

## Research Article

# Exploring the Characteristics of Mass Media Coverage: A Critical Discourse Analysis Study to Improve Digital Literacy

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## ABSTRACT

Mass media as news producers can be classified into two groups: incorporated and unincorporated mass media. Although both can produce news with the same topic according to actual conditions, the narratives built are not the same. In response to this, readers' criticality is needed to sort out objective and not tendentious information so that the information does not trigger social conflict in the community. This study aims to compare the characteristics of news discourse of the two mass media groups with a critical discourse analysis approach within the framework of media literacy. Data on legal mass media is based on data on the *dewanpers.or.id* page. The results show that there are obvious differences from the point of view of linguistic features between the news of digital mass media with legal status and those without legal status. This research is expected to be a policy reference for the government in fostering mass media and society.

**Keywords:** Mass Media; Critical Discourse Analysis; Linguistic Characteristics

## 1. INTRODUCTION

The competition of globalization affects the development of technology and the expansion of the information industry. The delivery of information between sectors of the mass system in the traditional way is changing. The process created a new mass media system. The field of press and broadcasting communication, which is considered to still carry a traditional system, undergoes a digitization process that allows the channel and delivery of information to become more sophisticated, faster, effective, and efficient. Many people then call it the "new media" phenomenon. The presence of new media provides opportunities for freedom of communication from various perspectives: vertical, horizontal, mass, and individual. The rapidly growing new media also goes hand in hand with the development of the digital mass media business. To build a digital mass media is not difficult and expensive. Many *hosting* or *domain* service providers are cheap or even free to use. This certainly greatly reduces the cost of news production when compared to traditional paper/print-based mass media.

The massive and rapid shift in the world of newspapers has also brought negative risks. Newspapers/mass media that in the print era had good writing quality and grammar, are now relatively worse. Digital/electronic mass media are more concerned with speed and the amount of news that appears compared to the quality of writing. The vitality of digital mass media, which is highly dependent on the number of news readers on the page, requires this. No wonder that in digital/electronic media we often find writings with content errors, grammatical errors, and *copy-paste* from other news. For this digital media phenomenon, Guess said that there is no adequate editorial on news in digital media, unlike traditional mass media which are quite strict in selecting news (Guess et al. 2020).

Industrial media corporations have an important position as they grow with society: spreading ideas, ideologies and knowledge. In *Four Theories of the Press*, the question of news content emerged in various forms in different countries. However, the formulation of an answer to this question only emerged decades later. Hallin and Mancini suggest that the development of a country's media system is related to cross-national differences. The history of a country influences the development of the system and content features of news coverage. What is presented by media authorities and what is read by the public today may be a representation of certain ideological tendencies of a country's past experiences (de Leeuw et al., 2020).

If we look at the development of Western culture, mass media has a huge influence on what people know and believe. This is increasingly the case in all parts of the world. Massive media production and distribution is built by certain groups to send and disseminate messages that can influence public opinion and individual actions. Therefore, every individual and social group must have the ability to understand, filter, and critically analyze the media. (Sukma, 2018) interpreted this condition as a trigger for new problems faced by society. The problem does not lie in the difficulty of accessing information

as experienced by the community in the pre-reformation era, but the problem arises because of the swift information received. One of the negative impacts that arise is the increasingly strong spread of false news or hoaxes through digital media which ultimately triggers hatred and division.

Meanwhile in Indonesia, the government through the Ministry of Communication and Information of the Republic of Indonesia (Kemenkominfo) continues to develop strategies to overcome these conditions. Comprehensive regulations to regulate internet users are currently needed, in addition to efforts to enforce the Criminal Code and ITE Law, which have not been optimal in eradicating producers/spreaders of fake news or hoaxes. The strength of Press Law No. 40 of 1999 is expected to be a strong basis for the mass media to remain an independent press, favoring the truth and the interests of the people, and not subjugated to the interests of financiers. The Indonesian press, especially the mainstream media, has a great professional technical responsibility - as well as a national social responsibility - so that what is informed to the public must be accurate, balanced, and in favor of the truth.

The study of media and mass communication began to gain attention in the early 20th century. Initially, this study was a sub-discipline of mass psychology and/or sociology until it finally stood alone as media and mass communication studies in the 1980s. The cornerstone of media and mass communication studies is mass communication, which refers to messages transmitted to the public through one or more media channels. In media theory, it is believed that the messages conveyed may have different meanings for each reader. The proliferation of mass media, especially digital mass media in society, has made mass media studies something of interest. The development of these studies, according to Lang is due to the following factors.

1. Media and mass communication exist in many parts of the world.
2. Media and mass communication act upon and are acted upon by people and their social environment.
3. Media and mass communication can change people and their environment.
4. The purpose and formulation of the problem in the study of media and mass communication is to demonstrate the various elements (production, content, and reception) of the role, influence, and effects of media and mass communication (Deuze, 2020).

Another study that dissects discourse with a critical discourse analysis approach was conducted by Liu and Jiang (2019). In the study, critical discourse analysis was collaborated with a corpus linguistic approach to examine the representation of the Hong Kong press over the past two decades. Given the important role of the world's media today, the critical discourse analysis approach has shown particular preference for studying media discourse in various parts of the world over the past three decades. The development of the *study* has also given rise to what Carvalho calls the *single most authoritative line of research regarding the study of media discourse*. Critical discourse analysis studies pay close attention to the role of discourse in the production and reproduction of abuse and domination of power. Based on this study, it was found that Hong Kong media is quite representative in describing the relationship between language use and historical and socio-political contexts (Liu & Jiang, 2019).

Meanwhile, in media literacy framework, Gains (in (Sukma, 2018)) explains that as a cultural product, the media is not something that is completely neutral. The media not only conveys reality, but also represents it. That is what causes the construction of discourse or facts in the news to often experience distortion. For this reason, the ability to think critically and deeply is needed so that the representation by the media is not explicitly accepted by readers as a reality. Fairclough explains how social structure affects the discourse practices built by the author. In the context of news discourse, news is written and disseminated with certain discourse practices so that the information in the news can be received and understood by readers. The stages offered by Fairclough to dissect text-oriented news discourse are textual practices (micro level), discourse practices (meso level), and sociocultural (macro level). Fairclough's stages of analysis attempt to connect the micro text structure with the macro community context. For example, how the language used in discourse can carry certain ideological values. Social practices in language require in-depth analysis. Therefore, the analysis must be separated into two parts: the language that is formed and its relationship with social practices (Fairclough, 2003a).

## 2. RESEARCH METHOD

This research is a library research. The library study was conducted by collecting and analyzing secondary data in the form of articles from mainstream mass media and unincorporated mass media. In addition to theoretical review, the research is also associated with references and relevant scientific literature. Data analysis was carried out qualitatively using Fairclough's critical discourse analysis theory approach within the framework of media literacy, particularly in relation to Silverblatt's literacy elements and Gaines' media analysis. Fairclough's critical discourse analysis approach used to dissect news discourse will reveal the focus of the problem, especially on the role of discourse in the production and reproduction of power abuse or domination.

### 3. RESULTS AND DISCUSSION

In the development of modern society, the persuasive power of mass media, especially digital mass media, is well known. Governments, companies, community organizations, political campaigns, and other parties are quite dependent on these media to construct messages and disseminate them to the public. Apart from sending messages that are made for public consumption, mass media also "insert" messages in the form of propaganda or persuasion. These messages can influence people's behavior in some ways. The discussion in this study will show a comparison of the content in two types of news issued by two types of mass media, namely digital mass media incorporated and digital mass media not incorporated. The legal digital mass media that the author chooses is the *mainstream* mass media with the assumption that this mass media greatly influences people's social lives in perceiving every event reported. Meanwhile, unincorporated digital mass media are digital mass media that have not been officially verified by the press council.

Quoted from the February 2, 2022 edition of the detiknews page, during 2021, the Press Council has verified 374 media companies. This figure increases the number of media companies recorded by the Press Council until the end of 2021, which is almost 1,700 companies. The number is targeted to continue to grow so that press companies in Indonesia can fulfill the administrative aspects to be verified by the Press Council (Sidik, 2022). The verification carried out by the Press Council is an effort made to ensure that the public accesses media that presents factual, correct information and educates the nation. Based on the Press Law, the Press Council has the authority to assist the public in facing the onslaught of information supplied by various media. The public as information accessors have the right to know which media are in accordance with the provisions of the Press Law. As an independent institution, the Press Council has the task of conducting assessments, investigations and verifications of press companies in Indonesia. Media declared official and verified by the Press Council must be Indonesian legal entities whose names, addresses and responsible persons are publicly published. These media become the domain of the Press Council. Meanwhile, unverified media, namely media that do not comply with the provisions of the Press Law, including social media whose content is negatively charged, such as defamation, hoaxes, lies, intolerance, and hatred are the domain of law enforcement (Press Council, 2018).

The fact that digital mass media is growing so massively requires us to develop a key strategy, namely media literacy. Media literacy skills are defined as the technical and cognitive abilities needed by users to utilize media effectively and efficiently for social engagement and communication through the internet. Media literacy skills will encourage people to produce and/or access content responsibly and accountably. Media literacy skills are instrumental in combating the spread of fake news or hoaxes. Media accessors with adequate media literacy skills can be smarter in filtering the spread of digital information. (Vraga, Emily K. Tully, Melissa Bode, 2020) explains that building news literacy and science literacy will improve the process of information consumption accompanied by intelligence in identifying, consuming, and sharing quality information.

The process of producing news content allows mass media practitioners to have two possible roles: active and/or neutral. The active role aims to influence the public through providing interpretation, commentary and criticism. Alternatively, media practitioners can also consider a neutral role that aims to inform the public with the weight of evidence that is strong, impartial and objective. Both roles may have their own advantages and disadvantages. The active role is usually related to internal and external demands, whether from journalists' beliefs and principles, media routines, organizations, characteristics, extra-media influences, or other social influences. Meanwhile, the standard of media neutrality can be seen from various features of news coverage: discourse *framing*, reporting style, political news promotion, etc.

A study related to the neutrality of news coverage has been conducted by (Fathan, 2018) . The study used news discourse as a secondary data source. The topic of news discourse analyzed was the news of the death of terrorist suspect Siyono as a public discourse in responding to the case. The analysis was conducted on SoloPos news articles. Based on the results of the study, the discourse construction shows a neutral attitude in delivering the news of the death of the suspected terrorist Siyono. It can be seen from the diction that tends to have neither negative nor positive connotations. Meanwhile, at the *discourse practice* level, the news production system has freedom in the news production process and there is no intervention of capital owners directly affecting the news of the case. At the level of *sociocultural practice*, SoloPos media prioritizes a situation that remains controlled, safe, and peaceful in the socio-political area of Greater Solo. SoloPos prefers to implement the function of social control over the news it chooses and does not make the case of the death of the suspected terrorist a media opinion but follows the case process to the end. Mainstream mass media (in this case SoloPos) should maintain its function as a social control media. In constructing news discourse, the objectivity aspect of the media must be maintained.

An article in the mass media is a discourse. Every discourse has a purpose, which is to convey the author's ideas. From the discourse produced, one's thoughts or ideology can be known because one's thoughts will automatically be reflected in the language used. Critical discourse analysis provides linguistic features that can be utilized to see this. Fairclough's critical discourse analysis reveals the content in the discourse through 3 dimensions of analysis, namely the textual

dimension, the discourse practice dimension, and the socio-cultural practice dimension. This discussion will focus more on textual analysis, while discourse practice and socio-cultural analysis are used as supporting analysis.

Textual analysis refers to analyzing the form and meaning of discourse. The aspects described in this text analysis are ideational, interpersonal, and meaning. Text in Fairclough's critical discourse analysis is seen on various levels. The text is not seen as a means of conveying ideas, but also seen from the relationship between the actors involved in the text. In line with this, Sukma (2018) applied Fairclough's analysis model in analyzing the text in two categories of analysis, namely formal analysis or linguistic structure analysis and intertextuality analysis. The analysis is believed to be used to determine whether or not the information conveyed in a news text discourse is correct. Formal analysis or linguistic structure analysis is conducted on linguistic features that build a discourse. The analysis includes vocabulary analysis, grammar analysis, and text structure analysis. The following is a textual analysis of the news on digital mass media with legal status and digital mass media without legal status.

### 3.1 Vocabulary Analysis

Vocabulary analysis is the first level of Fairclough's discourse analysis stages. Although it does not fully represent the entire content of the discourse, a deep understanding of the vocabulary of news discourse can help readers to filter the truth of the information reported. The classification pattern of certain vocabulary choices used by news producers usually represents a certain reality or vice versa: far from being a neutral reflection of social reality and empirical facts. The comparison of vocabulary analysis in news discourse in mainstream mass media and unincorporated mass media is described as follows.

#### ***Jokowi era, significant development***

*During this administration, infrastructure seems to be Mr. Jokowi's first concern. How not, when he first took office in 2015, the development budget had reached 290 Trillion, while the following year it had risen to Rp 313 Trillion.*

The quote is part of the news discourse on unincorporated digital mass media. The vocabulary in the quote uses vocabulary that expresses the author's personal views without any strong supporting facts. The use of the caption "it seems" has eliminated the possibility that the data presented in the discourse are empirical facts. The author of this discourse is only trying to praise the government's development implementation, without presenting adequate data. The characteristics of objective reporting in mass media must be based on facts. However, in the quote, neither certain verified data nor the words of certain figures who are competent in the field of discussion are written in the vocabulary used by the discourse writer.

Different things can be seen in the vocabulary used in the legal mass media. In these mass media, the vocabulary used is more convincing and accompanied by supporting data, for example, the words of certain figures, regardless of whether the contents conveyed by these figures are true or mere assumptions. To convey the same topic, the mainstream mass media uses words that are stable and convincing compared to the unincorporated mass media which shows its uncertainty. The following are examples of vocabulary used in the mainstream mass media.

*The development from this side includes infrastructure, the quality of Human Resources (HR) and land reform. This was considered by Darmin that was not done by the previous government.*

*"Why is it more balanced? Because the nation's economic progress is realized in structural transformation, economic transformation," he said.*

The statements in the discourse, although constructed by the news writer, are all supported by other statements/data stated by the characters. Discourse in mainstream mass media always brings up actors. The presence of actors is very important to show that the things stated in the news are not only journalists' assumptions, but are also supported by news actors. The facts shown by the news discourse excerpts - mainstream and unincorporated - are certainly reasonable. The choice of certain linguistic forms in a news text, lexicalization, or the choice of words, phrases, sentences, and so on have their own reasons. These linguistic choices are not accidental or arbitrary. The linguistic choices made have a certain perspective, a certain agenda, and a certain ideology. Thus, in a news story, there is interference in the construction of social reality. Meanwhile, the differences in the choice of vocabulary and other linguistic features between the mainstream media and the unincorporated media show that the goals to be achieved are also different.

Findings that are consistent with this analysis have been studied by (Ellyawati, 2016). The results showed that one of the national mainstream media, namely *kompas.com*, presented in-depth and complete coverage. The vocabulary chosen is neutral and the word choice looks "careful". The discourse that is built takes into account the background of the reader. Moreover, the news presented is political or social news that is quite sensitive for the community. The political reality of a country is always the focus of mass media coverage. This happens because of two related things. First, politics is currently in the *age of mediation*, which is the understanding that political life is impossible to separate from the mass media. Political actors actually try to attract the attention of journalists so that their political activities are covered and reported to the

public. The second factor is that political events in any form carried out by political actors always have news value, even if they are just speeches, meetings and other routines. Therefore, political news is always constructed and framed by the media very carefully in order to achieve the desired goals.

Another example can be seen from the following news. The news with the title "What Can Ganjar Do With Jokowi's Copas?" presents information/news about Ganjar's potential as a presidential candidate. The title already shows provocative elements. The choice of vocabulary/phrases "*What can I do, if only capital, and copas-an Jokowi*" shows how the author views. The vocabulary *can be* often used in statements to demean someone, consider them small, unable to do anything, and have no achievements. The choice of vocabulary is clearly based on a certain attitude. Moreover, the statement is completed with the adverb *if only*. The adverb *if only* is usually used to belittle or minimize the role of the interlocutor, for example, *if you just imitate, everyone can*. The form *if only* also shows that the thing being adverbized *if only* is nothing special, just common, and that many people can do it. In other words, the *if-only* vocabulary is almost never used for positive things. The word *if only* is then followed by the word *copas-an Jokowi*. From the title, based on the vocabulary used, it is clear that the author has a negative attitude or view towards Ganjar Pranowo in the context of being a presidential candidate. He is considered to only have the capital to copy Jokowi's behavior in managing society, without having any innovative authentic ideas.

This phenomenon in the context of mass media or the press is quite intertwined with the term *clickbait* (Martínez-Sala et al., 2019). *Clickbait* is understood as a communicative phenomenon that utilizes pseudo-journalistic content. It is produced with an economic strategy that is close to sensationalism and *infotainment*. The message realized through *eye-catching* word choices is designed as a bait whose purpose is similar to marketing. Usually, the *clickbait* phenomenon appears in news headlines that attract readers' attention immediately, although in reality, the news content is superficial and tends to be exaggerated. The definite *clickbait* marker elements are highlighted as bait in the headline. What readers see as *clickbait* becomes the determining criteria in someone clicking on the news, especially in digital media. Digital media users who are inundated with a host of new information certainly depend on the newspaper headlines they will choose. For this reason, media companies pay close attention to *clickbait* to summarize and frame news.

In addition to the title, the body of the article/discourse also uses vocabulary that is condescending and belittles Ganjar Pranowo's performance. This can be seen from the following news snippet.

..... *Iconic work is clearly needed. As Mr. Jokowi did with his various breakthroughs when he was Mayor of Solo and as Governor of DKI Jakarta.*

*Ganjar is clearly still a long way off. Assuming that he has to face Prabowo or Anies Baswedan, Ganjar and all his supporters should be worried. Ganjar will be easily 'beaten' by both of them.*

The sentence *iconic work is clearly needed* can be interpreted as a statement that Ganjar has no iconic work; Ganjar's work is only mediocre, nothing special in his capacity as governor. Other vocabulary that has a demeaning content towards Ganjar are *ketir-ketir and dihajar*. *Ketir-ketir* means 'in a state of anxiety (worry, anxiety, anxiety) and fear' (KBBI V). The word shows the inferiority position of a party compared to the other party/opponent. In other words, the use of the vocabulary "ketir-ketir" shows that Ganjar still loses badly to Prabowo or Anies Baswedan if they are pitted in a presidential election contest. This meaning is then still added with the statement "*easily beaten by both of them*" which shows the superlative value of Prabowo and Anies' superiority when compared to Ganjar, who the author calls *what he can do and only has the capital to copy Jokowi*.

Ganjar's news discourse is an article on unincorporated digital mass media. Based on the results of the text analysis, similarities can be seen with the first example of a news article from the same type of media. Both show a high degree of subjectivity. If the first article/discourse is more positive because it contains praise, the second discourse contains a negative view. With similarities in the absence of comprehensive data supporting the author's opinion, the author's opinion or assumption also uses very provocative and demeaning vocabulary. Provocative and demeaning vocabulary for Ganjar and his supporters, such as *what can you do, if you only copy, iconic work is needed, worried, and chastised* have the potential to cause social conflict. Such vocabulary should be disciplined as it creates more harm than good for the public.

Regarding the same issue, the mainstream digital mass media with legal entities chose an objective headline, namely "*Ganjar Pranowo Declares Ready to Become PDI-P Presidential Candidate, What Capital?*". The title is a statement followed by a question. Although both are questions, the headline on the unincorporated media contains a justification for Ganjar's inability as a presidential candidate. This is different from the title in the mainstream media, which uses a question sentence with neutral vocabulary. Apart from the title, the use of vocabulary in the content of mainstream media news discourse is also more objective. Like the previous example, mainstream media always base their opinions on reliable data or the views of competent figures so that the opinions built can be accounted for. Consider the following quote.

*Then, the Saiful Mujani Research and Consulting (SMRC) survey institute in its recent survey revealed that PDI-P's votes would increase by 15 percent if it carried Ganjar as a presidential candidate. Meanwhile, if the bull party carries their crown princess, Puan Maharani, PDI-P's electability is said not to increase, but to erode. As is known, with her privileges as Megawati's daughter, Puan is said to be Ganjar's rival for the PDI-P presidential ticket.*

Basically, this mainstream media has a position in favor of Ganjar. This is proven by the data presented, which is data that supports Ganjar to be nominated. In fact, in her competition with Puan Maharani, this media labeled Puan with *Crown Princess and her privileges* as the basis for Puan to be Ganjar's rival in the PDI-P presidential candidate market. The vocabulary of the *Crown Princess* symbolizes capitalism, which in this era of democracy is clearly considered negative by the public. It can be said that the diction of *crown princess and priviles* is an attempt to degrade Puan's position and elevate Ganjar's position because Ganjar deserves to be elected based on the will of the people, while Puan is only a Crown Princess with her *privileges*, not her capacity and capability, for example, as the Speaker of the House of Representatives. Despite the apparent partisanship of the media, the mainstream media with legal entities did not state this partisanship by using only the author's opinion, but stated it by borrowing data and views of competent parties, namely survey institutions. Basing opinions on facts and using relatively neutral/non-provocative vocabulary differentiates the discourse presentation model between the incorporated mainstream digital mass media and the unincorporated digital mass media.

The choice of words to construct news discourse as in these quotations is not arbitrary. What is written by media journalists is a social practice through language. In the contest of critical discourse analysis, the choice of words by the media conceptualizes language as an integral element of the material social process. That is, they agree that communicative objects are the result and constituents of social practices. The diversity of word choice in media coverage creates a rich variety of language. The variety of language use in language reporting is unique. This uniqueness allows mass media to often become the object of secondary data in a linguistic study.

One study shows how language variation can illustrate the deconstruction of the meaning of the word corruption. It is agreed that the use of vocabulary and sentences written in the mass media can indicate social reality. The coverage of Tempo magazine, for example, which for 20 editions raised headlines about corrupt behavior. By utilizing language corpus tools, researchers can collect, classify, and analyze the context of using language variations about corruption. The results of the study show quite interesting findings. Tempo magazine uses vocabulary meaning corruption in various language variations, namely 47 words and 88 phrases. This number is certainly quite large and shows that the use of the word corruption is very broad and depends on the language user. In addition, the word corruption is also widely used in the form of idioms and/or metaphors to describe corrupt behavior with other creatures with negative characteristics and social sanctions. The choice of diction about corruption also intends to emphasize that corrupt behavior is a crime that is very detrimental to both the state and its people (Anshori, 2018).

### 3.2 Grammar Analysis

Grammar analysis is concerned with analyzing how language forms are constructed. What is behind the construction of propositions, how themes are organized, and how actors are placed in the construction of propositions or sentences are examples of grammar-level analysis being carried out. In the production of discourse, details about grammar can have a big impact. The type of sentence constructed (active-passive; declarative-interrogative-imperative), the type of predicative and transitivity, repetition, down to the use of capital letters and punctuation marks can be used as tools that support the achievement of discourse goals

The following is a comparative analysis of grammar in digital mass media between incorporated and unincorporated mass media.

*The man who is familiarly called Iwan Bule also expressed his deep condolences for the incident at the Kanjuruhan Stadium, which killed at least 127 people.*

*As is known, the BRI League 1 2022/2023 match between Arema FC and Persebaya Surabaya which ended 2-3 for the visitors ended in chaos after the match. Thousands of Arema FC supporters took to the field to express their emotions because their team lost.*

*Iwan Bule added that PSSI supports the police to investigate this case. Moreover, this incident really tarnished the face of Indonesian football.*

The quote was taken from a news report related to the post-match soccer riot in Malang published by one of the unincorporated digital media with the title *Death Toll Increases in Malang Kanjuruhan Tragedy, 182 People*. The most obvious thing to critically analyze from the quote is the appearance of actors. Regarding the appearance of actors in discourse, Van Leeuwen ((Eriyanto., 2009) focuses on the presence of actors in two analyses, namely *exclusion* and *inclusion*. *Exclusion* is the omission or elimination of actors in the discourse produced, while *inclusion* relates to how each party or group is

presented in the discourse.

In the news excerpt, there are actors who are not included in the chronology of events, namely police actors. By only showing the supporters' actors in the chronology of the tragic event, the discourse producers want to lead the opinion that only the supporters made the mistake. The supporters are identified as the sole actors in the riot that resulted in 127 people dying because they were unable to contain their emotions due to their team losing. There was no mention of the police firing tear gas at the supporters on the field and in the stands. In fact, this piece of narrative is the most important one that resulted in the panic of supporters which ultimately resulted in more than 127 people dying. In fact, the absence of police and narrative actors occurs throughout the discourse, not just in one quote. The omission of actors in an event is related to the construction of a positive-negative image of the actor. The exclusion of police actors in the chronology built in this news discourse is an attempt to build a positive image of the police and put all the blame or negative image on the supporters who rioted as the cause of many casualties. The construction of a positive image of the police is confirmed in the next proposition, namely *PSSI supports the police to investigate this case*. The proposition places the police actor in a positive position as an apparatus that will enforce the law of the case. The proposition does not mention at all that the police who are negligent in carrying out their duties will be legally investigated.

Based on the description of the grammatical analysis of the mass media coverage, it can be concluded that the mass media in building the narrative of the event did not bring up all the facts. Indeed, no lies are made, but there is an effort not to bring up important facts from an event. Another thing that can be taken from the analysis is the partiality of the news discourse maker to one of the actors. Partisanship is a certainty, but not bringing out the full truth to build a positive image of one of the event actors is an unobjective act that is not in accordance with the principles of the press.

Clearer reporting and without covering some facts can be seen in mainstream media coverage. Digital mass media with legal entities will generally report quite clearly the entire chronology of an event. This is also supported by statements from the perpetrators of the event in full. This can be seen from the news excerpt with the title *Kanjuruhan Tragedy: Chronology, Causes and Number of Victims* as follows.

*Nico said that because the supporters were disappointed that their team lost, they then went down to the middle of the field and tried to find the players and officials to vent their disappointment. "Because security makes efforts to prevent and divert so that they do not enter the field targeting the players," he said.*

*The police then fired tear gas because the supporters were anarchic. Aremania, said Nico, attacked police officers and damaged a number of stadium facilities.*

*"(Then) They went out at one point, at the exit, which is if I'm not mistaken door 10.. then there was a buildup. In the process of accumulation, there was ... lack of oxygen which the medical team and this joint team made efforts to help those in the stadium and then also evacuated to several hospitals,"*

The quote is different from the previous news quote. Despite taking the same case, the Kanjuruhan Tragedy, the coverage of the chronology is slightly different. The mainstream media generally reported the complete chronology of events. All actors involved in the Kanjuruhan Tragedy were clearly presented in the news. Supporters, police, and medical personnel were featured in the discourse. Their roles in the event were written proportionally. Although the presence of actors in the mainstream media is presented proportionally, media favoritism is actually still evident in this digital mass media. This can be seen from who the actors are asked to speak to provide explanations. In the news excerpt, the media only uses sources from the police and does not use sources from the supporters or victims. Of course, what is conveyed in the news will contain arguments that justify or at least do not blame police actors. The narratives that emerge will still be in the form of supporters as the culprits of the problem and the police only handling it so that it does not get worse.

Another news discourse context with almost the same construction is exemplified by (Sudibyo, 2001). In a news report about the conflict between farmers and plantation owners and the government. Journalists interviewed more plantation owners and security forces as sources. That way, what journalists do indirectly puts plantation owners in a safer or more favorable position. This can be seen from the pattern of news coverage. In contrast, farmers seem to have no place in the news discourse delivered to the audience. In the event of discourse practice, the influence or dominance of plantation owners (capital owners) and security forces can be seen. Often, journalists do not realize that the news patterns they build can benefit certain groups in a conflict.

Another example is presented by (Budianto, 2019) which explains the form of interest in the Century Bank case. The massive mass media coverage at that time made the Century Bank case grab the attention of the public. The case surfaced and became public consumption after the Supreme Audit Agency of the Republic of Indonesia found irregularities in the *bail-out* process of 6.7 trillion. The findings were the result of an audit of the Deposit Insurance Corporation (LPS). The Century Bank case then created a political battle in the House of Representatives of the Republic of Indonesia between the political parties supporting the government at the time-the Susilo Bambang Yudhoyono and Boediono governments-or the

coalition parties and the opposition parties. At that time, the political battle between the two camps was fierce through various media. The mass media, among others, became a tool or hegemonic power to construct people's perceptions to support one of the parties. Political discourse on the Century Bank case was represented through various mass media to influence political power between parties in parliament. The construction of political discourse through the media indirectly creates a tool to build the dominance of power of certain parties. What is done by the media through the news that is built can be understood as an effort to form public opinion. According to (Hamad, Ibnu 2004) the mass media generally carry out three activities at once. First, using political symbols (*language of politics*). Second, implementing a message packaging strategy (*strategic framing*). Third, perform the media agenda function (*agenda setting function*). When carrying out these three practices, a media can be influenced by various internal factors in the form of editorial policies on political power, political interests of media managers, media relations with certain political forces, and external factors such as reader market pressure, the prevailing political system, and other forces.

### 3.3 Intertextuality Analysis

Intertextuality is an important part of discourse analysis. (Fairclough, 2003b) explains intertextuality as the actual presence of elements from other texts in the text. The presence of other texts in the text or discourse produced can be done by referencing and quoting, both direct and indirect quotations. This intertextuality will show how other voices are contained in the text, including how other texts are alluded to, assumed, compared, or dialogued (Haryatmoko, 2016).

Intertextuality analysis in critical discourse analysis serves to build a framework so that in conducting analysis, one does not only refer to the text itself. This is in line with Fairclough's previous statements, namely (1) discourse is not something that is born from a vacuum and (2) discourse is not something autonomous or independent. Kristieva (Fairclough, 1992) calls intertextuality the insertion of history into text and text into history. The statement tells us that text is something that absorbs past texts or histories and then rebuilds them. The absorption of past texts will strengthen the text or discourse in its function as a medium of social change. Speaking of text, it is understood that there is no inherent meaning in any media content; meaning only emerges through the act of human representation. Some texts provide ample space for such interpretation. The concept of intertextuality implies that the interpretation of a text also depends on its relationship with other texts. In media studies, intertextuality is conceived as a distinction between primary texts, secondary texts, and tertiary texts (Zoonen, 2017).

Intertextuality analysis in digital mass media news discourse is useful for checking the credibility of news and also building a deeper understanding in order to avoid fake news or hoaxes. (Borges, Luis, 2019) defines fake news or fake news or hoaxes as stories that are made up with the intention of deceiving and are usually used to gain certain benefits. The hoax phenomenon is the most serious challenge faced by journalists, the press industry, and of course the public as information consumers. True news will be consistent with other news that has the same topic. In this era of information technology, checking other texts related to the news text being read is very easy. In simple terms, searching with the same keywords will be able to show whether or not the news being read is controversial. The same keywords will provide other information that enriches the reader's understanding. Quotations in news discourse built by mass media can also be used to see the truth of the news content. If the person quoted is a credible, trusted or competent source/figure, it can be an early indication of the accuracy of the news. And vice versa. For example, some time ago news was often circulated about conspiracy theories related to Covid-19 and vaccination. Of course, after reading the news that states the conspiracy, we can search for other texts that talk about it.

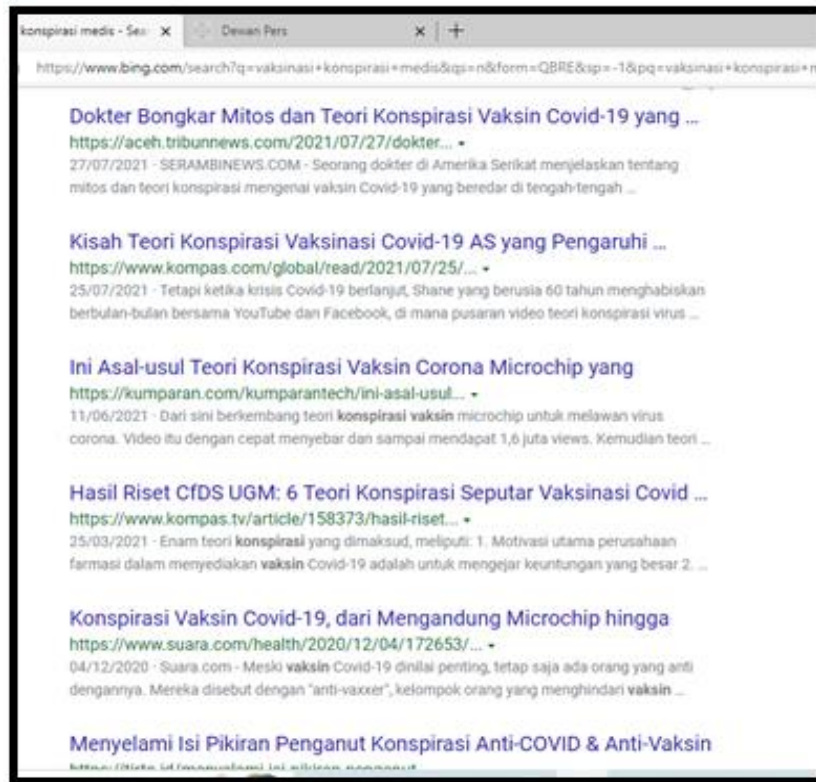


Figure 1. Searching of Google

Based on texts from other sources, we can consider the validity of the news. Credible and non-credible news can be seen from this intertextuality. The internet - through search engines - will very much provide other texts to confirm or to build our understanding more comprehensively. Furthermore, (Borges, Luis, 2019) mentions that the first step that needs to be taken to identify the authenticity or truth of a news story is to search for other media coverage on the same topic. Borges calls this step position detection. The process can help readers to develop automatic assistants independently as readers for fact-checking. In relation to news from incorporated and unincorporated digital mass media, intertextuality analysis will become a fence for readers to believe or not the content of the news delivered, whether it is delivered by incorporated or unincorporated digital mass media. Vigilance like this will keep readers away from being consumed by fake news or hoaxes that are widely spread today.

#### 4. CONCLUSION

Based on the discourse study of the news in two types of mass media (incorporated and unincorporated), there are obvious differences in terms of linguistics, both vocabulary, grammar, and matters relating to intertextuality. These three elements, in the context of critical discourse analysis, represent the media's attitude in constructing a discourse. Although there are no indications of fake news or hoax discourse, mass media - especially those that are not incorporated - need to construct news discourse more subtly, not tendentiously, and of course always base news on factual data. Meanwhile, the mainstream mass media with legal entities must remain in the corridor of their duties and functions: being a motor for press companies to ensure that the public gets information that is factual, valid, neutral, objective, and does not contain lies.

#### RECOMMENDATIONS

This research recommends that the government through relevant ministries and the press council still needs to monitor systematically to ensure that press companies in Indonesia run and work in accordance with the Press Law and other related regulations.

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## AUTHOR'S CONTRIBUTIONS

All authors discussed the results and contributed to from the start to final manuscript.

## CONFLICT OF INTEREST

The authors declare that they have no competing interests.

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