



Social Criticism on “Nah Ini Dia” Rubric in *Poskota* Online Newspaper

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Abstract. Language is used to express one’s feelings, thoughts, and opinions about something. Language is also a media for criticizing the social situation, such as in the “Nah Ini Dia” (NID) discourse rubric in the *Poskota* online newspaper. The reading of this rubric is a social satire for the community, including people’s households, neighbours, friendships, brotherhood, and even the current political situation. Even though the content is social criticism, the language that is packaged is very witty and the content is also humorous, even tends to be satire. The aspect of satire almost dominates all existing discourse (data). Therefore, this research aims to how satire as a social criticism is constructed from macro linguistic to micro linguistic. This study uses syntactic, semantic, and pragma linguistic theories to reveal the real meaning of the data discourses. For this reason, a qualitative descriptive method is used. The results of this study indicate that in macro linguistic, social criticism is built through discourse schemata that have been highlighted starting with the title and the composition of the discourse. In contrast, micro linguistically, social criticism is built through diction and nuances of meaning. In addition, criticism or social satire is dominated by framed language.

Keywords: Social Criticism · Discourse · Framed Language · Macro Linguistic · Micro Linguistic

1 Introduction

The mass media is a means of conveying information from one side, namely the side of the informer (journalist). The information conveyed can be in the form of news, stories, or opinions, each packaged as a description, exposition, or narrative. For this reason, the discourse “Nah Ini Dia” (hereinafter referred to as NID) in the online newspaper *Poskota* is a form of news information packaged in the form of a narrative story, and the story has a humorous nuance. Although nuanced in humour, there is a message conveyed by this NID scriptwriter, namely a moral message in the form of social criticism. Social criticism of the NID discourse is then discussed and elaborated in this study.

Social criticism is inseparable from language vehicles. Social criticism requires language as a means of conveying this criticism. Language as a means of conveying criticism can be in the form of literary or journalistic works. Both are publication languages. The journalistic writing publications that exist so far are in the form of prints and writings

on the internet. Internet media in the last decade has become an effective medium for journalistic publications, one of which is NID’s humorous discourse.

NID’s discourse, with its humour, invites readers because of the attractiveness of the use of language and the elements of the story conveyed. The language used is a frame to cover the satire of the life of the household to state society. For this reason, many studies have focused on NID discourse, for example [1], who explored that NID discourse is a form of male domination over women. She showed this with the contents of her story that women are only objects and triggers for problems. Because the NID discourse has many aspects of studying, [2] also observed NID as the existence of code-switching and code-mixing. Furthermore, [3] appointed NID discourse as a discourse of indirect expression. In the same vein, [4] acknowledged that NID has a distinctive style of language and structure.

The NID discourse, which originates from the online daily *Poskota*, is substantially an information discourse with a humorous nuance [4], but it implies social criticism. The social criticism discussed is the assumption that women as a source of problems [5] (Mulharnetti, 2021, p. 14) are also considered to reflect gender bias [6]. If we look further, the discourse on NID is not only “degrading” women but also contains social criticism. The implied aspects of social criticism that are carried out in this study are divided into household or home social criticism, community social criticism, legal, social criticism, socio-political criticism, and bureaucratic social criticism.

The discourse of humour still contains symbols that have nuances of social criticism. [7] stated that humour discourse has a purpose and function, namely intent (one of which is satire/criticism) and function (entertaining). This is also the case with the NID discourse, which is humorous and entertaining and has the function of criticizing. The tools for criticizing are in the form of micro linguistic (words, phrases, sentences) which are in line with [8, 9], and [10]. The macro linguistic element of NID discourse leads to a metaphorical aspect [11, 12], and the metaphor is used as a symbol of critical messages.

The study of NID discourse (text) can be done from two perspectives: communication science and linguistics. From the point of view of linguistics, there are three aspects, namely: form, function, and purpose of discourse. Aspects of the form, including macro and microstructures and language styles, have been done by [4] and [3]. The function of NID discourse is to entertain because of the many puns of meaning that have a comic effect. For this reason, this study focuses on the intent of the NID discourse, namely, the intention of providing social criticism.

The following is an example of a NID discourse taken from its portal <https://poskota.co.id/2022/09/04/menolak-diajak-berkoalisi-bini-tetangga-pun-dibanting>.

Refusing To Be Invited To A Coalition, The Neighbour’s Wife Was Slammed

STOCK of girls until the new year 2023 is still safe, but Wahyudi (21) has a crush on the neighbor’s wife. Like a party, Mrs. Tatik (27) was invited to form a coalition to build love. Of course, Tom’s wife, 33, refused. Annoyed at being seduced via WA, never answered, Wahyudi became desperate. When we met on the street, Titik was immediately slammed like a top.

For some people finding a girlfriend is as tricky as a political party looking for a figure who is ready to run for president in 2024. Because the cadres themselves can only become members of the House of Representatives (DPR), they are forced to seduce other

party cadres with high electability in the survey. On the other hand, some figures have high electability but need to be looked at by political parties because they can reduce their party's electability. For example...

Wahyudi, a Pagu-Kediri Regency resident, has recently been extremely nervous, like the head of a political party looking for a presidential candidate. At the age of only two, it is like a rooster whose spurs have only grown a little but have the courage to date someone's wife. Even though in Kediri, the stock of girls is still safe until the new year 2023. Why is he even dating Tatik, who already has a husband?

Tatik is indeed a friendly woman, so towards Wahyudi, he seems to have more attention. Well, this is where this young man who just left teenagers became overconfident and thought Tatik was responding to the aspirations of his affairs. Moreover, Tomi's wife likes to give food to Wahyudi, so his overconfidence is more than doubled, even though it was all done by Tatik just as good neighbourly manners.

It seems that Wahyudi is getting more serious. He has not even worked yet, but he dares to influence Tatik to leave Tomi and get married to form a *sakinah* family. Of course, this young mother was as surprised as a vehicle owner when she heard the price of Peralite was Rp 10000 per liter. How come Wahyudi thought it so ridiculous? So she then advised him via WA to work first and then think about girls. "And it should not be me, because I already have a husband." Tatik said.

Nevertheless, Wahyudi does not want to break up. He still wants Tatik to be his girlfriend. This kid is getting crazy. All the appeals from him through WA were no longer answered. Over time, Wahyudi became annoyed. He awaited Tatik's return from work and stopped her near the bridge. If she is fussy, he will throw her into the river. Around 15:00, Tatik was seen returning home on a motorbike. He immediately stopped and asked why the WA had not answered. That she was busy with work is different from the answer which Wahyudi wanted to hear. Again, he asked to collaborate before 2024. "How come you are just like the head of a political party; people's wives are invited to form a coalition." Said Tatik was so irritated.

Few words, but they are pleasant to hear. Immediately Tatik was ambushed from behind and slammed into the bushes, *krusukkkk!* It does not hurt. It itches and gets thorns. Tatik was caught again and slammed into the same bush again. Uh, she is still able to wake up. Immediately, the third time Tatik was slammed on the asphalt road, *Gedebug!*

Seeing Tatik's condition is a pity, Wahyudi drives the motorbike, and Tatik is brought to her house. Hearing Tomi's voice from inside, Wahyudi ran away immediately. However, a few hours later, the naughty young man was caught by the police because Tatik's husband had reported him to the Plosoklaten Police Station.

People's wives are being chased, but why are you afraid of their husbands?(GTS)

From the aforementioned example of NID, the text generally contains social criticism delivered in macro linguistic and micro linguistic ways. On a macro level, it means that social criticism is conveyed in its entirety in the discourse and parts (per paragraph in the text) or in context. While on a micro scale, it means that social criticism is conveyed through linguistic features, such as diction, phrases, clauses, and sentences.

From a macro perspective, it can be seen that the discourse implies the following:

- (1) today’s humans tend to take the easy, fast, and selfish way to achieve something, namely employing a text illustration depicting Wahyudi in searching for love, Tatik, with his own will;
- (2) political life to form a coalition is not easy, namely with the illustration of the text, it is difficult for Wahyudi to form a coalition of love with Tatik.

The macro study number (1) is displayed throughout the text and macro study number (2) is shown in the second paragraph *“For some people finding a girlfriend is as tricky as a political party looking for a figure who is ready to run for president in 2024. Because the cadres themselves can only become members of the House of Representatives (DPR), they are forced to seduce other party cadres with high electability in the survey. On the other hand, some figures have high electability but need to be looked at by political parties because they can reduce their party’s electability.”*

Micro-study shows that the text contains linguistic features that show it as social criticism, for example, (1) the sentence: *“Just like a party, Mrs. Tatik (27), invited to form a coalition to build love”, “For some people, finding a girlfriend is as difficult as finding a political figure who is ready to run for president in 2024”*; (2) phrases: *“like political parties looking for figures who are ready to run for president in 2024”, “become members of the DPR”*; and (3) Words: *“coalition”, “political party”, “electability”*.

Based on this description, this study focuses on macro linguistic and micro linguistic aspects of social criticism in NID discourse in the *Poskota* online newspaper. We chose macro and micro linguistic perspectives because many expressions are related to social criticism in a framed language. In addition, we believed that recently there has no study discussing this issue yet.

2 Method

There are two essential steps in this research: data acquisition and data analysis. In data acquisition, copying relevant data was carried out, and classification was based on the type of social criticism and the macro linguistic and micro linguistic parts of the language that imply social criticism. Discourse data is taken by one example to clarify what the NID discourse (text) looks like.

In analysing the data, a study of the data was carried out using structural linguistic theory, conceptual meaning theory, and socio pragmatic theory. The structural linguistic theory examines linguistic features as micro linguistics that reflect social criticism. The conceptual meaning theory is used to examine the concept of discourse or sub-discourse (paragraph) in a macro linguistic way that reflects social criticism. The socio pragmatic theory inspects the aims and types of social criticism of the NID discourse.

3 Results and Discussion

3.1 Social Criticism of NID Discourse

There are five types of social criticism found in NID discourse, namely social criticism of the household, society, politics, law, and social criticism of the bureaucracy. The different types of social criticism are based on the direction in which the criticism is conveyed.

Household or Home Social Criticism. Life in household has a lot of romance, ups and downs, and even incidents in household life that fall into criminal law violations. Examples are domestic violence (KDRT), infidelity, and fraud. Dealing with this, several can be implied that there are social criticism of domestic life in the NID discourse, such as in the following example.

- (1) *Mrs. Riska, who lives in Ilir Barat, Musi Banyuasin Regency, is a woman who is blind in matters of love. Although she has a police husband with the rank of Bripda, she has no feeling of gratitude at all.* <https://poskota.co.id/2022/09/02/berani-pacari-istri-polisi-untung-cuma-digerebek>

The context of the quote implies that infidelity has occurred a lot in married life. In the quote, the woman (wife) has an affair with another man even though her husband is a policeman. This is indicated by the quote *Having a police husband with the rank of Bripda, there is no gratitude at all.* The quote implies that the narrator or scriptwriter satirizes the social life of the household now. Many wives cheat, as does the following quote.

- (2) *Even though Farel Prayoga had ordered it, Karsih then compared Rudi with her husband, Marijan.* <https://poskota.co.id/2022/09/21/20-tahun-tinggalkan-suami-urus-warisan-baru-pulang>

In quote (2), there is a sentence *Karsih then compares Rudi and her husband, Marijan.* This sentence implies that many wives start to cheat on their husbands. They start comparing their husbands with others so that infidelity can befall.

Social Community Criticism. Socializing in society, of course, occurs many inequalities and deviations from norms. The discourse of NID is a portrait of the state of society with humour packaging but intends to satirize or criticize the community's social situation. Satire or criticism is an indirect expression but effective, for example, as in the following quote.

- (3) *Bripda Darmadi is actually angry, but fortunately, he has a reasonably high level of patience. His rank is Bripda, but he defeats a police officer with the rank of Inspector General.* <https://poskota.co.id/2022/09/02/berani-pacari-istri-polisi-untung-cuma-digerebek>

The quote contains a social criticism of the community. It is indicated by the following sentence: *His rank is Bripda, but he defeats a police officer with the rank of Inspector General.* When the NID manuscript was published in the *Poskota* portal, Indonesia was

buzzing about news of a murder masterminded by a police officer with the rank of Inspector General. For this reason, the quote criticizes society’s current social condition, which is being horrified by the murder committed by a police officer with the rank of Inspector General.

(4) *The world is getting older, and the behaviour of its inhabitants is getting weirder. The father is pregnant with his biological child. The father-in-law has an affair with his daughter-in-law. The son-in-law has sex with his mother-in-law. All the news has spread several times. What a shame about genitals.* <https://poskota.co.id/2022/09/24/akibat-menantu-celamitan-ibu-mertua-pun-dihamilinya>

The moral condition of the community has gone down because of adultery. There is even adultery against children-in-law, daughters-in-law, and parents-in-law, which should be taboo. However, it has become a “disease” of people in the community. For this reason, in quote (4), there is a criticism of the community for moral depravity, namely with the expression, “*What a shame about the genitals.*” The word “*a shame*” is the keyword for criticism.

Socio-political Criticism. The critique of the socio-political conditions in Indonesia is also monitored by NID, as can be seen in quotes (5) and (6) below.

(5) *Arriving at the village, he was shown evidence of Nuning and Pak Lurah obscenity via chat on WA. Jumakir was even more enthusiastic about strengthening his report to the Polsek and the Grobogan Regency Government. Residents flocked to support Jumakir at the Polsek, like party supporters who had just registered with the general election commission (KPU).* <https://poskota.co.id/2022/08/21/pak-kades-hobi-blusukan-tapi-kok-ke-kamar-warga>

In quote (5), there is an expression as a reflection of socio-political criticism: *citizens flocking to support Jumakir to the Polsek, like party supporters who have just registered to the KPU.* The key to this criticism was that *new party supporters would register with the KPU.* In fact, if a party comes to the KPU to register, they do it in droves (together), which actually can be done with representatives, not in droves. However, this action is frequently found in the world of politics in Indonesia.

(6) *Mbah Husaini’s presence when Halimi was not at home made the residents suspicious. So the resident then conveyed this bad news to her husband. “Be careful, Mbah Husaini likes to make noise at your house, like the Ketum of Political Parties ahead of the Presidential Elections.” Pak RT said.* <https://poskota.co.id/2022/09/23/balada-kakek-duda-keseopian-bini-tetangga-digoyang-juga>

The quote (6) contains social criticism of politics in Indonesia, namely there are allegations of people from a political party who move aggressively when the election or presidential election is approaching. This can be seen in the expressions of *people who*

like to make noise at your house, such as the Ketum of Political Parties ahead of the Presidential Elections.

Social Criticism of Law. The legal world also often receives criticism from the public. This criticism can be directly contained in a discourse which is substantially critical discourse. However, criticism can also be contained in narrative discourse with humorous nuances. The presence of criticism in humorous discourse is a form of a joke, as in the following examples of quotations (7) and (8).

(7) *The police were also surprised. They only lost several underwears. How come they reported it to the police, even though the police were still busy with Ferdy Sambo's unfinished business?* <https://poskota.co.id/2022/09/25/tak-terima-digugat-cerai-celana-dalam-bekas-istri-dicuri>

The quote (7) has a humorous tone; namely, the loss of underwear (a thing considered very trivial) was reported to the police, even though, at that time, the police were busy with a murder case involving Ferdy Sambo. This nuance of humour implies satire/criticism of the police being (too) busy with a murder case involving a police officer who is considered a long-time handler. This can be seen in the quote, *even though the National Police are still busy with Ferdy Sambo's unfinished business*. The key to this criticism is the never-ending phrase *unfinished business*.

(8) *What is more, it is just farmers. Even Police General like Ferdy Sambo are still being arrested. Look at him now, without the rank, he becomes naïve and geeky.* <https://poskota.co.id/2022/10/08/pulang-lapar-bini-main-hp-suami-menjadi-mata-gelap>

Criticism is not necessarily something for the shortcomings of the party being criticized. However, criticism can be for the advantages of the party being criticized, or praise criticism, although this is very rare in the mass media. In quote (8), there is a positive criticism of the good actions of the police to arrest their officer for committing a crime as in the words of *Police General like Ferdy Sambo is still being arrested*. The key to a social critique of law is that the expressions *still being arrested*.

Social Criticism of Bureaucracy. The existing state of the bureaucracy cannot be separated from criticism of the NID discourse. Bureaucracy, in this case, is the service arrangement of any agency belonging to the government, as in the following example.

(9) *when the position of a village leader (kades) is for life, he has extraordinary powers, but the people are still coward. When Pak Kades was selling teak trees for himself, the villagers also kept silent. Although there were many broken roads and bridges, the villagers still did not care.*

<https://poskota.co.id/2022/09/16/kades-cuma-titip-cicilan-bank-dianggap-mesum-dengan-janda>

In this quoted part of the story, Pak Kades has an affair with a young widow, one of his residents. However, the village community did not dare to protest because of the

power of Pak kades. Thus, the phrase, which incidentally consists of one paragraph, is a satire or criticism of the wrong actions of bureaucrats who should set a good example for society. In this regard, the key to social criticism of the bureaucracy is that *when the position of a village leader (kades) is for life, he has extraordinary powers.*

(10)Gandung actually wanted to clarify why his love had just ended. It is like PT Telkom, which is on the 20th every month, if you have not paid for the invoice, the telephone connection will be disconnected. <https://poskota.co.id/2022/10/20/kec-ewa-diputuskan-kekasih-malah-jadi-youtuber-cabul>

In this quote, Gandung actually hoped for clarification why he broke up, but there was no clarification or compromise. Such a situation is like PT Telkom, where the connection will immediately be cut off if it is late in paying the bill. There is social criticism of the bureaucracy. However, there is an implicit expectation that the connection will not be immediately disconnected if the bill is late. The key to criticism in the quote is *it is like PT Telkom.*

The exciting thing in this study is that the target object is mainly aimed at individuals, not institutions or institutions in general, especially criticism with negative nuances. For example, a negative assessment is not directed at the police institution but at police officers, individual administrators/sympathizers of political parties, and the village leader. The following is an example of an excerpt from the NID discourse.

(11) “Fortunately you met me who is only Bripda. If you date the wife of the Inspector General, you have been pushed!” said Darmadi.
<https://poskota.co.id/2022/09/02/berani-pacari-istri-polisi-untung-cuma-digerebek>

In the quote, criticism is directed at a police officer with the rank of Inspector General. The person is suspected of murdering a person suspected of having an affair with his wife. This affair was also experienced by a police wife with the rank of Bripda (far below the rank of Inspector General). The satire is the same case that befell the Police, but the sadistic reaction is on the high-ranking people.

(12) Actually, Yatman still loves Wiwin, but the Religious Court (PA)’s decision has fallen. Want to appeal, but he is afraid to compete with Ferdy Sambo, who was just fired from the police officer. <https://poskota.co.id/2022/09/22/kepo-amat-bekas-bini-pacaran-kok-malah-dimonitoring-terus>

When the NID article was written, the case that attracted the public’s attention was the police murder case involving a police officer as part of the killer, Ferdy Sambo. The criticism that arose also pointed to the figure of Ferdy Sambo. In this case, he was categorized as a person. Thus, the criticism within the NID at the institution tends to have a positive or neutral nuance, while the criticism from individuals tends to have a negative nuance.

3.2 Study of Macro Linguistic and Micro Linguistic of NID'S Discourse

This study is based on linguistic analysis, which expresses social criticism of household problems, the uniqueness of society, socio-political conditions, legal and judicial conditions, and bureaucratic service arrangements. Linguistic analysis as an expression of criticism takes the form of macro linguistic and micro linguistic. In this study, macro linguistics is social criticism, an implied text. This means that criticism can be interpreted as social criticism if it is associated with non-language/extra-linguistics. Meanwhile, micro linguistics in this study is social criticism based on the form of language itself or intra linguistics.

Macro linguistic Aspects. Macro linguistic criticism of NID discourse can be seen in discourse and paragraphs, as in the following example.

(13) It turns out that acting recklessly is not the monopoly of the party chairman. Ordinary people can also act recklessly to avoid being called careless. Of course, the problems are not of the same class as the general chairman (Ketum) of political parties, but only trivial ones, not the "best". <https://poskota.co.id/2022/10/24/pejabat-kemenag-sembrono-mau-ngutang-kok-di-kamar>

Criticism of the above quote focuses on the meaning "the general chairman of the party is reckless". Why did the NID script writer mention that there was a reckless act? This was caused by the speech of an official who said that we should not be reckless (act wrongly) in nominating someone to become president. Writing in NID becomes a social (political) criticism because there is knowledge outside of language, which is a reference for understanding the NID article.

Micro linguistics Aspects. Social criticism in NID discourse micro linguistically is social criticism directly understood from the language itself without knowledge outside the language. The example is as follows.

(14) Even though the message of the late ustadz KH Zainudin MZ, the widow was sufficiently supported, not to be entered into her room. What is the world say? <https://poskota.co.id/2022/10/24/pejabat-kemenag-sembrono-mau-ngutang-kok-di-kamar>

In the above quote, there is explicit social criticism of men having an affair with a widow. In fact, it is enough for widows to be given financial assistance, not to be cheated on. This criticism has a micro linguistic aspect because no other knowledge is needed to understand the expression.

3.3 Utilization of Language Forms

In the NID, many social criticisms are built from aspects or structures and forms of language, ranging from words or choice of words, phrases, sentences, and paragraphs, to the form of discourse. The following will be discussed one by one.

Words/Phrases. The words used in the NID rubric are straightforward to understand for the wider community. *Poskota* is a mass media targeting the lower middle class,

so the vocabulary often used is jargon or diction that is often heard in the corners of coffee shops and tends to be colloquial. For example, the words *naksir*, *bini*, *ngutang*, *kok*, *sembrono*, *didor*. The use of diction is intended to entertain the reader. However, although the choice of words used in the NID rubric is daily use and colloquial, the social criticism that is built actually feels very strong and hits people’s hearts.

Sentence/Clause. Besides in the form of words or phrases, language in the form of sentences or clauses is also widely found in the NID rubric to build social criticism. One example is the following.

(15) *“You know, As the Ministry of Religion officials, you should not be reckless!”* said Pak RT. <https://poskota.co.id/2022/10/24/pejabat-kemenag-sembrono-maungtang-kok-di-kamar>

The quote is a social criticism of government officials or employees who should provide good examples and role models in social life. Moreover, employees or officials from the Ministry of Religion should understand more about religious teachings and social norms. They are not even a perpetrator of immorality who violates local norms and customs and is prohibited by religion.

Paragraphs. The criticism of NID is found in the form of paragraph as depicted below.

(16) *Android phones have many benefits, but they also have disadvantages. It can make work easier, but it can also prank people. Indonesia continues to be excited because of social media facilitated by this smartphone.* <https://poskota.co.id/2022/10/28/nah-ini-dia-dilabrak-warga-karena-pil-istri-dicekik-hingga-tewas>.

This quote is a social criticism of society. That is, people are deceived by the existence of cell phones. The existence of these cell phones creates commotion in the household or the community because cell phones have facilities for social media. The use of social media can have an impact on misunderstandings between people, and groups, as well as between communities. So far, the commotion has occurred due to social media that has developed through applications on cell phones. Thus, the quote is a social criticism that is embodied linguistically in the form of a paragraph.

Discourse. The criticism of NID is found in the form of discourse or text as depicted below.

(17) *“If the Employer Has a Business Mind, the Baby Domestic Workers are Sold”* <https://poskota.co.id/2022/10/13/jika-majikan-berotak-bisnis-bayi-prt-hasil-mesum-dijual>

This example is the title of a NID discourse article. Because it is a title, the linguistic form heads the entire discourse so that it contains all the core issues in the discourse/article. Therefore, even though it is only in the form of one clause, the form is an expression of the form of discourse because it represents the entire text. This form of “discourse” implies social criticism of leaders, bosses, or others who are positioned as “chairman” who sometimes do things that are actually against the law, such as selling babies.

4 Conclusion

Overall, there are five types of social criticism found in NID discourse of the *Poskota* online newspaper of this study, namely: household or domestic social criticism, society or social community criticism, socio-political criticism, social criticism of law, and social criticism of the bureaucracy. Linguistic analysis as an expression of criticism takes the form of macro linguistic and micro linguistic. In this study, macro linguistics is social criticism, an implied text if it is associated with non-language/extra-linguistics. Meanwhile, micro linguistics in this study is social criticism based on the form of language itself or intra linguistics. In the NID, many social criticisms are built from aspects or structures and forms of language, ranging from words or choice of words, phrases, sentences, and paragraphs, to the form of discourse or text.

Authors' Contributions

All authors, both Restu Sukesti (RS) and Mukhammad Isnaeni (MI) contributed equally as the main contributors. RS wrote the conceptualization of original drafting, methodology, and analysed the data. MI was involved in analysing the data, proofreading the manuscript, and translating the original draft of the article. They have read and approved the final version of this paper.

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