IDEOLOGICAL VALUES REPRESENTATION IN ONLINE MEDIA POLITICAL DISCOURSE

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Abstract

Indonesian is one of the means to represent political ideas. One of the media used to include these ideas is online media. This study aims to, (1) Describing the form of political ideology of online media in terms of vocabulary features (2) Describing the form of political ideology of online media in terms of grammatical features (3) Describing the form of political ideology of online media in terms of the structure of the text. This type of research belongs to the qualitative type. The research techniques employed are documentation techniques, reading techniques, and note-taking techniques. The data in this study are sentences that contain political ideology. The data source is an online newspaper (kompas) edition January 1st, 2018 to March 31st, 2018. The theory used as a reference for analyzing political ideology is the theory of critical discourse analysis (CDA) by Fairglough. The research results obtained from this study include: 1) The form of political ideology in terms of vocabulary, namely (a) the value of expression is in the form of words (symbol use, repetition, and idiomatic), the compounding of words and the overproduction of words (b) the relational value contained in words in the form of the use of euphemism and the use of formal and informal words (c) expressive values contained in words that are positive and negative judgments (d) the use of metaphors; 2) The form of political ideology in terms of the grammatical features, namely (a) the experimental values contained in the form of unclear aspects, the use of active and passive sentences, and the use of positive and negative sentences (b) the relational value contained in the grammatical aspect of the use of interrogative and imperative sentence models, the use of modalities, the use of pronouns we and you (c) the expressive value contained in the form of modality (d) the relevance of sentences in the form of conjunctions, the use of conjunctive words of coordination and subordination, and the use of referrals for something inside and outside; 3) the form of political ideology can be seen from the features of the structure of the text, namely (a) the interactional rules used in the form of controlling participants to change with other participants and (b) the use of large-scale structures.

Keywords: representation, ideology, discourse

Introduction

The variety of political languages is one of the various languages in social life that attracts the attention of political elites and society. This is because politics is very much related to power in government. There are many things that make a lot of people interested in power, such as they want to be a ruler, materialism, prestige and many others.

Various efforts can be made to gain power. One effort that can be done is to express interesting ideas that can inspire the community to recognize and be influenced by the ideas presented. Thus, it is necessary to have adequate mastery of the Indonesian language, especially the political variety by the office holders to make it easier for them to formulate ideas that will be conveyed to the public. The ideas related to the implementation of government that have been conceptualized in the minds of the stakeholders are trying to be instilled in society into political beliefs, usually also called political ideology.

The mass media is a part of public space in which there are languages and symbols. These symbols are produced and then used as a tool of hegemony to instill the ideology championed by the text writer. There is also a discourse constructed by online media journalists that it is not entirely neutral or natural in reporting news about political issues that occur in Indonesia. News coverage in the mass media even invites reactions and actions, including in politics. The mass media has a strategic and central position in shaping imaging and

public opinion because the loading and packaging of messages carried out by the mass media in political news can portray images of political power or political agenda.

One way that can be used to examine this is to use critical discourse analysis. This is to further recognize the structure of the text production system in the mass media and relate it to its social context. Critical discourse analysis is considered to be able to place the text and context as a whole, holistic, and contextual. Discourse is not only understood as merely a language study that uses text to be analyzed, but also connects it to the context. Eriyanto (2012: 7) added that the context here means that language is used for certain purposes and practices, including the practice of power. There is also the practice of power can be seen by examining the movement of power in the media and trying to identify the dominance and imaging produced through text in a political context.

The researchersare interested in studying the political news then linking it to the language structure (text), because researchers want to know the linguistic features used by online media in representing ideology in political news. Furthermore, critical discourse analysis studies are very important so that learning discourse analysis at the tertiary level not only covers the stage of text studies but also becomes an academic exercise in the context of enlightening education and social transformation.

Following this, the problem in this research is formulated: (1) how is the form of online media political ideology seen from vocabulary features?; (2) how is the form of online media political ideology viewed from grammatical features ?; and (3) how is the form of online media political ideology looking from the text structure features?

Method

Data collection techniques used were documentation techniques, reading techniques, and note-taking techniques. The data in this study are sentences that contain political ideology. The data source is an online newspaper (Kompas) edition 1 January 2018 - 31 March 2018. The theory used as a reference for analyzing political ideology data is the theory of critical discourse analysis (Fairclough, 2003)

Tabel 2.1 Values, Contents, parameters (Fairclough, 2003).

Values	Contents	Discourse parameters
Experience	Traces and signs of how the natural and social world experiences are represented in the text	• Vocabulary: lexical processes, ideological words, meaning relationships, metaphors Grammar: transparency, nominalization, passivation, affirmation
Relational	Traces and cues of relations and social reciprocity (information relations between subjects and other subjects in the text)	• Vocabulary: euphemistic expressions, formal and informal words • Grammar: modes of wisdom (declarative, interrogative, and imperative), modalities
Expressive	Traces and signals of evaluation of text-producing reality (information about the social identities of the subject)	• Vocabulary: positive and negative evaluations

Results and Discussion

1. The Form of Media Political Ideology seen from the Vocabulary Feature

a. What are the essential values contained in words?

1) What groupings are reflected in the words?

> (1) "Pak Jokowi and PDI-P are red. Cak Imin and PKB are white. Red and white, we are proud of independence, (Data 27)

The use of the term on (data 1) the essential value contained in the word is the grouping of antonyms. White opposes apositionally with the word red. Red contains the value of courage, while white contains the value of purity. In connection with this, the Chairman of the National Awakening Party (PKB) Muhaimin Iskandar carried himself to form a coalition with President Jokowi in the 2019 Presidential Election, which was marked by the use of the red word which is a symbol of the PDI-P party and the white word for PKB party which means clean and pure because it was declared by the Nahdlatul Ulama kiai and each party would certainly be a consideration for Jokowi to choose a vice president. It means that even though the use of terms

used is synonymously oppositional, it is only the choice of words that appear to be contradictory, but still to unite in the government structure. The ideology contained in it is unity in red and white frames.

2) Is there a rearrangement of the word or excess word preparation?

> (2) This strategy succeeded in separating friends and friends, even separating families, eroding familiarity, and increasing suspicion and fear of fellow citizens. (Data 20)

Data (2), the rearrangement of the word is contained in the word "separating friends and friends", and "separating families".

The advantages of word compilation are in the writing of the words "friend" and "friend" because the meaning is the same. The ideology formed from this statement is the need to maintain togetherness in friendship.

b. What Are the Relational Values Contained in Words?
1) Is there an expression of efficiency?

> (3) According to him, political cooperation is not only marked by the division of the chair of the president and vice president. Moreover, political cooperation can also be marked by the division of seats in the DPR and MPR as well as in the ministry. (Data 6)

In data (3), political cooperation is a form of euphemism refined from the form of a party coalition which will result in the chair of the president and vice president, the division of seats in the DPR MPR and the division of seats in the ministry. The ideology that was formed was political cooperation that could result in positions ranging from seats in the House of Representatives, the People's Consultative Assembly, the ministry, to the president and vice president, therefore, it seemed to this day the party was engaged in political cooperation to achieve a goal.

2) Are there formal or informal words that stand out?
Formal vocabulary:

> (4) "Although there is a clear tendency for positioning, such as PPP to Pak Jokowi, but the political communication then does not stop," he said. (Data 51)

The word "positioning" in data (4) means action to design an activity. The use of the term in data (4) is intended to create the impression of having great prestige and social distance with the readers. In addition, the use of these terms will also make it difficult for certain groups to understand the content of the news. Formal vocabulary especially the use of foreign voting is generally not so easy to understand, it is often confusing for the reader or recipient of the text.

Based on data about the use of formal terms in the news above, two things can be obtained related to the purpose of the news text writer. First, the author uses the term positioning on data (4) to obscure the incident for readers from the lower classes. The use of the term foreign "positioning" without writing down the intentions in the news text will certainly make it difficult for the lower class community to understand the content of the news. Second, the use of acronyms in naming corruption cases is carried out by news writers to emphasize the formal situation in the news. The term "typical" and "special task force" are expected to portray this event as a common thing in the formal environment of government. Based on this fact, the use of formal terms is basically not a problem. However, the problem is that the use of appropriate terms should be based on the context in which the term is used. In this case the mass media or newspapers as the media for delivering information should consider this.

Informal vocabulary

> (5) It needs hard work with all elements of the nation who want Indonesia to be whole. (Data 20)
> The informal vocabulary found in the data is in the form of "together". The word "together" means that together the higher the ideological value compared to the word "together". The use of the term in the data (5) is intended to create social closeness to be more familiar because the situation of the conversation occurs in the Java region, so that the Javanese language is used. It's just that with readers outside Java the use of the word is just ordinary readers. There is no intimate atmosphere, in terms of scientific writing, the writing is not scientific.

c. What expressive values are contained in words?
(6) We know the electability of Mr. Gatot Nurmantyo is very small, it is impossible to be an alternative candidate by us, "he said. (Data 4)

Data (6) the media gave a negative assessment of Gatot Nurmantyo, he said that his electability was low. So it is impossible to become a presidential candidate. So, the ideology formed by the media is Gatot Nurmantyo does not deserve to be a presidential candidate.

d. What Metaphors Are Used?

(7) Secretary General of the United Development Party (PPP) Arsul Sani said his party would remain loyal in the Jokowi coalition car for the 2019 Presidential Election (Data 51)

> The metaphor contained in the data (7) the metaphor contained in the data is the carriage. The carriage is a train vehicle wagon to transport goods, a coalition is a group of alliances, joints or alliances of several elements. The nature of the equation between the two (grounds) is where a group of groups gather to plan an activity in several parties. The nature of the carriage was later transferred or used to explain the nine secretaries-general of the Indonesian coalition party to bring the ninth presidential and vice-presidential candidate pairs of the party were PDI-P, Golkar, PKB, Nasdem, Hanura, PPP, Perindo, PSI, and PKPI.

2. GRAMMAR

a. What are the Essential Values Contained in Grammatical Aspects?

1) Is the agent unclear?

> (8) Because, reflecting on the political contestation of the past few years, sensitive issues, especially religious issues, are often used as material for politicians to decide their interests. (Data 18)

Essential values that contain grammatical aspects with data (8) from the word "made" this is indicated by the subject who is the perpetrator of the act that becomes the predicate of the sentence. The ideology of the sentence is that some responses forbid the issue of religion as material by politicians to smooth party and personal interests.

2) Are the sentences active or passive?

Examples of active sentences

> (9) Gerindra Party Deputy Chairperson Fadli Zon confirmed the agreement between his party and the Prosperous Justice party in building a coalition for the 2019 Presidential Election. (Data 13)

Data (9) is an active sentence. This is indicated by the use of prefixes to the predicate and the subject acts as an actor, as an active sentence. The ideology of the sentence about the Gerindra party carried out a joint commitment between the PKS party in the 2019 presidential election.

Examples of passive sentences

> (10) Because, reflecting on the political contestation of the past few years, sensitive issues, especially religious issues, are often used as material for politicians to smooth their interests. (Data 18)

Data (10) is included in passive sentences. It is marked by the use of prefixes on the sentence verb predicate and also the subject to be a sufferer. As a passive sentence The ideology that appears in the sentence about various utterances appears in the community especially before the 2018-2019 political year about politicians who associate religion as a target.

3) Are the sentences positive or negative?

> (11) We think that Prabowo will not be able to challenge Jokowi, the Democrats will certainly choose to support Pak Jokowi if there is no third axis, "said Ferdinand (Data 5)

Data (11) is included in negative returns. This is marked by the use of the word "no" in the sentence predicate. As a negative sentence the ideology that appears in the sentence about the Democratic Party is open the possibility of providing support to the incumbent President Joko Widodo in the upcoming 2019 presidential election, said Ferdinand also explained that his party would support the incumbent President Joko Widodo if he had to head to head against Prabowo Subianto in the 2014 presidential election.

b. What relational values are found in grammatical aspects

1) What models (declarative, interrogative, imperative) are used?

Examples of declarative sentences:

(12) Amin assesses the DKI as a miniature Indonesia and can repeat the victory in the 2019 Presidential Election (Data 85).

Data (12) is a declarative sentence. This is indicated by a sentence that contains information and ends with a punctuation point (.). The information provided is the situation of the governor's election in DKI. Examples of interrogative sentences:

(13) Which party? The party is not enough, there are only two candidates who are enough, the third candidate is not enough, "he said. (Data 22)

Data (13) is an interrogative sentence. This can be seen from the end of the sentence that uses a question mark. As an interrogative sentence, the statement intends to question the Prosperous Justice Party (PKS) requesting the allocation of vice presidential candidates to accompany Prabowo Subianto in the 2019 presidential election, to carry out the presidential and vice presidential candidates, political parties must pocket 20 percent of seats in the DPR. While Gerindra is currently only 73 seats or 13 percent.
Examples of imperative sentences:

(14) A good captain, will not spread pessimism to his soldiers while fighting. "Everyone must be optimistic! (Data 23)

Data (14) is an imperative sentence. This can be seen from the grammatical marker, namely the use of the word must. The use of the word must in the sentence function to prohibit. As an imperative sentence, the sentence intends to satire from the wiranto statement for Indonesia to disband contrary to the predictions of international institutions.

2) What are the important aspects of relational modality?

(15) "Pak SBY actually wants Pak Prabowo to rise as a king-made caste," said Ferdinand, head of Kompas.com, Tuesday (04/17/2018) (Data 9)

Data (15) is a relational modality sentence. This is indicated by the use of the word "want" in the predicate, the description is in the form of a sentence that shows a statement. As a sentence of expressive modality, the sentence intends to convey that Ferdinand's statement regarding the number of Prabowo's surveys is still the highest, therefore the word "want" is SBY's doubts and worried if Prabowo again loses the election.

3) Are our pronouns and you used, if there are any?

Data (15) Yes, rather than muttering, right? Attack each other. That harms us, yes, as a nation, "he continued. (Data 21)

Data (15) shows the use of the pronoun "us". The pronoun "us" explicitly refers to the supporters of the candidate pairs in the 2019 Presidential Election. However, this pronoun "us" is also implicitly used to touch or position the reader as part of what was reported. It was also emphasized with the use of the phrase "as a nation" which certainly involved all elements of society. So, it can be concluded that the use of the word "we" in the news does not only involve the person being preached but also the reader

c. What are the Expressive Values of Grammatical Aspects?
Are there important aspects of expressive modality?

(16): He ensured Jokowi's desire to join Prabowo purely for national unity. (Data 11)

Data (16) is an expression of expressive modality. This is indicated by the use of the word "ensure" in the predicate, the description is in the form of sentences that show statements. As a sentence of exclusive modality, the sentence intends the Chairperson to convey opinions regarding the President's main reason for holding the Gerindra Party Chairperson Prabowo Subianto as vice president to maintain unity.

d. How are (simple) sentences related?
1) What logical conjunctions are used?

(17) All officials of political parties in Indonesia will also be established friendship. "Not for the campaign, but how my duties as political coordinating minister can be carried out properly," he said. (Data 25)

The data (17) the logical conjunctions in the sentence are "but" which is preceded by the denial "not" which is indeed the pair he said. The sentence intends to convey to the reader that the Coordinating Minister

for Politics, Law and Security Wiranto continued to communicate to the elites of political parties who are very important to build Indonesian democracy.

2) Are the complex sentences marked by coordination or subordination?
Examples of coordination conjunctions:
>(18) "We have permission and have received support (Jokowi) so that Join is socialized," said the deputy chairman of the MPR after the official opening of the Love post. (Data 26)

Data (18) is a complex sentence. This can be seen from the words "and" sentences that use coordination. The ideology of the news was the Secretary General of the United Development Party (PPP) Arsul Sani said that in accordance with the Acts of the MPR, DPR, DPD, and DPRD the National Awakening Party (PKB) did not have the legitimacy to fill the seats, Deputy Chair of the MPR.
Examples of subordinated conjunctions:
>(19) Gerindra Party Deputy Chairperson Fadli Zon denied that there were logistical problems to win Gerindra General Chairman Prabowo Subianto in the 2019 Presidential Election. (Data 10)

Data (19) includes complex subordinated sentences marked by the use of the word "that". The sentence ideology is Prabowo's winning strategy which is under the auspices of Parta Gerindra in the 2019 Presidential Election not on logistical issues.

3) What meaning is used to refer to something that is inside or outside the text?
>(20) We never presented Satan in politics, "Hasto said when met at the PDI-P DPP office, Menteng, Central Jakarta, Wednesday (04/18/2018). (Data 15)

Data (20) uses the pronoun "us" which refers to all PDPI party cadres. In the news, there was a rebuttal expressed by Hasto related to the accusation of the PDI party as a demon party which was previously put forward by Amien Rais.

3. Text structure
a. What are the interaction rules?
Are there ways in which a participant controls changes with other participants?
>(21) Deputy Secretary General of the National Awakening Party, Daniel Johan, said his party was considering all the factors that influenced the victory of the presidential candidate in the Presidential elections or 2019 Presidential Election. (Data 69)

Data (21) is a sentence that has a change of participants. This can be seen from the form of "party" replacing the name "Daniel Johan". The replacement of participants from "Daniel Johan" to "his party" obscured the statement, a factor that influenced the presidential election's victory so that the statement was not impressed by a personal statement. The ideology that is formed is the personal obfuscation of participants.

b. What Large-scale Structure Does the Text Have?
>(22) Whoever is the vice president, he said, must be able to increase their electability. The second factor is also important, namely the comfort and suitability of Jokowi with his deputy candidates. "In the past SBY chose Boediono certainly not because of electability but comfort. The most perfect if one person has electability and compatibility with the presidential candidate, "Maruarar said. "Jokowi as the leader must have a mind how to continue infrastructure, how to build sea tolls, and so on," he continued. (Data 40)

In data (22) the incoherence between sentences can be found which is shown in the last sentence "Jokowi as the leader must have a mind how to continue infrastructure, how to build sea tolls, and so on, "he continued. This statement is not in accordance with the previous context (not related). Supposedly, a new text was formed.

Conclusion

In this study found three linguistic features used by online media in expressing political ideology proposed by political elites. These features include: (1) vocabulary features; (2) grammatical features; and (3) text structure features. The form of political ideology can be seen from the vocabulary features, namely

(1) the essential values in the form of words (the use of symbols, repetitions, and idiomatic), the preparation of words again and the preparation of words; (2) the relational value contained in words in the form of the use of euphemism and the use of formal and informal words; (3) expressive values contained in words that are positive and negative judgments, (4) use of metaphors. The form of political ideology can be seen from the grammatical features, namely (1) the essential values contained in the form of unclear aspects, the use of active and passive sentences, and the use of positive and negative sentences; (2) the relational value contained in the grammatical aspect of the use of interrogative and imperative sentences, the use of modalities, the use of our pronouns and you; (3) the expressive value contained in the form of modality, (4) the interrelatedness of the sentence in the form of the use of logical conjunctions, the use of conjunctive words of coordination and subordination, and the use of references for something outside and inside. The form of political ideology is seen from the features of the text structure, namely (1) the interactional rules used in the form of controlling participants to change with other participants and (2) the use of large-scale structures.

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