FAIRCLOUGH CRITICAL DISCOURSE ANALYSIS IN THE NEWS OF STATE LEADERS IN ONLINE MEDIA

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Abstract: This research stems from concerns about how high-ranking state officials are represented in online media coverage, which often shapes public perceptions one-sidedly. Using Norman Fairclough's Critical Discourse Analysis (AWK) approach, this research aims to examine in depth how language is used in news texts, as well as how discursive practices and social practices play a role in framing state figures. Data was obtained from a number of online news stories which contain actual issues related to high-ranking state officials. The findings show that the media does not just convey facts, but is also a discursive actor that plays an active role in shaping social construction through language choices, narrative construction, and ideological representation. This process reflects the mutual power relations between the media and political institutions influence. This study emphasizes the importance of people's critical awareness in consuming information, as well as the need for balanced media in conveying socio-political realities.

INTRODUCTION

The development of communication technology in the digital era has fundamentally changed the way humans interact and access information. Communication, as a process presentation meaning through language symbols, is no longer limited by space and time. Now, information can be delivered in seconds and reach a very wide audience through various online media platforms. This transformation makes the media an important actor in the formation of public opinion and the construction of social reality.

The media not only functions as a means of conveying information, but also as a space for the production of discourse full of interests, values and ideology. In this context, the media is not neutral. It can be a tool of power for influence public perception of an event or certain figure. As stated by Hall (2007), the media has a role in constructing meaning and influencing how an event is understood by the audience. Therefore, language in the media is not just a means of conveying information, but an instrument of power that can shape people's worldview. Online media such as detik.com, merdeka6.com, tempo.co, and tribunnews.com have great power in framing public discourse. The ability of online media to disseminate information

quickly and widely makes it one of the main sources of information for society. However, behind its practicality, online media often presents news in narratives that are tailored to the interests of media owners or market demands. This creates discourse dynamics that need to be studied critically, especially in reporting that concerns important figures in society, such as state officials.

Public figures, incl celebrity and state officials, have their own appeal in the mass media. Their personal and professional lives often become public consumption, and news about them can shape people's opinions, attitudes and even beliefs. When a state official is involved in a legal case, the news that appears not only presents legal facts, but also reflects the media's perspective on power, justice and morality.

Each media has its own way of framing news. Word choice, sentence structure, narrative, and coverage focus show how the media shapes meaning. In this framework, the Critical Discourse Analysis (AWK) approach is important for understanding the relationship between language, power and ideology in media texts. One of the main figures in this study is Norman Fairclough, who developed a three-dimensional discourse analysis model, namely: text dimensions (microstructure), discourse practices (mesostructure), and social practices (macrostructure). This model allows us to trace the processes of production, distribution and consumption of texts, as well as how they reflect and reproduce broader social structures.

This research focuses on critical discourse analysis of online media reports regarding state officials involved in the premeditated murder case of their subordinates, namely the case of the death of Brigadier Joshua. This research aims to reveal how online media frames these events, as well as how the dimensions of language and discourse in the news contribute to the formation of public perceptions. This study was inspired by previous studies, such as Mujianto's (2011) article on power struggles in print media texts, as well as Prihantoro's (2013) research which analyzed celebrity representation in online media. Using Fairclough's approach, this research seeks to explain the construction of discourse in eight Indonesian online media comprehensively and critically.

RESEARCH METHODS

This research uses a qualitative descriptive approach which aims to describe and understand how online media constructs discourse on cases involving a state official. This approach was chosen because it provides ample space to explore the hidden meanings in the text, as well as linking it to the social, political and cultural context that surrounds it. Qualitative

methods do not focus on numbers or statistical measurements, but rather on extracting meaning through interpretation of narrative and contextual data.

The data in this research is in the form of news texts, especially news titles regarding the Ferdy Sambo case, which are spread across eight national online media. Media selection is carried out purposively, taking into account the popularity, audience reach, and ideological tendencies of each media. The aim is to see to what extent variations in discourse representation occur between media in raising the same issue. By comparing several media, this research is expected to capture certain tendencies in the production of meaning and the discourse strategies used.

The data collection technique was carried out through the listening method, as stated by Sudaryanto, where researchers observe the use of language in media texts without direct intervention. Note-taking techniques are used to document data from relevant online news. Data was obtained through searching news archives published over a certain period of time, to ensure that the analysis was carried out on a consistent and representative series of narratives.

Data analysis was carried out using the Critical Discourse Analysis approach developed by Norman Fairclough. This approach sees language as a social practice that is not neutral, but is always tied to power structures and ideology. Fairclough divides discourse analysis into three dimensions: text (microstructure), discourse practice (mesostructure), and social practice (macrostructure). All three are interrelated and are used to understand how language works in forming and reproducing social reality.

In the first stage, analysis is carried out on the linguistic elements contained in the text, such as the choice of diction, syntactic structure, use of metaphor, and narrative strategies that shape the reader's perception. The second stage looks at how texts are produced and distributed, including the media actors involved, as well as the relationship between text producers and consumers. The third stage places the text in a broader social context, including how certain discourses represent power, shape public opinion, or even maintain dominant ideological structures.

The accuracy of interpretation in this research is maintained by triangulating data from various ideologically different media sources, as well as by relying on literature. theoretical established. Researchers also try to be reflective of the analysis process to minimize subjective bias. Thus, analysis not only describes the content of the news, but also reveals power relations and ideologies hidden behind the language and narrative structures used by the media.

RESULTS AND DISCUSSION

Norman Fairclough views language as not just a means of communication, but also as a social practice that has the power to shape reality. In the context of mass media, this view is in line with how the media frames and represents events through news texts. This study highlights how four national online media, namely: Detik.com, Liputan6.com, Tempo.co, and Tribunnews.com, present news about the Ferdy Sambo case with different nuances. Each media has its own way of presenting Ferdy Sambo's image, both by highlighting the positive and negative sides. This difference shows that news does not exist in a vacuum, but is shaped by the perspectives, interests and values held by each media. Using Fairclough's Critical Discourse Analysis framework, this research describes how these differences in representation arise and what social implications they have in shaping public opinion.

The following is data on the title of Ferdy Sambo's news in the media and the format framework for Fairclough's critical discourse analysis in Ferdy Sambo's news.

Table 1. Data on Ferdy Sambo's News Titles

Media	Data	News Title
Detiknews.com	1	Ferdy Sambo regarding Joshua's case: I did it because I loved my wife
Liputan6.com	2	Ferdy Sambo: If Police Investigators Take Sides, My Wife and I Wouldn't Be Here
Tribunnews.com	3	Ferdy Sambo and Putri Candrawathi's all-black attire when Brigadier J's family testifies, what does it mean?
Kompas.com	4	When Ferdy Sambo insisted in front of Brigadier J's parents about his motive for killing the aide
Tempo.com	5	Ferdy Sambo apologizes to Brigadier J's parents: I can't control my emotions
CNN Indonesia.com	6	Ferdy Sambo's daughter and aide work together to block Brigadier J's younger brother's number
Suara.com	7	Terrifying! Ferdy Sambo's cynical look when Joshua's father said his name
Kumparan News.com	8	Joshua's Mother: Ferdy Sambo Has No Conscience

1. **Microstructural Analysis**

Based on an analysis of the linguistic devices used in reporting on the murder case of Brigadier Joshua, two main aspects were found that represent the construction of a person's image in news texts, namely through (1) vocabulary including formal and informal diction choices as well as the use of euphemistic expressions, and (2) grammar, which includes grammar, syntactic function and sentence structure in reporting.

Data (1): News headline *"Ferdy Sambo regarding the Joshua Case: I did it because I loved my wife"* reflects the use of euphemisms through the phrase love wife. This expression aims to soften the impression of a criminal act being committed, by positioning the motive for murder as a form of emotional sacrifice. The syntactic function of the information shows an attempt to obscure reality through reflective diction choices, implying deep affection. However, this narrative contrasts with other facts from testimony which stated that the relationship between Sambo and his wife had been strained. This indicates that there is a narrative that is built strategically to create a certain impression in the eyes of the public or the court.

Data (2): Title *"Ferdy Sambo: If Police Investigators Take Sides, My Wife and I Wouldn't Be Here"* shows the structure of conflicting sentences with adverbs if and assertion is impossible. This statement seems to deny the alleged collaboration between Sambo, his wife and the police, and gives the image that the legal process being carried out is pure and not influenced by power. The syntactic function used strengthens the narrative that Sambo is the party under pressure, not the perpetrator who orchestrated the crime scenario.

Data (3): Title *"Ferdy Sambo and Putri Candrawati's all-black attire when Brigadier J's family testifies, what does it mean?"* displays the use of color symbols through black clothing objects as a form of visual euphemism. The color black is connotatively associated with sorrow, so this report implicitly tries to build a perception of empathy or guilt on the part of Sambo and Putri Candrawati. Rhetorical question What does it mean? used in the title functions not to invite an answer, but rather as a rhetorical tool to lead the reader to a certain interpretation.

Data (4): In the news *"When Ferdy Sambo insisted in front of Brigadier J's parents about his motive for killing the aide"*, there is a negative image formed through the aide's insistent and aggressive diction. This choice of words strengthens Sambo's character as someone who is stubborn and tends to deny mistakes. The time conjunction shows a chronology that confirms the moment of Sambo's self-defense in front of the panel of judges. In this case,

the media (Kompas.com) positions Sambo as a figure who is adamant about justifying his actions.

Data (5): Title *"Ferdy Sambo apologizes to Brigadier J's parents: I can't control my emotions"* contains an apology clause that is conveyed indirectly. Tempo.com framed Sambo as an individual who lost emotional control because of his inner urge to abuse his wife. This statement tends to frame Sambo's actions as an understandable emotional response, while leading to the opinion that he was the victim of a complex psychological situation.

Data (6): Title "*Ferdy Sambo's daughter and aide work together to block Brigadier J's younger brother's number* shows the construction of a negative image through block compact diction, which imply partiality and avoidance of communication. CNN Indonesia presented this action as part of an alleged engineering or conspiracy, which could lead to the opinion that there was an attempt to eliminate traces or shift responsibility towards the main perpetrator.

Data (7): Title "*Terrifying! Ferdy Sambo's cynical look when Joshua's father said his name"* presents emotional character formation through cynical gaze phrases. This expression symbolizes displeasure or coldness towards the victim's family. The choice of terrible words emphasizes Sambo's characterization as a figure who does not show empathy, and instead feels threatened by the active role of the victim's family in uncovering the truth.

Data (8): Title *"Josua's Mother: Ferdy Sambo Has No Conscience"* is a form of emotional expression from the victim's family which was reported by Kumparan News. This statement represents the deep wounds of a mother who tragically lost her child. The no conscience clause reflects the shattered hope that officers should guide, not harm. This narrative builds the image of Ferdy Sambo as a figure who transcends human limits in exercising power.

Overall, the use of diction, syntactic structure, and forms of euphemism in reporting shows that the media not only conveys information, but also shapes public perceptions of the central figures in this case. By analyzing this linguistic strategy through Fairclough's framework, it can be seen that the representation of Sambo in the media is strongly influenced by the ideological position of each editorial team. Differences in news presentation, whether softening or worsening its image, show that the media has a big role in building public opinion and even influencing the direction of the legal process.

2. Mesostructural Analysis

In the study of the mesostructural dimension, the main focus is on how discourse is processed, disseminated and used by media institutions. This analysis includes aspects such as

the profile and characteristics of media institutions, editorial policies, and journalistic work procedures in producing and editing texts. By understanding this institutional context, we can see more deeply the ideology, interests and strategies of the media influence representation of an event in news text.

1) Media Daring Detik.com

Detik.com (www.detik.com) is one of the pioneers of online media in Indonesia which was founded on May 30 1998. Since being acquired by Chairul Tanjung's Trans Corp on August 3 2011, Detik.com has increasingly developed as a real-time news portal that focuses on presenting the latest information. Unlike other conventional media, Detik.com is completely digital-based and does not have a print version. The characteristic of presenting news in this media is the writing style is short, straight to the point, and uses light language, so that it is easily accessible to a wide audience from various backgrounds. Apart from providing actual news, Detik.com also provides interactive services such as discussion forums (detikForum) and advertising services, which expand its function from just an information medium to a space for participation.

2) Media Daring Liputan6.com

Liputan6.com (www.liputan6.com) began appearing as an online news portal on May 24 2012, although the identity "Liputan 6" has been known for a long time as SCTV's flagship television news program which first aired on August 14 2000. Under the auspices of PT Creative Media Karya, Liputan6.com adapted the characteristics of television news into an online format. Liputan6's reporting style tends to be more formal and oriented towards legal aspects, especially in legal and political cases. The main focus of this site is on crime news, sports and national political dynamics, with a tendency to convey information factually and based on applicable regulations. Unlike other online media, Liputan6 rarely raises celebrity issues as the main headline, giving the impression of being more serious and authoritative.

3) Media Daring Tempo.co

Tempo.co (www.tempo.co) is a digital transformation of Tempo magazine, which has long been known as an investigative and critical media since it was first published on March 6 1971. During its journey, Tempo expanded its reach through daily print media and then online platforms. Originally named Tempointeractive.com in 1996, this site officially changed its name to Tempo.co in 2012. Tempo's reporting style is known to be efficient and

straightforward, with a relatively small number of words—rarely exceeding 1000 words per article. The choice of language tends to be neutral, without hyperbole, and avoids taking sides, in line with the spirit of independent journalism on which Tempo is based. This site targets readers who need in-depth information but presented in a concise and concise form.

4) Media Daring Tribunnews.com

Tribunnews.com (www.tribunnews.com) is managed by PT Tribun Digital Online, a subsidiary of Kompas Gramedia which manages regional newspaper networks in Indonesia. Different from other national media, Tribunnews prioritizes local diversity by relying on a network of regional newsrooms spread across various cities. Therefore, the news presented covers national to regional issues, as well as light information such as lifestyle, celebrity, and sports. Tribunnews is also active in building online communities through social media platforms such as Facebook, Twitter and Google+, making it an inclusive media based on user participation. However, the style of presenting news at Tribunnews tends to be informal and populist, with attractive titles chosen to attract clicks (clickbait), although they still try to maintain the validity of the content.

Overall, these four online media have different characteristics of editing, presentation and reporting orientation, which indirectly shape the way they frame events, including legal cases such as the murder of Brigadier Joshua by Ferdy Sambo. Understanding this mesostructure allows us to see that the content of the text cannot be separated from the institutional context of the media that publishes it.

3. **Macrostructural Analysis**

The macrostructural dimension in this analysis focuses on how the social context outside the media influences how discourse is formed and published. The discourse spread by the media is not only influenced by social and cultural practices, but also by broader factors such as power, political, economic and social systems in society. Media is not an independent entity, but rather part of a larger system that forms and influence how information is processed, packaged, and published to the public.

The murder case of Brigadier Joshua highlights how socio-cultural traditions can interact with discourses spread by the media. When the family of the deceased demanded the right to view the body in accordance with Batak cultural traditions, the police's refusal to allow this actually raised suspicion and tension among the community. The media then played a role

in conveying the family's disbelief in the narrative issued by the police, which stated that Joshua was involved in a shootout with Eliezer. For Joshua's family, who believed their son was a good person, this explanation was seen as inconsistent with reality, and the media played an important role in reinforcing these suspicions.

Through critical discourse analysis, it can be seen that online media not only conveys events objectively, but also shapes and influence narratives relating to power and injustice in this case. News about Ferdy Sambo's efforts to cover up evidence and direct his subordinates to erase important traces in this case is in the spotlight, showing how strong power is played by individuals in high positions. Meanwhile, the subordinates involved become victims of actions that they do not fully understand, ending with sanctions that they must accept.

In this reporting, the media plays an important role in depicting the struggle of the family of the deceased to seek truth and justice, as well as showing how they are trying to maintain dignity and social integrity in the face of the tensions that arise. Joshua's family, who adhere to their cultural values, try to fight for their rights in a situation full of uncertainty.

Overall, media reporting not only provides information about the facts that happened, but also creates a larger social narrative about how power, culture and social values influence our understanding of the event. In this way, the media plays a role in shaping the public's views on justice, injustice, and how the social and political system works influence dynamics of a case.

CONCLUSIONS AND RECOMMENDATION

Based on the results of this research, it can be concluded that critical discourse analysis provides a very important perspective in understanding the relationship between language, power and social reality in media reporting. In this context, the language used by the media is not only just a means of communication, but also a form of social interaction that influences and is influenced by broader social structures. This analysis emphasizes that the media, as agents of information dissemination, not only inform the public, but also shape public opinion through the way they organize and package news. Every report presented by the media has a certain construction, which can influence the way the public views an event or individual being reported.

The social practices referred to in critical discourse analysis are closely related to how a particular event or reality is interpreted and presented in the media. In this case, the role of the media as a shaper of public opinion is very pronounced. The media not only presents facts,

but also chooses certain aspects that they want to highlight, through certain techniques in writing and presenting news. This shows that there is ideology involved in the reporting process, which the media indirectly influence the reader's view of the event or character being reported. In the case of the murder of Brigadier Joshua, the news presented by the seven online media studied—Datiknews.com, Liputan6.com, Tribunnews.com, Kompas.com, CNN Indonesia, Suara.com, and Kumparan News—showed diverse the way the media framed this event. Each media has characteristics in choosing the title, language style, and discourse they use to describe this case, which in the end influence public understanding of the incident. Some media highlight the negative side of the character Ferdy Sambo, presenting the image of him as a manipulative and cruel criminal. Meanwhile, other media emphasized aspects that could mitigate criticism of Sambo, by presenting narratives that attempted to explain his actions or motives in a more humane or impartial way.

From Fairclough's discourse analysis perspective, this is a clear example of how the media plays a role construct social reality through language. This reporting not only describes what happened, but also gives meaning and shapes how society should understand and assess Ferdy Sambo's actions. This process occurs within a wider social structure, where discourse is formed in the media influence society's views on morality, justice, and the power involved. Furthermore, this analysis also shows how the media often role in strengthening or challenging existing power structures. Media that are closer to power or have a particular agenda may be more inclined to present news in a way that benefits certain parties, while other media try to provide alternative views that are more critical or independent. Therefore, it is important for readers not only to accept the information presented by the media at face value, but also to understand how the media frames and selects information, and what impact this has on their view of an event.

Overall, this critical discourse analysis of the reporting on the murder of Brigadier Joshua emphasizes how important critical awareness is in consuming information. Every news text we read not only carries facts, but also carries certain values, ideologies and biases that can influence the way we see the world. By understanding this, we can be wiser in filtering information and more sensitive to how the media shapes public opinion.

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