NORMAN FAIRCLOUGH'S CRITICAL DISCOURSE ON NEWS ABOUT COVID-19 ON YOUTUBE ONLINE MEDIA

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Abstract

The Covid-19 pandemic has become the hottest topic and the biggest problem that now fills the news in online media, both written and oral. Information related to Covid-19 is an important intake for the general public, especially the issue of vaccination. One of the tools to convey information related to Covid-19 is also various, one of which is through social media youtube. The greater the influence of technology, especially on social media, the general public can easily access news related to Covid-19 information from available social media. This study aims to determine the aspects of the language used, discourse practice, and sociocultural practice behind the emergence of the discourse. This study uses a qualitative method with Norman Fairclough's critical discourse analysis approach. The focus of this research is on news related to Covid-19 information that is published on the youtube channel CNN Indonesia, Narasi TV, and Kompas TV. The results of this study indicate that based on Fairclough discourse analysis, there are differences in the content of news related to Covid-19 in three online media. Each of these online media has different ideals in terms of wrapping a news.

Keywords: *covid-19, discourse analysis, online media.*

1. Introduction

The rapid development of technology affects humans in communicating. Communication is the process of conveying information, thought, and other knowledge. Along with the development of the times how to communicate is increasingly diverse and undergoing changes. Communication media also varies. Media that is now often used by the general public is modern media, which is a medium that conveys information using modern technology such as print media and electronic media. Now the media has a big part in the development of technology, through the media both individually and collectively can build responses to others. Oral and written media usually serve to convey news about many things.

The role of the media is getting bigger in the midst of the Covid-19 pandemic because people are encouraged to work from home, learn from home using online media as an information presenter, especially information related to Covid-19. Online

media which is one of the media that participate in the development of communication. Online media is an organization that disseminates information in the form of videos or messages in the form of virtual messages that can be accessed by the public wherever they are. Online media is found in electronic media such as Youtube which is usually in the form of an account or channel. Some of the channels that convey the information are Narasi TV, CNN Indonesia, and Kompas TV.

These online media aim to convey information to the public about the latest information and events that occur in Indonesia or abroad. One of them is information related to the development of Covid-19 cases. The time of the Covid-19 pandemic is now the latest topic discussed by all communities. The rapid development of the virus has made the public uneasy and want to find more information related to the development and countermeasures of Covid-19 cases. Therefore, online media is

very easy for people to find information related to Covid-19.

News about the development and countermeasures of the Covid-19 virus is the most popular topic for readers today. Therefore, each online media uses different ways or techniques of presenting news in attracting the attention of the public. Every news published by the media has its own characteristics that cannot be equated with other media. This is because every media has a different purpose for each news. Because every media has its own ideology in news writing. Based on that background, the study focused on describing how online media constructs news using Norman Fairclough's analysis.

According to Fauzan (2014) critical discourse analysis looks at how the language is used to see power inequality in society occur. Critical discourse analysis investigates and attempts to dismantle how social groups' use of language fights each other and seeks to calm the ideological fight. Furthermore, Fauzan also explained that according to the understanding of critical discourse analysis, the text is not something that is value-free and describes reality as it is. Thus, the personal will of the author of the text and the social structure that includes the author of the text participate in the content of the text. Critical discourse analysis is not solely related to language. Critical discourse analysis also connects discourse with context. The context here is elements that exist outside the language such as, participants in the language, the situation in which the text is produced.

The term discourse used in critical discourse analysis was developed by linguist Norman Fairclough. According to Munfarida (2014) explained that Fairclough sought to combine social theory (discourse) with linguistics which later gave birth to critical linguistics. This combination in turn is very useful to see how power relations behind the text and how ideological power is textually articulated. Fairclough also confirms the constituve and constituted character of the discourse. According to him, discourse is a form of social practice that instructs the social world, identity, and social relations. Furthermore, Fairclough also refers to discourse as a social practice that has implications for dialectics between language and social conditions.

Fairclough divides discourse analysis into three dimensions: text, discourse practice, and social practice. Text (microstructural) deals with linguistics, for example by looking at vocabulary, semantics, and phrasing. Discourse practice (mesostructal) is a dimension that deals with the process of production and consumption of text; for example, work patterns, work charts, and routines when generating news. Social practice (macrostructure), dimensions that relate to contexts outside the text; for example, the context of the situation or context of the media in relation to a particular society or political culture. The three analyses are then analyzed using three different stages of analysis: (1) descriptions are used to analyze text, covering cohesion and coherence, grammar, and diction, (2) interpretation is used to analyze text interpretation, covering the production, dissemination, and consumption of texts, and (3) explanation is used to analyze sociocultural practices covering situational, institutional, and socio-cultural levels. (Fairclough, 1995).

2. Research Methods

The research method used is a descriptive qualitative method with Norman Fairclough's critical discourse analysis approach. According to Sugiyono (2011:15) qualitative methods are used to obtain in-depth data, a data that contains meaning. Meaning is actual data, definite data that is a value behind visible data.

Data sources taken from news titles on the Youtube channel Narasi TV, CNN Indonesia, and Kompas TV related to vaccinations were then analyzed based on Norman Fairclough's theory. The technique done in this study is a listening technique. In the method of see there is a basic technique one of which is the technique of recording. The recording technique was used in this study. In this research, the research stages are divided into three stages, namely the stage of data collection, data classification, and data analysis.

3. Results and Discussions

Fairclough has an interest in language as a social practice: how media idealism represents news. In this study, it featured three online media on CNN Indonesia's youtube channel, Narasi TV, Kompas TV. The three online media reported information related to the implementation of the Covid-19 vaccination, there was a difference in the presentation of news by showing the pros and cons of every online media that contained the news. Here are the news title data related to the implementation of Covid-19 vaccination and the framework of Fairclough critical discourse analysis format in the news.

Table 1. Fairclough analysis framework

Media	Text	interpretation	Explanation
Narasi TV	**Jokowi Target Vaksinasi Beres Kurang dari Setahun, Realistis?**	This news is illustrated by choosing the opinions of government figures who influence the vaccination process.	This news is delivered with a question sentence to attract the curiosity of the public.
	Curhat Warga: Mau Vaksin Kenapa Dipersulit?	This news is illustrated by taking one of the opinions of the source from the real events that have happened.	This news was conveyed as siding with the opinion of the public regarding vaccination.
CNN Indonesia	**BPOM: 7 Vaksin Sudah Dapat Izin Darurat**	This news is illustrated with a statement regarding the safety of vaccines.	This news is conveyed in reality to the public.
	Kaji Beragam Vaksin Lawan Pandemi	This news is illustrated by specializing in introductions related to the types of vaccines and their safety.	This news is delivered more generally.
Kompas TV	**Ratusan warga dan santri antre vaksinasi di pesantren**	This news is illustrated by the real circumstances that occur on the ground.	This news is conveyed in reality by explaining what is going on.
	Gerai vaksin Polda Gorontalo diserbu warga	This news is illustrated by the real circumstances that occur on the ground.	This news is conveyed in reality according to what happened.

3.1 Microstructural Analysis

Based on the data above, it was found that some of the language tools used by these media in the news of the implementation of the Covid-19 vaccination were found.

In data 1 *Jokowi Target Vaksinasi Beres Kurang dari Setahun, Realistis?.* In the sentence of the news appears the doubts given to President Jokowi about the completion of vaccinations. In the word "Realistis" with the addition of question marks behind it gives the lack of confidence of the media with a statement from President Jokowi about the implementation of vaccinations. The sentence shows two intentions, namely showing the pro side of the community who do not believe in the period of vaccination implementation indicated by the word "Realistis?" and shows the positive side of President Jokowi, namely the confident nature of President

Jokowi in the implementation of vaccinations. Through the news, Narasi TV shows a fair attitude towards government and society. Through the news, Narasi TV attract more attention from observers or viewers to argue.

In data 2 *Curhat Warga: Mau Vaksin Kenapa Dipersulit?*. In the news appears a question sentence formed from the opinion of the community regarding the implementation of vaccinations carried out by the government. The sentence shows the negative side of the government that complicates the implementation of vaccinations for the general public and also shows the media's alignment with the state of society. The form of the news process in the sentence is a form of circumstance. Through the news, Narasi TV shows the state of people who find it difficult to do vaccinations carried out by the government.

In data 3 *BPOM: 7 Vaksin Sudah Dapat Izin Darurat.* In the news appeared a statement. The sentence indicates a statement from a trusted institution regarding the licensing of the use of vaccines. The sentence also shows the positive side of the government voicing that vaccines are safe to use by the public. The form of the news process in the sentence is a form of statement. Through the news, CNN Indonesia showed a statement regarding the safety of vaccine use, marked by a statement from BPOM (*Badan Pengawas Obat dan Makanan*) is an institution in Indonesia tasked with overseeing the circulation of medicines and food including the safety licensing of vaccine use in this pandemic period. From the news shows a pro-media attitude towards the implementation of vaccinations carried out by the government.

In data 4 *Kaji Beragam Vaksin Lawan Pandemi.* In the news appears the syntax function in the description "*lawan*". The word "*lawan*" usually refers to a negative opposition. However, the word "*lawan*" in the sentence implicitly preaches a positive attitude to invite the public to fight the pandemic. The phrase also means inviting the public to know everything related to the types of vaccines used in the implementation of vaccinations. The form of the news process in the sentence is a form

of statement. Through the news, CNN Indonesia showed a fair attitude between the public and the government regarding knowledge about various types of vaccines. Characterized by the content of the news that provides knowledge related to various types of vaccines with the aim of inviting the public through vaccination to fight this pandemic.

In the data of 5 *Ratusan Warga dan Santri Antre Vaksinasi di Pesantren.* In the news sentence it appears that the use of the word "*Ratusan*" means that the number of vaccination participants indicates a more realistic situation. The word "*Ratusan*" also means high public awareness to vaccinate. It also shows the positive side of vaccination. The form of the news process in the sentence is a form of event. Through the news, Kompas TV shows the event of implementing vaccinations that are much in demand by people from various groups, namely the general public and santri.

In the data of 6 *Gerai Vaksin Polda Gorontalo Diserbu Warga.* In the news sentence appears the word "*diserbu*" which usually means negative. However, the word "*diserbu*" in the sentence means positive, namely awareness and high increase in the number of vaccine participants from the community. The form of the news process in the sentence is a form of event. Through the news, Kompas TV showed that the event of the implementation of vaccinations carried out by the Gorontalo Police had increased, marked by many residents who "*menyerbu*" the vaccination outlets.

3.2 Mesostructural Analysis

In the analysis of the structural dimension, interpretation is carried out to the processing of discourse, such as the process of using discourse, media profiles, editor procedures, and how media works in producing text.

Narasi TV Online Media

Narasi TV is a youtube channel that provides information in a different way from other news sites. Narasi TV has many channels in it, one of which is Mata Najwa. This channel wraps the news with the form of a talk show by raising the issues that are happening and inviting sources related to the topic of discussion. The Narasi TV has

been established since April 2018 and makes several channels containing each of the varied content. Narasi TV uploads its content for an average of 15-20 minutes and uploads videos 1-2 times a week on each content. The delivery of information on this channel is presented using a short word and is able to attract public attention related to uptodate problems and use a short word selection and easy to understand by readers.

CNN Indonesia Online Media

CNN Indonesia is an online news site founded by Trans Media in collaboration with AT&T's Warner Media under a CNN license. CNN Indonesia web portal was established on October 20, 2014, television broadcast on August 17, 2015, and Official launch on December 15, 2015. CNN Indonesia presents the latest and latest news, about national or international, sports, technology, entertainment, lifestyle to the latest news on the development of Covid-19 cases. CNN Indonesia presents the latest news and packages it briefly and easily understood by the audience or readers.

Kompas TV Online Media

Kompas TV is a news site that is one of which is found in youtube online media. Kompas TV was first established on September 9, 2011 under the auspices of KG Media Group. Kompas TV presents various news from criminal topics, politics, health, sports, entertainment. Kompas TV packages its news with the selection of news headlines that correspond to the reality of the circumstances of events that occur, short but can attract the curiosity of the public.

3.3 Macrostructural Analysis

The third dimension is macrostructural analysis based on the idea that social contexts outside the media influence how a discourse is present in the media. Socio-cultural practices, such as situational, institutional, and social that influence the media and its discourse. Situational is concerned with production and context. Institutional is concerned with institutional influence. While social is related to situations such as political, economic, and cultural systems.

In this vaccination-related news there is a situational level in the news. The news comes because of a pandemic situation that requires all Indonesian citizens to vaccinate. There is no institutional influence in the news because of the three Youtube channels are fair in delivering the news it's just that the difference in the election is different. While at the social level there is no connection with the political, economic or cultural system.

It can be concluded that from the three media (Narasi TV, CNN Indonesia, Kompas TV) package the news according to their respective media characteristics and in accordance with their media existence.

4. CONCLUSION

Based on the results of research, it can be concluded that critical discourse analysis forms oral and written discourse as a social practice. Social practice has to do with reality. The role of the media in the delivery of information has its own ideology in the delivery and packaging of its news. The three online media namely Narasi TV, CNN Indonesia, and Kompas TV package the news as best as possible by using different presentations to attract the attention of readers and viewers.

Based on the analysis using Norman Fairclough's theory of news related to Covid-19 vaccination became one of the objects of interest to the public during this pandemic. Narasi TV online media focuses the news and delivery of information by using the form of discussion by inviting sources related to the topics discussed. The media delivers the news neutrally. CNN Indonesia focuses the news on a statement to increase knowledge related to vaccinations and deliver the news neutrally without siding with any institution. Meanwhile, Kompas TV delivered news related to vaccination in accordance with the reality of the events that occurred.

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