

# CNN Indonesia News Discourse Analysis of Cigarette Price Increase Issue in August 2016

Windy Pratiwi  
Faculty of Social and Political Science  
Indonesia  
pratiwiwindy10@gmail.com

Ni Made Ras Amanda Gelgel  
Faculty of Social and Political Science  
Indonesia  
rasamanda13@gmail.com

**Abstract---**This research was conducted to find out the discourse presented by CNN Indonesia in announcing the issue of cigarette price increase in August 2016. This qualitative research use discourse analysis method of Teun A. Van Dijk. The results of this research indicate that CNN Indonesia raised the discourse, which is "Supporting the Increase of Cigarette Prices". The discourse arises through the following process: First, the gatekeeper selected the information. Second, the information that has

been selected appears as a media agenda. Third, the media agenda establishes a public agenda and policy agenda, in which a public agenda appears to provide public new perception and the policy agenda is delivered to the government to immediately reinforce cigarette regulation in Indonesia.

**Keywords :** CNN Indonesia, Discourse Analysis of Teun A. Van Dijk, News of Rising Cigarette Prices, News Text Analysis.

## INTRODUCTION

The growth of the tobacco industry in Indonesia has increased along with the increase in the number of smokers, it is related to the smoking habit in Indonesia. Director General of Disease Prevention and Control of the Ministry of Health, M. Subuh, Saturday, November 26, 2016, said that the number of cigarette consumption in Indonesia has reached 36.4% or more than one-third of the population. It has caused 244 thousand people die each year (GBD, 2013 in Tobacco Free Kids, 2016).

Global Adult Tobacco Survey (GATS): Indonesia Report 2011 mentions one of the causes of high rates of smoking and cigarette deaths is the influence of mass media. Entering

the 21<sup>st</sup> century the mass media began to develop, some countries began to use mass

media as a cigarette prevention campaign, as did by Pentz and his colleagues (in Lantz, et al, 2000). Pentz and colleagues report that community intervention involving mass media in fifteen communities in Kansas City is effective in reducing cigarette users.

The coverage of cigarette control can not be separated from the role of agenda setting and media framing (NCI, 2008). It was also presented in a study by David E. Nelson and colleagues (2013). Nelson and colleagues (2013) analyzed news media in United States from 2004-2010 and found that CNN reviews more tobacco's themes than Fox News, MSNBC, ABC, CBS, and NBC. Then David E. Nelson concluded that the themes presented in newspapers or television can help tobacco

prevention and control the behavior of the community.

One of the most prevalent issues in media Indonesia is the emergence of discourse on rising cigarette prices to Rp 50.000,00 in August 2016. This discourse arose during the Indonesian Health Economics Association (InaHEA) Congress in Yogyakarta. Hasbullah Thabrany as a Head of the Center for Health Economics and Policy Studies, Faculty of Public Health, University of Indonesia, revealed his research that if cigarette prices are tripled, smokers will quit smoking (Primaditha, 2016). The survey from 1,000 people earning under Rp1 million to over Rp20 million in 22 provinces, 80% of passive smokers and 76% of active smokers agree if cigarette prices rise. Even as many as 72% of smokers said they would quit smoking if cigarette prices tripled.

Since the emergence of the discourse, almost all mass media preach it, ranging from newspapers, magazines, radio, to television. Cable News Network (CNN) Indonesia also broadcast news related to the discourse. Its presence in mid-2015 with the tagline "news we can trust" belongs to Trans Media in cooperation with Turner International (CNN). The relationship between CNN as the parent of CNN Indonesia is interesting to be examined related to the emergence of the theme of tobacco on Indonesia's television.

The purpose of this study is to determine the discourse displayed by CNN Indonesia in reporting the cigarettes price increase issue in August 2016 exactly in 19-23 August 2016, with specific question is (1) how is

CNN Indonesia's discourse on the cigarette price increase issue in August 2016?

## METHODS

This qualitative research use constructivist paradigm. The primary data of this study is video documentation from CNN Indonesia's website chennel and youtube channel, the secondary data are journals, data from various institution about cigarettes and the last are books. Analysis technique in this research are discourse analysis of Teun A. Van Dijk which emphasize on text interpretation, agenda setting theory, and social responsibility function of television .

First, discourse analysis of Teun A. Van Dijk used to break the news text and observe the discourse presented by CNN Indonesia in preaching the discourse of the cigarette prices increase to Rp 50.000,00.

Table 1.  
Discourse Elements of Teun A. Van Dijk

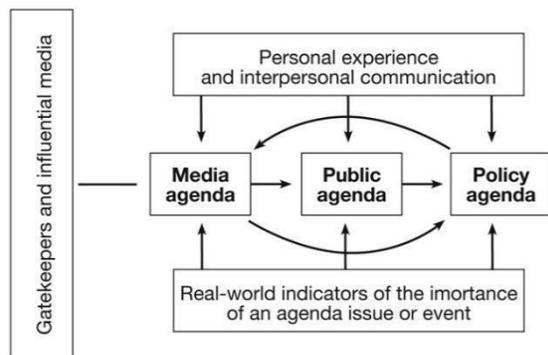
Discourse Structure	Things Observed	Elements
Macro structure	<b>Thematic</b> Theme or news topic	Theme
Superstructure	<b>Schematic</b> Section and news sequence	Scheme or plot
Microstructure	<b>Semantics</b> The meaning emphasize in the text	background, details, intent, presupposition, nominalization
Microstructure	<b>Syntactic</b> The selected sentences (shape and arrangement)	Sentence form, coherence, pronouns

Microstructure	<b>Stylistic</b> Choice of words	Lexicon
Microstructure	<b>Rhetorical</b> Emphasis on the text	Graphics, metaphors, expressions

Source : Eriyanto (2012: 228-229).

Second, agenda setting theory used to analysis the agenda forming process from discourse of cigarette price increase. This theory has three main components: the media agenda, the public agenda, and the policy agenda. The media agenda is a media force in formatting an issue and how a problem arises on the surface of the media. Beginning with the gatekeeper affects agenda media and then this media agenda will greatly influence and interact with the public agenda or interests of a particular issue for the public. Then public agenda will influence or interact on the policy agenda that will influence policy makers in making regulations or policies that are important to individuals.

The Process of Agenda Setting Theory



**Picture 1.** Three main components of the agenda setting process (Media Agenda, Public Agenda, and Policy Agenda). Source : Rogers dan Dearing (1996:5).

And the last, television as a mass media has a function of social responsibility. First responsibility for giving and presenting accurate information to the audience, while accountability is accountable to government, editor, or leader (Tamburaka, 2012: 154).

But, this study has limitations. The researchers do not conduct analysis on the level of social cognition and social context. So this study only describes the structure of news text (Discourse Analysis Van Dijk) and then associated with agenda setting theory.

## RESULTS

From 18 news that appeared on 19-23 August 2016, this study only used 12 news with a duration 1-4 minutes. Based on the elements of discourse analysis by Van Dijk, it can be concluded that CNN Indonesia trying to build a common discourse that is, "Supporting the Increase of Cigarette Prices". The construction of the text that builds the general discourse is described in the following general findings:

### 1. Thematic

Thematically, the theme raised by CNN Indonesia is dominated by the theme, "Reasons and Support the plan to increase the cigarette prices".

### 2. Schematic

CNN Indonesia arranged the discourse schematically from beginning to the end of the news with lead, episode, and background. CNN Indonesia also slipped reaction, comment and journalist's conclusion on the news to supporting the increase of cigarette prices.

### 3. Semantics

Observed in terms of semantics, CNN Indonesia uses the same pattern in presenting its news. First, from the background element, the background used by CNN Indonesia is the plan to increase the cigarette price that generates responses and comments from various circles of society. The essence to be conveyed by CNN Indonesia with the background is the discourse of rising cigarette price is an important thing that provides the life of all elements of society.

Second, with detailed elements, CNN Indonesia uses more long details, short and even eliminates the details. The news with reasons and support for the increase in cigarette prices, CNN Indonesia uses long details. Conversely news rejection of cigarette price increases, made with short details even eliminated. This is according to Van Dijk's discourse analysis is a way to display important information with exaggeration and display in small amounts (even if need not be submitted) if it is detrimental (Eriyanto, 2012: 238).

This is also seen in the intent element. CNN Indonesia describes explicitly (explicitly and pointed directly to the facts) the reasons and support for rising cigarette prices. Conversely information in the form of rejection of the increase in the price of cigarettes delivered in an implicit way (disguised, convoluted and hidden).

Presuppositions elements of discourse are also widely used in semantic sections. This element is used to support the discourse presented by CNN Indonesia. One of the most

prevalent presuppositions is the result of a study conducted by FKM UI to reduce the number of smokers in Indonesia.

The nominalization element in Van Dijk's discourse analysis is usually used to hide the subject, but in this study the subject of the sentence is omitted by using a passive sentence.

### 4. Syntactic

In the fourth part, which is syntactic, CNN Indonesia uses several passive sentences to remove the subject. The subject of much hidden is the subject that leads to the government.

CNN Indonesia also uses coherence to link cigarette price statements with the number of smokers. Coherence used is a causal relationship that if the price of cigarettes increased it will reduce the number of smokers because smokers are reluctant to buy cigarettes whose price triples. It also uses a causal relationship between cigarette taxes on state income and health.

CNN Indonesia also uses so many pronouns, "we" and "they". The pronoun "we" illustrates that the increase of cigarette prices is the concentration of all Indonesians, from government, mass media, and society. In terms of Indonesian order, the pronoun "we" is a picture of a common attitude in a community. While the pronoun "they" is more widely used on news of the refusal of cigarette price increases, such as the use of the word "they" to appoint tobacco farmers and illegal cigarette factories.

## 5. Stylistic

In the fifth part of stylistic (lexicon or word choice) CNN Indonesia uses words such as "reducing", "quitting smoking", "health" and "government" to illustrate the reasons and support the plan to increase cigarette prices.

## 6. Rhetorical

The last part is rhetorical. In this section, CNN Indonesia uses the most graphic elements, metaphors and expressions to state the reasons and support the increase of cigarette prices. In the graphical elements of CNN Indonesia many use the numbers in the form of data and show it in the form of images. Also found use of images that support the increase in price of cigarettes, such as the use of smoking images, showing images of several smokers ranging from children, smokers from the lower middle to uniformed official community identified with the upper middle class, and often display images pleas for not smoking along the way.

The use of metaphorical elements in Van Dijk's discourse analysis is usually used to reinforce key messages. In reporting on the issue of rising prices of cigarettes, the main message to be conveyed by writers is reinforced by some metaphorical uses such as "choking the little folk," "brushing off," "dwarfing," and "deflating".

In addition to the use of graphics and metaphors, prominent expressions are seen when reporters and news anchors are reading the news. The expression that appears is a serious expression. This expression is shown with narrowed eyes and lowered eyebrows. In this study, serious expression indicates that the plan to increase the price of cigarettes is a

major problem that must be faced, considered and resolved jointly by all elements of society.

The findings of the data describe how the discourse presented by CNN Indonesia in announcing the issue of cigarette price increase in August 2016. From the above findings it can be seen that the discourse raised by CNN Indonesia is, "Supports the Increase Price Smoking" and is supported by some special discourse, such as "Smoking Cigarette Price Increases Can Reduce Number of Smokers", "Cigarettes Cause Health Problems and Cause Death", "Cigarettes Constrain the Poor", "Smoking has Become Lifestyle of Indonesian Society", "Increase in Cigarette Price Can Increase Tax and State Revenue", and "Government Needs to Reinforce Cigarette Regulation".

## DISCUSSION

Based on the agenda setting theory, the setting agenda operates through three parts. The three sections are started from the gatekeeper that influences the media, then become the media agenda, the public agenda, and the policy agenda. An information will be processed by the gatekeeper according to its role as a selection of information. The task of gatekeepers in the mass media is often done by journalists, reporters, editorial desks, and editors. In the mass media, a gatekeeper has very big role in influencing the media. What appears in the media, much influenced by gatekeepers.

In announcing the issue of cigarette price increase, gatekeeper in CNN Indonesia selects existing information to be used as news

material. As seen from the data finding, the Indonesian CNN gatekeeper seeks to perform its function as a selection of information, an information related to the issue of cigarette price increase selected and processed into information related to the increase of cigarette price.

After the information is processed by the gatekeeper, the information will turn into a media agenda. The media agenda displayed by CNN Indonesia can be known through the discourse it raises. The emergence of a discourse as a media agenda is influenced by the emergence of specific discourses, among them "Cigarette Price Increase Can Reduce Number of Smokers", "Cigarettes Cause Health Problems and Cause Death", "Cigarettes Constrain the Poor", "Increase in Cigarette Prices Can Increase Taxes and State Revenue", and "Government Needs to Reinforce Cigarette Regulation".

The presence of special discourse is also inseparable from the work of gatekeepers (editorial desk) of the mass media, related to the selection of themes and diction, and elements that try to highlight in the issue of rising prices of cigarettes.

After the gatekeeper presents the public with a media agenda, "Supports Cigarette Price Rise" the process then goes from the media agenda to a public agenda. The media agenda that has reached the public mind is a way that CNN Indonesia does to provide a new view to the community. The public is presented data and facts related to cigarettes as a cause of health problems and death. Even asserted that cigarettes miserable the poor to make cigarettes as a second priority. This is also reinforced by

providing cigarette price comparison data, which shows differences in the price of cigarettes in Indonesia with the developed countries of the world. Based on this, it can be seen how the process of setting agenda goes, that the mass media directs "what to think" by the public so it is called as the public agenda.

The next process after the public agenda is the policy agenda. Agenda setting theory states that the process towards the policy agenda can also depart from the media agenda and vice versa. The policy agenda itself is defined as a public issue that needs to get common attention and demand the government to solve it. In this research the presence of the policy agenda departs from a media agenda raised by CNN Indonesia. The media agenda raised by CNN Indonesia is in the form of a discourse, "Government Needs to Reinforce Cigarette Regulation". The occurrence of the discourse in the text of the news affirmed by the conclusions submitted by the reporter. In the news conclusions, reporters often convey that the government is expected to be firm against the regulation of cigarettes in Indonesia. Hoping that with a clear regulation, the issue is no longer a debate in the community. The message in this report reflects the existence of a public problem, namely the problem of cigarettes, which is a common problem with all elements of society in Indonesia that demand the government to immediately solve the problem through its policies (policy agenda).

All the discourse displayed by CNN Indonesia in news of the issue of rising cigarette prices can be interpreted as the social media responsibility. Responsibility for provides

accurate information to inform the public and about the speaking responsibilities related to the moral duties and obligations of the media about what to do (Tamburaka, 2012: 155). This moral obligation to provide information that educate the community and expand their insights related to an information. The information presented by CNN Indonesia on the issue of cigarette price increase is packed in such a way by gatekeeper (editorial desk) that resulted in media agenda, public agenda and policy agenda. As seen in the findings and data analysis, CNN Indonesia is doing this to open the society's insight, giving new views to the mass audience and asking the government to immediately reinforce cigarette regulations due to the problems it causes. This reflects that CNN Indonesia implements the values of social responsibility in announcing the issue of cigarette price increase in the period of August 2016.

## CONCLUSION

Based on the findings and data analysis in the previous section, researchers make the following conclusions:

1. The discourse presented by CNN Indonesia in announcing the issue of cigarette price increase in August 2016 is "Support the Increase of Cigarette Price". The emergence of this discourse is supported by several specific discourses among them, "Increase in Smoking Prices Can Reduce Number of Smokers", "Cigarettes Cause Health Problems and Cause Death", "Cigarettes Constrain the Poor", "Smoking has Become Lifestyle of Indonesian Society", "Increase Cigarette Prices Can Increase Taxes and

State Revenues ", as well as" Governments Need to Reinforce Cigarette Regulations ".

2. In terms of the text, the discourse on the issue of cigarette price increase in August 2016 is presented in the following way: First, thematic, CNN Indonesia has more themes, "Reasons and Support related to Plan Price Rise Increase". Second, schematic, CNN Indonesia compiled well the news from beginning to end. Third, semantic, it can be seen that CNN Indonesia is emphasizing with background elements, intent, detail, and also presupposition. Fourth, syntactic, CNN Indonesia has much to hide the subject of news, especially on the word "government" by using passive sentences and using the pronoun "we" to describe a common attitude. Fifth, stylistic, CNN Indonesia often uses the word "reduce", "stop smoking", "health", and "government". Sixth, rhetorical, CNN Indonesia uses graphic elements that are pictures and numbers as well as a serious expression to support the discourse of rising cigarette prices.
3. The discourse presented by CNN Indonesia came through the following process: First, gatekeeper (editorial desk) selects information from the issue of cigarette price increase and then becomes information related to the increase of cigarette price. Second, the discourse that has been selected is then displayed into a media agenda. Third, the media agenda is then transformed into a public agenda and policy agenda. This public agenda appears to provide a new view to the public on cigarette issues while the policy agenda emerges so

that the government immediately reinforce the regulations related to cigarettes in Indonesia so it is no longer a debate in the community.

4. The role and function of CNN Indonesia as a mass media in Indonesia is reflected in the issue of rising cigarette prices by displaying an agenda as a form of social responsibility duty. This is reflected in the information that educates the public by publishing information that is open to community insight, giving new views to the mass audience and addressed also to the government as policy makers to immediately solve the problem related to cigarettes in Indonesia.

## REFERENCES

### Book

1. Dearing, J. W., Rogers, E. M. (1996). *Agenda Setting*. California: SAGE Publications, Inc.
2. Eriyanto. (2012). *Analisis Wacana Pengantar Analisis Teks Media*. Yogyakarta: PT LKiS Printing Cemerlang.
3. Tamburaka, Apriadi. (2012). *Agenda Setting Media Massa*. Jakarta: PT RajaGrafindo Persada.

### Journal

1. Lantz, P.M., Jacobson, P.D., Warner K.E., Wasserman, J., Pollack, H.A., Berson, J., et.al (2000). Investing in Youth Tobacco Control: A Review of Smoking Prevention and Control Strategies, *Tobacco Control* 2000, 9 : 47-63. DOI: 10.1136/tc.9.1.47
2. National Cancer Institute. *The Role of the Media in Promoting and Reducing Tobacco Use*. Tobacco Control Monograph No.19. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of

Health, National Cancer Institute. NIH Pub No. 07-6242, June 2008.

3. Nelson, D.E., Pederson L.L., Mowery, P., Bailey, S., Sevilimedu, V., London, J., et.al (2013). Trends in US Newspaper and Television Coverage of Tobacco, *Tob Control* 2015,24, 94-99. DOI: 10.1136/tobaccocontrol-2013-050963
4. Tobacco Free Kids. (2016). *Tobacco Burden Facts Indonesia*.
5. World Health Organization. (2012). *Global Adult Tobacco Survey : Indonesia Report 2011*.

### Internet

1. CNN Press Room. (2011). *CNN Worldwide Fact Sheet*. Accessed at April 7, 2017 from <http://cnnpressroom.blogspot.cnn.com/cnn-fact-sheet/> at 03.15 pm.
2. Kementerian Komunikasi dan Informasi RI. (2016). *Government Public Relations Report 22 Agustus 2016*. Accessed on February 8, 2017 from <http://sikip.kominfo.go.id/browse?value=Pantauan+di+media+massa+dan+media+sosial+tentang+wacana+kenaikan+harga+rokok&type=subject> at 10.30 am.
3. Primaditha, Safrya. (2016). *Sri Mulyani Angkat Bicara Soal Rumor Kenaikan Harga Rokok*. Accessed on November 25, 2016 from <http://www.cnnindonesia.com/ekonomi/20160822144645-78-153007/sri-mulyani-angkat-bicara-soal-rumor-kenaikan-harga-rokok/> at 08.00 pm.
4. Yuwono, Hendro. (2016). *Dibalik Wacana Kenaikan Harga Rokok*. Accessed on December 8, 2016 from <http://newswantara.com/opini/dibalik-wacanakenaikan-harga-rokok> at 02.00 pm.