Critical Discourse Analysis on Medan Local Newspapers' Editorial

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Abstract

The aim of this paper is to explore how critical discourse analysis is realized in editorial local newspaper in Medan, Indonesia. The analysis was grounded based on Norman Fairclough's assumption on critical discourse analysis that discussed three dimensions of analysis, such as micro analysis, macro analysis and meso analysis The data collected were the editorials of Medan local newspaper between June untill December 2012, they are the editorials of *Analisa, Andalas, Medan Bisnis, Orbit, Sinar Indonesia Baru (SIB), Waspada* that observed three major topic of discussions like topic on politics, state officials, and social phenomena. Findings are in micro analysis includes language use such as the realization of genre, passive voice, collective noun and naming individual, in macro-analysis shows that the editorials position to control the government's attitude due to social phenomenon, and in meso analysis are the editorial's role in giving his thought. These findings shows that the Medan local newspaper have just enjoyed for free press in delivering the news

Keywords: Micro analysis, Macro analysis, Meso analysis

1. Introduction

Newspaper editorial is the expression of comments, opinions, the voice of the newspaper to a certain social issue. It is the place where the editorial staff of the paper takes the opportunity to voice their opinions about local, national, or international affairs. These editorials however are usually less explicit and direct than the comment articles written by contributing specialist writers. (Iedema, 1995). This opinion is supported by Van Dijk in Allan Bell and Peter Garret (1998) which is proposed that "editorials are generally expected to express opinions, depending on the type and the stance of the newspaper. These opinions may vary considerably their ideological presuppositions". In this case, the ideologies and opinions of the newspapers are usually not personal, but social, institutional or political.

Newspaper's editorial according to Damayanti (2012) is divided into four types, they are: to inform or to interpret, to criticize, to persuade, and to praise. The interpretive editorial is an editorial which interpret or inform an idea or phenomenon which is based on facts. This editorial is the most effective if it gives the clarification of place, with detailed description of the causes of an issue and illuminates the importance of the topic. The critical editorial is an editorial that focuses on a certain action or situation which is supposed to be mistaken. The persuasive editorial is an editorial which offer a specific solution due to the problem and emphasizing direct action due to understand the problem. The praise editorial is a kind of editorial that give a positive comment about a certain people or a certain organization which is assumed did the good action.

Le (2009) elucidated that editorialists rely almost exclusively on socio-cultural codes of values (as opposed to expressions of emotions) to convey their mostly negative evaluations of the issues in discussion. appreciation and Judgment values are based on socio-cultural codes of values, but they may still trigger emotional responses by their positive or negative orientations.

The basic difference of Indonesian press from that of liberal press lies in social responsibility. It is Pancasila press that employed on Indonesian constitution no 40 in 1999 that vividly stated the social responsibility. The power of Indonesian press in the last two decades had resulted a very significant change from authoritarian into a democratic one. In the process of democratization, Indonesia have variety of access to express their socio-political position, whose context have produced freer discursive expressions. Such a freedom of speech has resulted in different patterns of socio-political discourses in the Indonesian mass media, such as news, editorials, and talk shows. In turn, these have produced different patterns of linguistically-constructed power relation in Indonesian Society. The pattern of power relations can be seen in different registers and genres, (Santoso et. Al 2014 : 23) A news in Indonesian press will give social effect from a certain news while western press do not. Liberal press cannot be sued of giving a certain news if it is supported by facts and evidence. The different concept between this two presses is the urgent of the research in this study.

The conceptual basis study in this research is adopted from Norman Fairclough,s ideas on discourse and power and discourse and hegemony. It is tried to link social practice and linguistic, as well as micro and macro analysis of discourse. For Fairclough (1992) the three

dimensions of discourses respectively correspond to three analytical traditions: linguistic tradition with close textual and linguistic analysis; the micro sociological tradition with an emphasis on social structure; and the interpretive or micro sociological tradition that stresses individual action and agency. A synthesis of these three dimensions is characteristic of Fairclough's CDA approach and he aims at addressing the weakness in each domain. Meanwhile, such theorization locates his CDA in the current sociological debate on structure and agency. By arguing that discourse engages in a dialectical relationship with situation, institutions and social structures, that is, it is shaped by society and goes on to shape it, he takes a constructivist position which emphasizes that social reality is constructed by discourse. However, Fairclogh (1992) argues that not all discourses are ideological. The discursive practices are ideologically invested in so far as they reproduce or transform relations of dominations.

Critical Discourse Analysis (CDA) first originated in Britain in 1980s when the work *Language and Control* was published. Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. With such dissident research, critical discourse analysis take explicit position, and thus want to understand, expose, and ultimately resist social equality (Van Dijk, 1988). The object of CDA is public speech, such as advertisement, newspaper, political propagandas, official documents, laws and regulations and so on. Its aim is to explore the relationships among language, ideology and power. Again, Fairclough (2010 :11) elucidated that CDA has its characteristics that CDA is not just analysis or more concretely text but it is a interdisciplinary analysis between discourse and social process, it includes some form of systematic analysis of text and it addresses social wrongs in their discursive aspects and possible ways of righting or mitigating them.

In addition to this thought, Weiss and Wodak (2003: 39) clarified the relationship between Discourse Analysis and CDA by presenting that Discourse Analysis pointed out that CDA treats 'criticism' as if it were intrinsic to the enterprise (and, implicitly, absent from other forms of discourse analysis.

Fairclough (2005) developed the critical discourse analysis (CDA) with aim to develop the frame work theory of critical discourse analysis interdisciplinary with joining language theory analysis and social practice analysis. CDA is the descendent of Systemic Functional Linguistics (SFL), of course CDA have differences and similarities with SFL. The salient similarities is both CDA and SFL see that language is social construct that's why assume it is importance to know the concept and context. While the salient difference is that SFL focuses on study the real language with arguing how the meaning is created in many different context, and the SFL is an analysis which explore the relationship between language and power and the way how to maintain the power. The common dictions used in CDA are power, domination, hegemony, ideology, class, gender, race, discrimination, interest, reproduction, institution, social structure, social regulation. The level of language use is called micro level, while the diction such as power, dominance, group differences are part of macro level The gap between micro level and macro level is called meso level.

Furthermore, Fairclough (1995) suggested that the model discussed in CDA analysis process consists of three interconnected with one another so-called three-dimensional discourse. Firstly, the object of analysis which includes verbal language (spoken), visual text and verbal text which was then called micro analysis or linguistic dimension. Secondly, the process by which an object is generated and received (writing / speaking/designing and reading / listening) viewing by a human subject. The dimensions are then referred to macro analysis or the interpretation dimension. Finally, Socio-historical conditions that determine both the above process. This dimension is then called with meso analysis or explanation dimension

2. Research Methods

The sources of data of this research are the newspaper editorial published in Medan, Indonesia. They were the editorials edited in June to December 2012. The editorials include *Analisa, Andalas, Medan Bisnis, Orbit, Sinar Indonesia Baru, and Waspada.* The editorials' analysis are classified in to three categories, they were newspaper editorial related to politics, state officials and social topics. After all the sources of data edited on July to December 2012 were collected, the analysis of critical discourse analysis of each editorial were implemented based on the study of Critical Discourse Analysis. An additional information was also collected by interviewing the editorials' writer team to confirm the data collected from the research.

3. Result and Discussion

As Hou, Z (2015 : 197) elucidated how the ideological triangulation of media reports on China's establishment of linguistic enquiry can be effectively and fruitfully combined, and the great potential of using Concgram and Wmatrix. Through analyzing the most frequently occurring two-word Concgram, keywords and key semantic categories. Viewing the effectiveness of linguistic enquiry and the realization of the there dimensions in editorial Medan Newspaper, the following findings are organized to answer the research questions The findings of this study were divided into three dimensions. They are the analysis of the dimensions of macro, micro and meso-dimension. First, micro analysis, it is the analysis of newspaper editorial which includes Genre, indirect speech, passive sentences collective noun and naming individual. All the micro analysis are concerning about the language use. While macro-analysis is the analysis consisting of the editorial's position, power, and ideology. It is the interpretation of the newspaper due to the phenomena occurred in society. The meso analysis is the socio cultural or the editorial's role in giving his review. Detailed description and explanation are as the followings:

Table 1. CDA's Realization in Medan local Newspapers' editorials

Dimension	Types of analysis	Topic						
		Sub Analysis	Politics	Percen-tage	State official	Percen-tage	Social	Percen-tage
Micro Analysis	Genre	Report	1	6%	-	-	1	6%
		Commentary	3	17%	-	-	2	11%
		Exposition/ argumentation	2	11%	-		-	-

		Review	-	-	6	34%	2	11%
		News Item	-	-	-	-	1	6%
	Indirect Speech		2	18%	5	45%	4	37%
	Passive voice		43	23%	85	45%	61	32%
	Collective noun		23	27%	26	30%	37	43%
	Naming Individual		28	87%	9	21%	5	12%
Macro Analysis	Newspaper's Position	Explain/ interpreting	3	17%	1	6%	2	11%
		Criticising	2	11%	5	28%	3	17%
		persuasion	1	6%	-	-	1	6%
		praise	-	-	-	-	-	-
	Power Interpretation	General Concencus	2	11%	-	-	-	-
		Rules	3	17%	4	22%	1	6%
		Norms	1	6%	1	6%	1	6%
		Law	-	-	1	6%	-	-
		Habit	-	-	-	-	4	22%
	Ideology Interpretation	Remind	3	17%	1	6%	1	6%
		Critisizing	1	6%	3	17%	4	22%
		Appealing	1	6%	-	-	-	-
		Remind/appealing	1	6%	1	6%	-	-
		Remind/persuasion	-	-	1	6%	-	-
		Offering solution/appealing	-	-	-	-	1	6%
Meso Analysis	Non Alignment		1	6%	-	-	-	-
	Public Policy Observer		1	6%	2	11%	-	-
	Symphatizer		1	6%	-	-	-	-
	People's information bestower		3	17%	-	-	-	-
	Nation Organizer observer		-	-	1	6%	-	-
	Critic to arrogance		-	-	2	11%	-	-
	Observer to Public Investigation Policy center		-	-	1	6%	-	-
	Social Phenomena Observer		-	-	-	-	4	22%
	Critic to		-	-	-	-	1	6%

Civil servant's recruitment						
Counselor		-	-	-	-	1	6%

Micro, macro, and meso analysis of Medan Local Newspapers'editorials

3.1 Micro Analysis

Surat Kabar Terbitan Medan (SKTM) as known as Medan Local Newspapers have genre in political topics is dominated by commentary. This means that SKTM newspaper editorials text in political topics tend to deliver the news by reviewing or giving comment on the political situation in the country. The political situation in which the political system is presidential, but in practicality tends to be a parliamentary allow the newspaper to comment and review the political phenomena that occur in the community. While the topic of SKTM in state officials topic criticize the performance of the organizers of the state that are considered not to meet the desires and needs of the community. Likewise, in social topics SKTM tend to criticize the performance of state officials in handling social situations that are happening in the community.

Indirect speech on editorial SKTM is more often use in the topic state officials comparing to the social and political topic. This occurred because SKTM tend to criticize the performance of state officials by proposing supporting opinions of the competent people. While the editorial on the topic of state officials and social topics SKTM rarely provide supporting facts through other people's opinions.

Passive voice is used more often in the topic of state officials comparing with the political and social topics. This means that SKTM criticize the unsensitivness of state official for people's suffering.

Collective noun tends to use more frequent social topics in comparing to the state officials and political topic. It happened because the social topic of editorial text SKTM discuss the events that happening in community and do not much discuss individual figures. While the political topics and state officials topic discuss the performance of state officials, politicians individually. Instead, naming Individual in political topics are more widely used than the topic of state officials and social topics. This is because the political topics SKTM tend more to discuss the background of figures or politicians individually.

3.2 Macro Analysis

Editorial positions in political topics is dominated by an editorial explaining / interpreting, while the topic of state officials and social topics dominated by an editorial which criticized. This means that the text of the editorial SKTM political topics are more likely to explain or interpret phenomena because this is possible because the government system is presidential, but its implementation is parliamentary. In the topic of State administrators and social topics SKTM criticized the performance of the organizers of these countries are considered not to meet the desires of the community. While the editorial SKTM social topics tend to criticize the handling of social phenomena that occur in the community.

Interpretation of power in the editorial text topic SKTM in political and state official dominated by the control of the press against the rules (rules), while in social topics dominated by news of the customs control (habit). This means the political field SKTM tend to control political system, including the behavior of the politicians who are considered largely in accordance with the rules and the aspirations of the people. In the topic SKTM state administrators to control public discourse about the actions of state officials in performing their duties which are considered not to meet the expectations of society and are still doing a lot of abuse of power. While the social subject SKTM to control the press to social phenomena that occur in a society dominated presentation about the habits (habits) that occurs in both community social events are always repeated without giving solutions and social events that do not have a prevention policy direction of the government.

Interpretation of ideology in political topics and topic organizers state dominated by the presentation (presentation), while in social topics dominated by the use of presentation (presentation) and the description of situation. This means that the values, viewpoints and perspectives or owned SKTM ideology manifested in a presentation that criticize the behavior, ethics and political system as well as the organizers of our country. This happens because Indonesian democracy as known as *Pancasila democracy* in practice often use liberal. Democracy in social topics and perspectives viewpoint or ideology owned SKTM poured in the form of presentations and describe situations that some of the social events that occurred in the community often without giving a solution.

3.3 Meso Analysis

In presenting the editorial, SKTM in politics tends to act as a topic of people's information bestower, while the topic of state officials tends to play a more varied SKTM such as a public policy observer, critic to arrogance. In social topics SKTM tend to act as an observer of social phenomena. This means that in the political topics SKTM tend to function as a controller on the performance of politicians and our political system. In the topic of state administrators SKTM perform a function as public policy observer and critic to arrogance which SKTM tend to function as a public policy analyst and criticize the arrogance of power. While the topic of this social function as an observer of social phenomena tend to do SKTM. This is possible because so many social situations that occur and develop in society just because the solution to this social situations are halfhearted. Each SKTM perform various functions in conveying phenomenon evolving situation in the community.

4. Conclusions

Having analyzed the result of the above research, it can be concluded that critical discourse analysis in Medan Local Newspaper (SKTM) is realized in a very significant change from authoritarian in to a democratic one after the era of *orde baru*. This assumption can be proved by observing the editorial of SKTM that mostly gave their thought by realizing review to their reader. The review or the critics is realized by criticizing the rules which is violated by the official state. Ideological interpretation are mostly dominated by realizing reminding and criticizing on the editorial also convinces that SKTM perform in free press in giving their thought. The role or the social practice given of the SKTM newspaper is dominantly used by

using Public policy observer and People's information bestower, and social phenomena observer.

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