

**Critical Discourse Analysis Of Campus News Text :
Model of Theo Van Leeuwen (Case Study of UIN Malang News on
Online Media *jatim.nu.or.id*)**

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Abstract: This research aimed to (1) describe and analyze the exclusion and inclusion strategy of the UIN Malang campus news text on the website *jatim.nu.or.id* (2) described and analyzed the comparison of the exclusion and inclusion strategy of the UIN Malang campus news text on the *jatim.nu.or.id* website. This type of descriptive qualitative research used observation, documentation, and writing data collection techniques. Theo Van Leeuwen's discourse model The data in this research were news sentences containing Theo Van Leeuwen's discourse theory. The results showed that the inclusion strategy was more widely used in UIN Malang campus news on the website *jatim.nu.or.id*, tending to use an inclusion strategy (indifferentiation-differentiation) in producing the news (22%) with the aim of providing additional information to clarify the boundary between two parties reported. Based on these conclusions, there were several suggestions that could be conveyed, namely: (1) readers to be more critical and careful in sorting out information, (2) media owners were expected to be able to produce news in a more balanced manner, (3) other researchers could conduct similar research on other media and also on the focus of other news.

Keywords: Critical Discourse Analysis, Campus News, Theo Van Leeuwen.

A. INTRODUCTION

. The development of technology and communication at this time makes any information that occurs around the community can be known quickly. Various print media and electronic media that exist make information that has been processed into news broadcast and broadcast through newspapers, magazines, or television. The news can be known quickly by readers or listeners. According to Kustanti, news as a written language contains discourse.¹ discourse is the most complete unit of language; in and is a grammatical highest and largest. From the opinion above, it can be concluded that discourse is a unit of language composed in the form of sentences or a text which are interrelated with one another so that they become complete and understandable. To find out whether in discourse there is power used, it is necessary to have critical discourse analysis. According to Hura² Critical discourse is that discourse is not understood solely as an object of language study or seen in traditional linguistic terms, but language in critical discourse analysis is understood as a tool used for specific purposes and practices. One of the study objects that can be used in language is news because in it there are sentences arranged interrelated containing facts based on an event that occurred so that it can be analyzed in more depth.

In a news story, there are usually perpetrators and victims involved in an event that has occurred. News writers try to reveal an incident so that it is known to the general public.

¹ Hura, Dernius dkk. 2020. Pemosisian Pelaku dan Korban dalam Berita Kriminal Tentang Pembunuhan di Berita Online Tribun News. COM. *Aksara Vol 32 No. 1, 2020*: 96

² *Ibid.* 96

In the study of critical discourse analysis, there is a discourse analysis model that is used to detect and examine how a group or a person is marginalized in a discourse with Theo Van Leeuwen's model.³ In Theo Van Leeuwen's discourse model, there are two concerns discussed in this regard, namely, social actors can be seen in their presence in the news, some are excluded (exclusion), and some are displayed (inclusion). Of the several models of critical discourse analysis put forward by several experts, the author chose Theo Van Leeuwen's model because this model can be used to reveal a social actor (a person or group) written by news writers and find out how social actors are featured in the news by using an inclusion strategy. (the process of inclusion of social actors in the news). By knowing the social actors presented by news writers, it will make it easier for readers to understand news content and know how news writers represent an actor in reporting.

In the campus environment, interesting issues can occur to be discussed. In this case, a news writer tries to uncover the truth and then pours it out in a news story so that it can be known by the reading public. News writers who are members of the Nahdlatul Ulama scope try to uncover issues or information that occurs then are written into interesting news to be read and known by Nahdliyin and other reading audiences. News uploaded on the jatim.nu.or.id website includes various kinds such as news from Nahdliyin circles, sermons, Islamic content, jujugan, campus news and others. The researcher gives limitations in this study that news taken for research will be published in September 2022. The limitations of this research are carried out on news uploaded to the website consisting of 17 news texts with various kinds of news content because to make it easier for researchers to know and see how social actors displayed in the news by using the inclusion strategy of Theo Van Leeuwen's discourse model to see social actors featured in the news in the UIN Malang campus environment.

In this study, the authors chose the website jatim.nu.or.id as their research medium. The website jatim.nu.or.id also includes online media containing news that has been uploaded and can be accessed anywhere and anytime if connected to an internet network and is one of the websites developed by within the Nahdliyin sphere. The website jatim.nu.or.id is managed by the East Java NU Online Media Center under the auspices of the East Java Nahdlatul Ulama Regional Leadership which is used to upload news, articles, opinions so that they can be read by Nahdliyin circles and the general public. Based on this explanation, this prompted the writer to conduct research on Critical Discourse Analysis of UIN Malang Campus News Texts on [Jatim.nu.or.id](http://jatim.nu.or.id) Online Media: Model Theo Van Leeuwen. The problems studied in this study are comparing exclusion and inclusion news texts in UIN Malang campus news texts that are reported on the online media jatim.nu.or.id and how the inclusion strategy is used in UIN Malang campus news texts on the East Java online media. nu.or.id. The purpose of this study was to describe the forms of exclusion and inclusion in UIN Malang campus news texts on the online media jatim.nu.or.id. This research is expected to be useful as a reference source for conducting research related to critical discourse analysis and can be further developed according to the principles in the

³ Andheska, Harry. "Eksklusi dan Inklusi pada Rubrik Metropolitan *Harian Kompas*: Analisis Wacana Kritis Berdasarkan Sudut Pandang Theo Van Leeuwen" *Bahastra* Vol 34 No. 1, 2015. pp. 51-68. Diakses pada 20 Oktober 2022, dari <http://journal.uad.ac.id/index.php/BAHAISTRA/article/view/3974>

study of critical discourse analysis. This research can increase students' knowledge about inclusion discourse in online media news on the jatim.nu.or.id website. For news readers, this research can help to find out the social actors featured in the news.

B. RESEARCH METHOD

This research is a research with a descriptive qualitative method.⁴ The subject in this study is the online media jatim.nu.or.id. In this study, the online media jatim.nu.or.id was selected. One of the reasons is because of the intensity of reporting related to UIN Malang campus news. The object of this research is the strategy of exclusion and inclusion in the reporting of UIN Malang in the online media jatim.nu.or.id. In this study, the collected news is then criticized in terms of vocabulary selection and grammar formation. News collection was carried out in September 2022. The selection of this news was based on a purposive sampling technique. Therefore, not all news is analyzed. News that is closest to the criteria used in research. The data in this study were collected using library techniques. News that is used as research data is collected and clipped and then given an identity. The identification of the data uses a data card format. In this study, researchers used descriptive qualitative data analysis techniques.⁵ A qualitative descriptive technique was carried out to describe the way the online media jatim.nu.or.id reported on the UIN Malang campus media in terms of Theo van Leeuwen's theory. The data collected from observations and interviews will be analyzed through steps, such as (a) data reduction, (b) data presentation, (c) inference.⁶

C. RESULTS AND DISCUSSION

UIN Malang campus reporting on the website jatim.nu.or.id can be analyzed using the Van Leeuwen Theory study. This theoretical study has two strategies in constructing its news, namely exclusion and inclusion strategies. In taking the population this time there were 17 news in November about UIN Malang campus news on the website jatim.nu.or.id while the sample used this time was 7 news. The scope of the exclusion strategy is passivation, nominalization, and substitution of clauses. On the other hand, the scope of the inclusion strategy is indifferentiation, objectivation-abstraction, nomination-categorization, nomination-identification, indetermination, individualization-assimilation, and dissociation-association.

Exclusion strategy or exclusion process that focuses on groups or actors excluded in a news text. This process can indirectly change the public's understanding of an issue and legitimize certain positions of understanding. Several discourse strategies are used to exclude actors from a text.

⁴ Sugeng Pujileksono. 2016. *Metode Penelitian Komunikasi Kualitatif* (Malang: Intrans Publishing): 12

⁵ Moch Nurcholis Majid, "TELEVISI SEBAGAI MEDIA DAKWAH (Studi Dakwah Fatayat PW Jawa Timur Melalui TV 9)," Mukammil: *Jurnal Kajian Keislaman* 3, no. 2 (September 2020): 123–41, <http://ejournal.alkhoziny.ac.id/index.php/mukammil/article/view/68>

⁶ Moch Nurcholis Majid, "Analisis Resepsi Mahasiswa Terhadap Pemberitaan Hoax Di Media Sosial," *ETTISAL Journal Of Communication* 5, no. 2 (January 4, 2020): 227–37, <https://doi.org/10.21111/ejoc.v5i2.4655>.

1. Passivation

Badara⁷ gave an explanation of the meaning of passivation and gave examples of sentences that include passivation. Passivity is one part of exclusion, namely in the form of the use of passive sentences. Through passive sentences, actors cannot be represented in the text, something that is not possible in sentences with active structures

2. Nominalization

Another discourse strategy that is often used to eliminate certain social groups or actors is through nominalization. As the name implies, this strategy is related to changing verbs (verbs) into nouns (nouns). Generally done by giving the affix "pe-an". Why can nominalization eliminate actors/subjects in the news? It has to do with the transformation of the active voice form. In an active sentence structure, it always requires a subject. Active sentences are also always in the form of a verb, which refers to what the subject is doing (process).⁸

3. Sentences Subtitute

Badara⁹ explained about substitution of clauses and gave examples of sentences. Substitution of the subject can also be done by using a clause which also functions as a substitute for the actor.¹⁰ The parts of this exclusion strategy are passivation, nominalization, and substitution of clauses. The depiction of the table below can show the acquisition of data regarding the exclusion strategy on the UIN Malang campus news sample on the media *jatim.nu.or.id*.

Tabel 1.1

Strategi eksklusi pada sampel berita kampus UIN Malang pada media *jatim.nu.or.id*.

Exclusion Strategy	Total	Percentage
Pasivation	2	66%
Nominalization	1	33%
Sentences Subtitute	-	-
Jumlah	3	100%

Data Processed By Source, 2022

⁷ Badara, Aris. 2012. *Analisis Wacana: Teori, metode, dan Penerapannya pada Wacana Media*. (Jakarta: Kencana Prenada Media Group) : 39

⁸ *Ibid.*40

⁹ *Ibid.*41

¹⁰ Sagung Dian A A Chandradewi, I Nengah Suandi, and I.B. Putrayasa, "Analisis Wacana Kritis Theo Van Leeuwen Terhadap Pemberitaan Fahri Hamzah Pada Portal Berita Detik.Com Dan Kompas.Com," *Jurnal Pendidikan Dan Pembelajaran Bahasa Indonesia* 7, no. 1 (2018): 1–8.

Inclusion strategy is a discourse strategy that is carried out when something, a person, or a group is displayed in the text. Van Leeuwen explained that there are several kinds of discourse strategies that are used when a person or group is presented in a text, namely differentiation-indifference, objectivation-abstraction, nomination-categorization, nomination-identification, determination-indetermination, assimilation-individualization, association-dissociation.

a. Differentiation-Indifference

An event or a social actor can be displayed in the text independently, as a unique or distinctive event, but can also be contrasted by displaying other events or actors in the text. The presence (inclusion) of events or groups other than those reported, according to Van Leeuwen, can be a good marker of how a group or event is represented in the text.¹¹

b. Objectivation-Abstraction

An event can be stated clearly or does not provide clear information. Van Leeuwen¹² explained that this element of discourse relates to the question of whether information about an event or social actor is displayed by giving concrete instructions or what is displayed is an abstraction.

c. Nomination-Categorization

In reporting on an actor (a person/group) or on a problem, there is often a choice whether the actor is shown as he is, or what is referred to is the category of the social actor. This category can be of various kinds, which indicate important characteristics of a person: it can be religion, status, physical form, and so on. The category is actually not important, because generally it will not affect the meaning to be conveyed to the audience

d. Nomination-Identification

The identification-nomination discourse strategy is concerned with defining a particular group, event, or action. The difference lies in the identification, the process of defining which is done by giving a clause as an explanation. In this strategy there are two propositions. The second proposition is an explanation or description of the first proposition. Generally associated with conjunctions such as: which, where. This second proposition in its position sentence is actually purely as an explanation or identification of a certain thing

e. Determination-Indetermination

Badara¹³ gave an explanation of the determinations and gave example sentences. In the news, actors or events are often clearly stated, but often it is also not clear

¹¹ Badara, Aris. 2012. *Analisis Wacana: Teori, metode, dan Penerapannya pada Wacana Media*. (Jakarta: Kencana Prenada Media Group) : 43

¹² *Ibid.* 44

¹³ *Ibid.* 45

(anonymous). This anonymity could be because journalists have not obtained sufficient evidence to write, so it is safer to write anonymously.¹⁴

f. Assimilation-Individualization

Assimilation-Individualization is a discourse strategy that relates to the question, whether the social actors reported are clearly indicated in their categories or not. When in the news it is not a specific category of social actor that is mentioned, but the community or social group where a person is, that is where a discourse strategy called assimilation occurs.¹⁵

g. Association-Dissociation

The discourse strategy of association-dissociation relates to the question, whether an actor or a party is presented alone or is it linked to another, larger group. Association also refers to the sense when social actors are connected with larger associations or groups, where these social actors are.¹⁶

The depiction of the table below can show the acquisition of data regarding the inclusion strategy in the UIN Malang campus news sample on the media *jatim.nu.or.id*.

Tabel 1.2

Inclusion Strategy on campus news samples in UIN Malang at media *jatim.nu.or.id*.

Inclusion Strategy	Total	Percentage
Differentiation-Indifference	4	22%
Objectivation-Abstraction	2	11,5%
Nomination-Categorization	3	16 %
Nomination-Identification	2	11,5 %
Determination-Indetermination	2	11,5%
Assimilation-Individualization	3	16 %
Association-Dissociation	2	11,5 %
Total	18	100%

Data Processed By Source, 2022

D. CONCLUSION

Based on the analysis and research results that the authors have presented, it can be concluded as follows,

1. The results show that the inclusion strategy is more widely used in UIN Malang campus reporting on the website *jatim.nu.or.id*, tending to use an inclusion

¹⁴ Ninit Alfianika, “Analisis Wacana Kritis Teori Inclusion Theo Van Leeuwen Dalam Berita Kriminal Tema Pencurian Koran Posmetro Padang Edisi Mei 2013,” JURNAL GRAMATIKA Jurnal Penelitian Bahasa Dan Sastra Indonesia 1, no. May 2013 (2016): 33–43.

¹⁵ *Ibid.* 48

¹⁶ *Ibid.* 49

strategy (indifferentiations) in producing news (22%) out of 100% reporting with an inclusion strategy. with the aim of providing additional information to clarify the boundaries between the two parties reported.

2. The results of research on UIN Malang campus news on the website jatim.nu.or.id with Theo van Leeuwen's critical discourse analysis show a significant relationship. UIN Malang campus news variable and Theo van Leeuwen's critical discourse analysis are interrelated. Based on this, this research is considered to make a significant contribution to the Indonesian broadcasting system and Indonesian society in particular.

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