question examining some credible sources like papers is valuable in portraying the philosophical signs of the wonders. Language is primary means the communication through which people express almost unlimited ranges of meanings. In certain communication situations, people can express a great number of meanings in one communication.

"Language is the system of human communication based on the systematic organization of voices or their textual presentation to produce larger units, such as morphemes, words, and sentences," writes Richards (1984: 1). It signifies that english is a method of communication utilized by a certain community or country, and it plays a significant role in global communication.

According to Owen (2006: 1), language can be described as a socially shared combination of symbols and rule-governed communication (Language can be defined as a socially acceptable code or conventional system for deliver concepts by use of symbols and combinations of desired symbols are governed by the provisions). The author concludes that language is a means of communication that allows people to convey their intentions, feelings, and opinions. Humans are entitled to know the foundations of a language, such as sound, meaning, or rules, in order to communicate with one another more easily.

### **2.3 Linguistics**

Linguistics is a degree of linguistic science, general linguistic science, research, or learning and includes regional, Indonesian, or foreign languages. Linguists look at the meanings, discourses, and many other linguistic aspects that people are constantly wondering about. Nasr (1984: 1) Language is treated as a global and recognized aspect of human behaviour and capacities in linguistics. As a result, linguistics can be described the study of languages, with language as the subject of research, or as the systematic science of human speech in diverse aspects like sounds, words, and grammatical rules.

### **2.4 Discourse**

Despite the specific language reported in his book as a college student, Fairclough (1995: 15) defines discourse as a technique of defining a specific region of discursive practices from a specific discourse area. Based on this definition, Fairclough linked linguistics to social practice from the first



publication of his theory. Discourse deals with texts, where text refers to spoken and written data, while it deals with speech production and comprehension Zina (20014:86). From the justification, we can see that he emphasizes the notion that discourse is related to social practice.

## **2.5. Discourse Analysis**

According to Dharma (2009: 16), there are numerous definitions of discourse that are discussed in many theoretical texts, each one attempting to elucidate the precise meaning of the discourse. The concept of discourse, on the other hand, is determined by the viewpoint theory employed by each researcher. The study, research, and study of language usage is known as discourse analysis. A set of people communicates a set of meanings about a specific issue through discourse. Discourse is generally a man of language communication. In linguistics, discourse refers to the formal linguistics unit form of identification to a word, phrase, or phrase that takes into consideration the connections between such written or spoken pieces. It had been delivered.

"Discourse is a language communication perceived as a participate, as a transactions between a speakers and a listener, whose shape is dictated by its social aim," wrote Hawthorne (1992, 1). Simply put the text of the language communication (verbal or written) "Massage that is encoded in an audio or visual medium is referred to as" auditory or visual media encoded massage.

Dijk (2004: 1) The term "text analysis" was employed, which is now known discourse analysis is constantly evolving; in the past, discourse analysis was limited to analyzing the text itself, which had such meaning and structure;

now, some discourse analysis refers to the function of both additional contextual (cognitive, social), with Fairclough and Foucault maintaining the facility connection and ideology.

Another way to characterize speech is to divide it into two categories. Discourse, as according Guy (1989: 6-7), is the language that exists above the sentence. This discourse approach refers to the structure of language above the sentence and looks at structural aspects like organization and cohesiveness, although most social ideas influence how people use and understand language. A second paradigm, known as the functionalist paradigm, emphasizes the social side of language by stating that discourse is just the language used. Analytical languages, according to the method approach, are inextricably linked to the study of language purposes and purposes in human existence.

Discourse in this manner according to Guy (1989: 8-9) seen as a socially and socially coordinated method of talking. The researcher who takes on this meaning of talk expects that language is utilized to mean something which this importance and doing are connected to the setting of its utilization. If we wish to properly decode a text, we should first figure what the speaker or essayist is doing throughout the talk, and how that doing is tied to larger relational, institutional, socio-social, or material settings. The association's most visible item is a text request, but conversation is the mode of communication itself. Critical Discourse Analysis emphasizes this view of language as activities and social behavior.

Discourse analysis is an area that seeks to find out the actual use of language in communication. Stubbs (1983: 1) states in Dharma's book that discourse analysis is the study of investigating and analyzing naturally used

languages such as spoken and written languages, such as the use of language in everyday communication. Kartomiharjo (1999: 21) also showed that discourse analysis is a discipline of linguistics developed to analyze linguistic units larger than sentences. Discourse analysis is often used to find the same, or at least very strict, discourse meaning given by an oral discourse speaker or a sincere discourse writer.

Discourse analysis is the correct way to look at the shape of a voice sequence or its carrier, as it contains in a larger discourse or voice unit. This idea was raised by Zelling Harris, but Labov found that discourse analysis was a rational description of the continuity that exists. Whether they are in an ordered unit so that it is clear how the elements in the unit are related. Discourse analysis stresses the dynamics at work during the generation and replication of meaning (Syamsyudin 2011: 10).

Discourse analysis is the opposite of formal linguistics in that it focuses on levels above sentences, such as grammatical relationships formed at a level above sentences (Guy 1989: 12). Discourse analysis in the field of social psychology is defined as language. The discourse discussed here is somewhat similar to the structure and format of the interview and the user's practice. Discourse is the process of generating communication in many social systems using symbols associated to interpretations and events. Communications messages like words, sentences, or images were determined by an individual who uses them in a discourse approach. For examples, the context of events, the context of the community's general status, their existence, and so on. All of that can manifest as ideal values, sentiments, or hobbies, among other things.

## 2.6. Critical Discourse Analysis

The abbreviation "CDA" is widely used to denote a recognized approach to language study manifested across different groups. Critical Discourse Analysis became a field inside the social sciences and humanities, with the notation "CDA" broadly used to denote a recognized approach to language study manifested across different groups (Breeze 2011). Critical Discourse Analysis (CDA) examines how text and language inactivate, reproduce, and resist social abuse of power, domination, and inequality, primarily in social and political contexts. It is a form of discourse analysis research.

CDA is a large field of study that includes a variety of scholars with a variety of techniques and theoretical background (Pelawi 2018). CDA is a method and theory for analyzing how people and organizations utilize language. Then, using a critical discourse analysis viewpoint, we look at the relationship between language use and the political and social context in which it occurs. It seems in a way which critically evaluates the norms of a specific discourse community and discusses social, economic, and political topics, but it never provides pupils the praise they need to succeed.

Critical discourse analysis, as according Dharma (2009: 49), is a text of social reality produced or examined by a person or dominate group with a specific objective of achieving what they desire. An analytical attempt or process to explain. Its importance in competition must be based on existence. Therefore, the later analysis is believed to have been influenced by various authors. In addition, it should be noted that behind the discourse there is the controversial meaning and ideal image and interest.

Discourse's domination and deceit of idealism are examined and manipulated through critical discourse analysis. Critical discourse analysis sees its face as a shape, and social practice sees discourse as a verbal interaction between such a particular discourse occurrence and institution circumstance and social structure, according to Fairclough (1998: 52). The book describes it. It argues that it could be explained as a fascinating social practice and consequence.

Fairclough (2010: 3) states that CDAs have basic characteristics. It's relational, dialectical, and interdisciplinary. In this context, it becomes clear why, in dialect nature, it is not possible to simply define discourse as a separate object. These three points are provided in the form of relationship statements that focus on social relationships rather than entities or individuals. Wodak (1997: 271) summarizes the principles that guide critical discourse analysis. It shows that relationship is a discourse. Clarify culture and society. Idealism; Historical; Emphasizes the relationship between text and society, Interpretative and descriptive.

### **2.6.1 Concept of Critical Discourse Analysis**

Critical discourse analysis, as according Haque (2007: 2), is a technique, system, or approach for examining a discourse instance in order to expose hidden issues or objectives that are established in society. The CDA investigates all forms of discourse (oral, and semiotics) which allow you to communicate with others in a systematic manner. A social issue is the beginning point for CDA. CDA educates people on the hidden systems that were created during social building. The CDA looks at how the text is portrayed and how unspoken messages are used to construct reality within a certain idealistic system.

### **2.6.2 The Objective of Critical discourse Analysis**

According to Dharma (2009: 55), critical discourse analysis helps clarify the relationship between science and power. CDA is also used to criticize something. CDA is also used to explain, translate, analyze and criticize the social life reflected in texts and languages. The purpose of the CDA is to promote the philosophical assumptions behind the words in the text and the discourse of various types of violence. The CDA consistently contains a system of power and belief, including past attitudes related to current attitudes. Basic interview checkers are also deciphered in unexpected ways, depending on experience, information, and location of power.

Dijk (2000) in Dharma's book 2009 says that how the CDA doesn't have a specific hypothetical or systemic structure yet relies upon the centralization of the brain and valuable abilities to lyse the text-dependent on the foundation of science and reason. CDA is likewise performed on non-verbal communication, discourse, seals, visual pictures, and different types of semiosis.

### **2.6.3 Characteristic Of CDA**

CDA has five distinct characteristics: action, context, history, power, and ideology (Dijk, Fairclough, Wodak, and Eriyanto, 2005: 8)

#### **1. Action**

The main principle, discourse is understood as an action. A person speaks, writes in language to interact and relate to others. With the use of this plan, there are several consequences of how Wakaba is viewed. First, discourse is seen as something that aims, persuades, interferes, reacts, and so on. A person who is reading and writing has that same goal in mind, both small and big.

Second, speech is defined as something to be expressed intentionally and under control, rather than something that's also expressed spontaneously or outside of consciousness.

## **2. Context**

The context of a discourse, like the background, situation, occurrences, and conditions, is taken into account by the CDA. Here, discourse is created, understood, and examined in the context of a specific situation. The CDA also looks at the communication's context, such as who communicates with whom and why, as well as the audience and conditions, the medium used, how well the type of communications evolves, and the relationship between the parties.

## **3. Histories**

Placing a text's discourse in a historical context is a vital part of comprehending it. We look at the flyer text discourse on Jokowi's opposition, for example. When we can establish historical background for where text was created, we will be able to comprehend the text of the this discours and what's the political climate and environment like at the time.

## **4. Power**

Every discourse that arises in the form of writing, dialogue, or anything in CDA's analysis is regarded as a type of power struggle, instead of something natural, and objective. One of the crucial connections between speech and society is the concept of power. Male power, for instance. He is a member of a given social type as well as a communicator, writer, author, or reader. Control or context can be evident in who should indeed speak, and who merely listens and says yes, among other things.

## **5. Ideology**

Ideological theories, among others, say that ideology is built by dominant groups to produce and legitimize their domination. One of the main strategies is to create awareness to the public that domination is taken for granted. Discourse in this kind of approach is seen as a medium through which the dominant group persuades and consumes to the audiences the power and dominant production they have so that it looks true following what is said by Van Dijk (1997: 25) "Discourse in this approach basically serves as the medium by which ideologies are pervasively communicated in society, and thereby helps reproduce power and domination os, specific group or classes." The ideology of the dominant group is only effective if it is based on the fact that members of the communication including the dominant consider it as truth and reasonableness.

### **2.6.4 Norman Fairclough's Three-Dimensional Model**

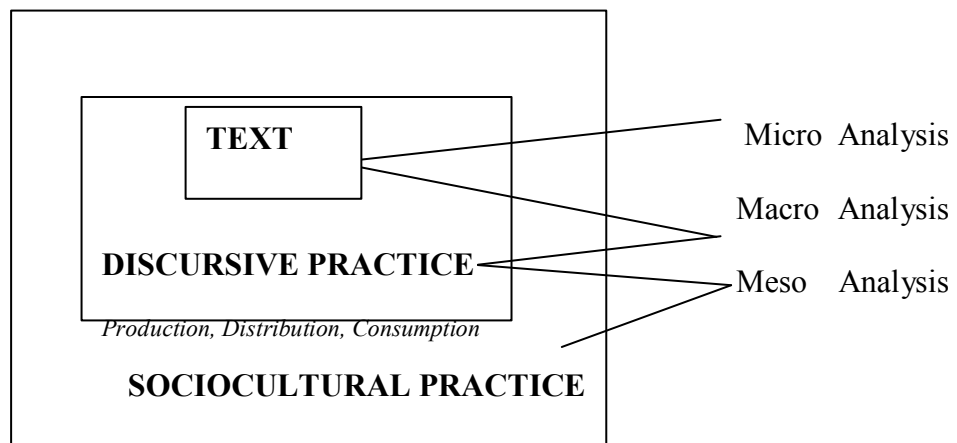
Fairclough's (1998: 131-32) analysis is based on big questions, as well as linking Text-text to Sociocultural Practice contexts. Fairclough sought to build a model of discourse analysis that contributed to social and cultural analysis so that he combined a tradition of textual analysis that always saw that in a closed space with a broader societal context. Fairclough's point of concern is to see how language wearers carry certain ideological values.

Fairclough (1992: 63) focuses on discourse on language where discourse refers to the use of language as a social practice that has implications. Text, discourse practice, or sociocultural practice. According to Fairclough, are the three dimensions of discourse analysis. The text is linguistically analyzed in Fairclough's model, with vocabulary, semantics, or sentence construction all being



examined. It also involves coherence and cohesion, which refers to how ideas or sentences are put together to make sense.

Fairclough's elements are utilized to solve the following three issues. First, there's ideational, which relates to certain allusions that need to be included in a piece that has a certain ideological tone to it. Second, relations refers to the study of how journalists and speakers build relationships, such as whether the decision is communicated formal or informal, openly or privately. Third, identification relates to how writers and readers' personalities & identities are also to be presented, as well as how these personalities or identities are to be constructed. The conclusion would be that the background of interaction will influence the flow of the connection while also providing insight into the situation in which the human contact will take place. As a result, there is a reciprocal interchange between textual qualities and the larger social context of text production (Rambe 2012).



**(Norman Fairclough Model 1995)**

### **Text (Micro) Analysis**

Text analysis, according to Fairclough (1995: 4), requires linguistic analysis in order of Linguistic Features. In terms of genre, does the news contain informational, interpretative, and borderline information. Furthermore, Linguistic Features, described in terms of declarative, interrogative, and imperative.

### **Discursive Practice (Macro)**

Fairclough (1995: 6) The framework's discourse practice mediates among text and sociocultural practice. A discursive event, according to Fairclough, combines text, discursive activity (including production and perception of text), and social practice. Fairclough creates an analytical framework based on the concepts of "Production" (a text's blend of genres and discourse), "distribution" (the relationship between text during), and "User (consumers)" (the discourse representation).

1. Production is the study of how and who, the ways and dimensions of texts that are articulated in speech. The key and distinguishing characteristic of this CDA variant is the interdiscursive analysis. This makes it possible to incorporate context components into text analysis.

2. Distribution is how the text after being produced by the media or perhaps the transformation that the text undergoes to reach consumers or users of the text.

3. User (Consumer) This framework study focuses on the intersection of text and discourse practice. Intertextuality research manifests much more interpretively than linguistic analysis, which is descriptive. This is because different levels of text meaning are contributed or omitted. To understand any such text discourse

process, we must first disassemble the various layers of text that exist within the text.

### **Sociocultural Practice (Meso)**

Fairclough (1992: 7) goes on to say that a communicative event's sociocultural practice can be broken down into three parts: Situational, Institutional, and Socials Level. Situational is the time and context of the events behind the appearance of the text. Institutional, namely the influence of institutions in the practice of discourse production. Socials Level, which summarizes the political, economic, and cultural systems in society. a hierarchy of power in the social, political, or cultural organization of dominance: some members within dominant organizations and groups have a special role in the planning, decision-making, or control over the interactions and processes of power enactment.

### **2.7 Mass Media and News**

According to McQual (1994: 34), mass media is a filter that filters out some experiences that highlight experiences and at the same time obstacles that stand in the way of truth. Mass media coverage can frame the events that will be heard and read by the audience. According to McQual in Rusadi (2002:2), the role of the media as an ideological tool can attract / direct attention, persuade beliefs and assumptions, impact attitudes, even define reality.

According to Schudon (1995: 141-142), the news is the result of social construction that always involves views symbols, and values, how reality is made news depends on how the facts are interpreted. When does the process of meaning

always use symbols certain values, the news is a face or reflection of a reality in the end considered something reasonable. Newspaper is a representation of mass communication media that has an influence in building and directing the audience's view of events that occur. The central events are packaged by the newspapers themselves to form a discourse. After that these discourses are made in such a subtle way in which there are many ongoing interests.

Albert (2013:1) state that the power imbalance that arises between social actors and language and communication that can be utilized for coercion, control, discrimination, and victimization is referred to as CDA. At the junction of human collective communicative action and information technology, mass media can be seen of as the frontier where new types of social interactions emerge.

## **2.8 Kompas.Com E-Daily News**

When it originally launched on the Website on September 14, 1995, under name Kompas Online, Kompas.com was one of the innovators of online media in Indonesia, according Faujiah (2015) in inside.Kompas.com. Kompas Online, which can be accessed through Kompas.co.id, only shows duplicates on Kompas daily news from that day. The purpose is to deliver services for Kompas daily users in areas where the company's distribution network is inaccessible. Kompas daily readers, particularly in eastern Indonesia or abroad, can now read Kompas daily on the same day they receive it, rather than waiting a few days as is customary. Accessing information from the Internet has now become an integral part of our daily lives. The digital world is changing over time. To provide maximum service, in early 1996 the address of Kompas Online changed to

www.Kompas.com. With a new address, Kompas Online is becoming increasingly popular for loyal readers of Kompas daily abroad. So in research Kompas.com become the object of research, where choosing social problems as the main point of research.

## **2.9. The Previous Research**

The researcher discovered some thesis and journals in this study, however there are discrepancies between them in terms of the research issue, research format, and research theory.

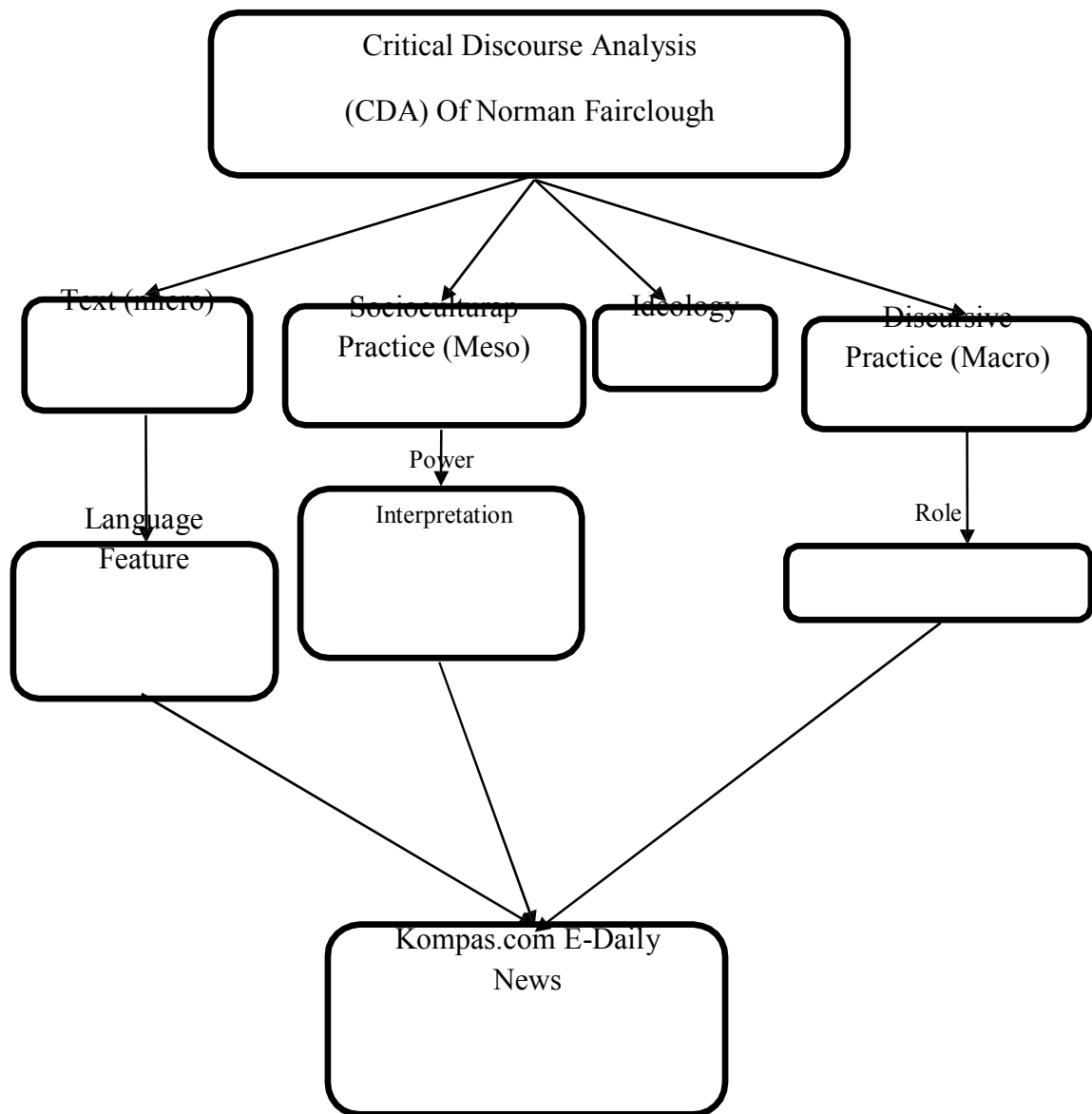
Firstly, Tri Riya Anggraini, STKIP PGRI Bandar Lampung (2012: 1-2), The title of the journal is “*Analisis Wacana Kritis Pada Koran Kompas Edisi 24 Mei 2012*”. The journal examines Newspaper from Kompas 24 May Edition by using Norman Fairclough Theory. The investigation is to know the ideology in Kompas Newspaper 24 May Edition through Sociocultural Practice, Text, and Discursive Practice structure. The findings of this research based on news analysis entitled Lady Gaga “Talk to Twitter” in the May 24 issue of Kompas newspaper 2012, can keyword that ideology contained in the text of the news via an overview of the Sociocultural Practice structure, superstructure, and supporting Text structure explanation of the entire content of the news similarity of Tria Riya Anggraini’s research with this study is the use of critical discourse analysis. The difference is the time of the object and the focus on the object. The writer uses this journal as a reference to guide her in conducting this thesis proposal especially in analyzing the Text, Sociocultural Practice, and Discursive Practice as the writer’s problem of study.

Second, Husnaya Sarah's thesis, a student at Sultan Thaha Saifuddin Jambi's Islamic institution (2019: 1-2). This thesis, titled "Critical Discourse Analysis For Donald Trump's Talks," looks at Donald Trump's speeches through the lens of Disk's Critical Discourse Analysis Theories. The goal of this research is to explore a variety of CDA components that can be discovered in Donald Trump's speeches, as well as the social cognitive factors that can be found in his speeches. The first analysis, namely the Social cultural Practicestructure identified in this study is thematic, and the first analyzation of Text structure elaborated throughout detail because this part of the study contained four types of styles: syntax style, semantic style, artistic style, but also rhetoric style. Trump manipulates his words with linguistic elements to persuade or provoke his audience. The results of the text structure reveal the Donald J Trump constantly employs irony to elicit emotional engagement to the intended. Husnaya's resemblance to Husnaya Sarah's research involves analyzing the speech text using critical discourse analysis. The distinction is between the item and the theory used to study the text. This thesis will be useful to the author because it will assist her in analyzing the subject of her investigation.

Thirdly , Luluk Khoiriyah's (2016: 3-4) thesis, titled "Beauty Concept in Toothpaste Advertisement: A Critical Discourse Analysis," examines the "Beauty Concept in Toothpaste Advertisement: A Critical Discourse Analysis." The goal of this study is to examine the beauty idea in toothpaste advertisements using Fairclough's CDA framework's three-dimensional discourse models. It is carried out in order to locate idea-built commercials and to learn about the way in which the beauty concept is constructed in toothpaste advertisements. The end effect of

Toothpaste commercials is that they use language to dominate the minds of consumers, a persuasive discourse that maintains their power through the usage of the beauty notion. A set of recommendations, beliefs, or values person holds, a group, a community, or a culture can be considered ideology. In short, because advertisements generate ideologies, they will never be completely erased from society. Luluk Khoiriyah's research is comparable in that it employs the same theory as Norman Fairclough's. The distinction lies in the research topic. The writer consults this thesis for information on how to apply its theory and conduct analysis on Kompas.com E-Daily News.

## 2.10 Conceptual Framework





## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1. Research Design**

Because the data was qualitative, the method employed in this study is qualitative-descriptive analysis. Qualitative data, typically in the shape of words rather than figures, has always been a mainstay of various fields inside the social sciences, including anthropology, history, or political science, as Huberman (1994: 1) points out. The news from Kompas.com E-Daily News analyzed using Fairclough's theory, which suggests three dimensions, macro and meso.

#### **3.2 Data And Source of Data**

Data is collection of information or information something obtained through observation or searching for certain sources. The data in this study were sentences politic news that took from Kompas.com E-Daily News and analyzed based on Fairclough's theory.

According to Arikunto (2014:172), the data source were the source where the data taken from. This study, source of the data in this study from Kompas.com E-Daily News. Therefore, the researcher gets the data source from took politic news about the social and social effects from Kompas.com E-Daily News that focuses on social problems based on Fairclough's theory.

#### **3.3 Instrument of Collecting Data**

According to Sugiyono (2017:102), a research instrument is a tool that is used to measure social and natural phenomena. The researcher used observation

as one of the instruments for gathering data. It is the device used in this study to collect data by directly observing of the text as the object of reserach on Kompas.com E-Daily News.

### **3.4. Technique of Collecting Data**

The reseracher has taken some steps in colecting data. According to Subroto (1992), the data in reserach are the fixed materials that are suitable to solve reserach problem. The data were collected in from words, pharase, and sentences that have been copied from Kompas.com E-Daily News. Below the technique of collecting data in this study applied.

This is the way researchers collect data:

1. Searching the news

The first step of collected data, reseracher used the news text observation. It looked for the Kompas.com from the internet. The researcher looked for the text of the news and check.

2. Taking the News and reading

After the data of the text find, the researcher copied them. It was use for the main data to be analyzed. Then, the researcher readed the text of the news.

3. Classified the data

After reading the text of the news the reseracher found the data from the text then the reseracher classified the data and analyzed them based on critical discourse analysis that devided into three dimensional they are Text analisys , discursive practice analysis and sociocultural analysis.

### 3.5 Technique Of Analysis Data

The next step, after data classified, is data analysis. According to Moelong (2000), data analysis is a process of organizing and classifying data to certain patterns, categories, and basic units of analysis so that the themes and working hypotheses proposed by data can be formulated. The purpose of data analysis is to organize, classify, and summarize data, so that the data can be better understood, interpreted, or related to some decisions that users want. The next steps is to classify the data based on three dimensional by Norman Fairclough (1995) which consist of Text (Micro), discursive practice (Macro), and Sociocultural Practice (Meso), then classify the realization of the three dimensional.

1. Identifying the three dimensional of Critical Discourse analysis that used by news text on Kompas.com E-Daily News.
2. Counting and writing the percentage of the data based on  $n = \frac{F_x}{N} \times 100\%$  (quantity of certain the three dimensional divided by quantity of all the data x 100%).
3. Writing the conclusion based on the findings of the analysis.

The researcher uses the table to illustrate the data in order to easily recognize the accuracy of the news text in the following table.

**Table 3.1 Text (Micro) Analysis**

Text (Micro) Analysis		News Text	
Genre	Interpretative	Frequency	Percentage
	Informational		
Linguistic Feature	Declarative		
	Interogative		
	Imperative		

This categorizing of news text illustrates data analysis. The next step is discussing. The researcher confirmed the findings with the theories that were employed in the analysis. Then the researcher also explained the findings in order to answer the objectives of the research. Then continued by reporting data. The data has reported the findings and finally, the researcher also added some points of conclusion and suggestion.