

**THE NEUTRALITY OF MAINSTREAM MEDIA IN REPORTING
REJECTION OF #2019GANTIPRESIDEN
(Kenetralan Media Arus Utama dalam Memberitakan Penolakan
#2019Gantipresiden)**

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Abstrak

Gerakan #2019gantipresiden adalah agenda baru pihak oposisi untuk memenangkan pemilihan presiden 2019. Ada banyak penolakan terhadap gerakan ini. Media memberitakan penolakan ini dengan gaya bahasa yang berbeda-beda mewakili ideologi mereka. Penelitian ini bertujuan untuk menemukan sikap media online arus utama dalam memberitakan penolakan ini dan bagaimana ideologi berperan dalam praktik wacana. Penelitian ini menggunakan AWK dengan pendekatan sistem appraisal untuk menganalisis fitur-fitur linguistik. Data dalam penelitian ini diambil dari tiga media berita online (daring) yang berbeda, CNN Indonesia, Detik, dan Kompas. Data penelitian ini dikumpulkan dengan purposive sampling: tiga artikel teratas dipilih pada 'mesin pencari Google' dari masing-masing media. Data dianalisis menggunakan metode referensial, substitusi, dan abduktif inferensial. Hasil penelitian menunjukkan bahwa CNN dan Kompas cenderung memarginalkan gerakan #2019gantipresiden dalam memberitakan penolakan sementara Detik lebih netral. CNN fokus dalam menggambarkan gerakan #2019gantipresiden dengan evaluasi negatif sementara yang lain lebih fokus pada pemberitaan penolakan. Selain itu, CNN menggunakan bahasa yang eksplisit, provokatif, tajam dan langsung; sementara Detik menggunakan bahasa yang lebih netral, empati, hati-hati, dan objektif; Kompas menggunakan analisis yang mendalam, jelas, dan lebih halus dalam memberitakan penolakan terhadap gerakan # 2019gantipresiden.

Kata-kata kunci: analisis wacana kritis, sistem appraisal, media berita

Abstract

The #2019gantipresiden movement was a new agenda of the opposition to win the 2019 presidential election. There were many rejections of these movements. The media reported these rejections with different language style so as to articulate their ideologies. The goal of this research is to explain the attitude of mainstream media toward the rejections of #2019gantipresiden and how ideology plays a role in discourse production. This research used CDA with the appraisal system approach to analyze linguistic features. The data in this research were taken from three different online news media, CNN Indonesia, Detik, and Kompas. The data of this research were collected by selected purposive sampling: three tops of news report were chosen in 'Google search engine' of each media. The data analysis was done through referential, substitutional and abductive inference method. The result shows that CNN and Kompas marginalize the #2019gantipresiden movement in reporting the rejection while Detik more neutral. CNN was more focused on describing the #2019gantipresiden movement by negative evaluation while others more focused on reporting the rejection. Furthermore, CNN used explicit, provocative, sharp and straightforward language styles; Detik used neutral, emphatic, careful, and objective language styles; Kompas used deep and clear analysis and more delicate language styles in reporting the rejection of the #2019gantipresiden movement.

Keywords: critical discourse analysis, appraisal system, news media

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INTRODUCTION

The tweet of #2019gantipresiden was a new agenda of the opposition in deconstructing the image of President Jokowi using social media. Rusmulyadi and Hafiar (2018) explained that the various comments of netizens in #2019gantipresiden indicated persuasive strategies in order to weaken the political image of Jokowi which deconstructed as incompetent president (p. 132). This agenda had moved from social media to field actions. Yet, there had been rejections of this movement and mainstream news media had massively reported this movement. Each of them had different ways and different styles in reporting these rejections. The media was often felt unneutral in political years as Faridi (2014) claimed that media in Indonesia was entering an absurd position which involves in political interest in reporting news, there were those who benefited and some were disadvantaged (p. 710). This could happen because every news is actually has a "hidden" ideology (Suharyo, Surono, & Amin, 2014, p. 44) which is closely related to the target of the reader by each media (Ellyawati, 2011, p. 34). Target readers of the media usually have the same ideologies with the media they read. This can lead to the legitimation of the media in dominating their readers.

The media are expected to convey the truth to the public, not to dominate a certain group and marginalize the others. Yet, the question is, does the media do that? In the news, linguistic features could represent ideology as Mayasari, Darmayanti, & Riyanto (2013) found out that linguistic features, such as diction,

sentence usage and source selection used in the direct quotation in media Indonesia represent the ideologies of the media. These features use to marginalize the figures of house representative of Indonesia. The marginalization of the media also found in Jamal & Manan (2016) research which analyzed the thematic structure and lexical, syntactic and rhetorical structures. Their study explained that *orang asli* or indigenous community are portrayed negatively with the stereotypical image of being traditional, primitive and responsible for their own pitiful life by Star Newspaper. In the news article that reporting the rejection #2019gantipresiden are also felt ideological content which raises questions about whether these media are neutral in reporting this news or they marginalize certain groups?

There are two social groups in the news that reported of the rejection #2019gantipresiden, the one who is pro to the rejection and the one who is contra to this rejection. There are two objectives of this research 1) to explain the attitude of media toward the rejection of #2019gantipresiden movement; 2) to explain how the ideology plays a role in the construction of meaning. The scope of the study covers linguistic features such as lexical choices and particular metaphors that are used to write about news. This research uses critical discourse analysis (CDA) which put an ideological representation of the media as the main issue because as Faridi (2014) claimed that media could create reality by their lexical choices and grammatical structures (p. 711). This research is beneficial to create language awareness that every selection of

linguistic features in particular discourse is based on a certain ideology and provided the methodological approach of appraisal systems to analyze the linguistic features. Appraisal system can be a linguistic tool to analyze the linguistic features to make CDA become more objective studies. The media that are analyzed in this research was online news media which involved CNN Indonesia, Detik, and Kompas. The selection of these three online media is because they are mainstream news media which two of them (Detik and Kompas) belong to the top five online news media of Indonesia (Tohir, 2017). Furthermore, both news.detik.com, and kompas.com websites belong to the top ten most visited website in Indonesia (Alexa.com, 2019). The other reason is this media had a different characteristic in reporting the news as Ellyawati (2011) found that Detik and Kompas have a very different character and news orientation.

THEORETICAL FRAMEWORK

Critical Discourse Analysis

This research uses Critical Discourse Analysis (CDA) which is a type of discourse analysis, which initially examines and studies how power is misused, or how domination and injustice are carried out and produced through text or discourse in a social and political context (van Dijk, 2001, p. 352). CDA brings the critical tradition of social analysis into a linguistic study which contributes to study of discourse and other social elements such as power, ideology, institutions, social identities, etc. (Fairclough, 1995). Fairclough (1995) viewed CDA as the unification of text analysis, analysis of the process of text

production, distribution and consumption of texts as well as sociocultural analysis of discursive practices (p. 23). Thus, CDA does not only focus on the analysis of the linguistic features of language, but also the relationship between these features with certain context including social and political practice. One of the main purpose of CDA is to demystify discourse by uncover hidden ideology and power which hidden or intentionally hidden. The term demystification has been used by Fowler (1986) to describe the practice of analysis of the use of language, especially language that seems innocent and natural (p. 37) which by uncover the power and certain ideologies in the use of a particular language, then the awareness to do something emerges.

In this study, there are two objectives, they are to find the attitude of mainstream online media using appraisal system and to explain how the ideology plays role the production of meaning. This ideology manifested in linguistic features of the news report are the main issue as ideologies contribute to the attitude of the media in reporting news.

Appraisal System as an Approach in CDA

This study uses the appraisal system as a framework to evaluate the linguistic features in the texts. Appraisal system examines the kind of attitudes that exists in the discourse, which has emotional strength that can make a text become meaningful for the reader (Martin and Rose, 2003). These attitudes are related to evaluating affect (feeling toward something), judgment (characters or something) and appreciation (value of something).

The affect can be analyzed through verbs, adverbs, and adjectives which relating to authors's mental processes in appraising experience in effectual terms which can be positive or negative using a direct or indirect way. The judgment relates to the normative evaluation of human behavior relating to behavioral rules to a set of norms about how people should and should not behave which can be positive or negative using direct or indirect way. The appreciation related to the expression of appreciation by the actions of a person, people or a group of people which can be expressed positive or negative using a direct or indirect way. Because attitudes are gradable, their volume can be turn up and down depending on how intense the feelings of speakers/authors, then the attitudes are amplified. The sources of the appraisal must also be examined to see who were the sources and the objects of the text.

There are some studies conducted using an appraisal system to evaluate the linguistic features that are used by speakers toward certain issues. Appraisal systems had been used by Ellywati (2013) to uncover the ideologies of Detik and Kompas in reporting "special treatment of perpetrators of corruption cases". Her research analyzed the source selections, the object of the appraisal, the attitudes toward the object, the modality, genre text, and intertextuality. The research found out that Detik tended to marginalize Arthalyta Suryani by using audacious, sharp, and straightforward lexical items while Kompas described it in a neutral and detailed manner without any tendency to only highlight one part of the cases. Furthermore, she found that the ideologies of Detik were audacious, sharp, and straightforward while Kompas was neutral, careful, and objective in reporting these cases.

Rohmawati (2016) who studied Obama's inaugural speech found out that

Obama presented positive and negative attitudes in his speech to deal with the obstacles to give a clear and better vision of the future of his country. Parvin (2017) used appraisal systems as a framework to evaluate the attitude of the three news reports about November 2015 Paris attacks. Furthermore, he found that the appraisal framework was suitable as a framework analysis in the field of CDA. The appraisal systems can be used as an objective linguistic tool in CDA research since by using this instrument, the research becomes more efficient, or at least it can support for more objective analysis (p. 28).

Sukma (2018) used an appraisal system to study slogans that were used political campaign banner of regent and mayor prospective candidates in Bogor Residence and Bogor City. He found that judgment was the most frequently-used subcategory of appraisal system in the slogans. It reflects creators intention was on human behavior, whether themselves or others. Furthermore, the most dominant subjects and objects of the evaluation were prospective candidates with subjective claims of their quality without considering others' opinion in their political advertisement.

From the previous researches that used appraisal systems as a linguistic tool to study language, it can be concluded that languages are not neutral and they reflect the user intention and appraisal systems can be used to evaluate users intention in the linguistic features they used. Thus, the linguistic features they used to represent their ideology if it was taken by contexts.

Ideological Representation

There are three definitions of ideology according to Raymon William (Eriyanto, 2011, p. 87). First, ideology defines as a belief system which belongs

to a certain group. Secondly, ideology defines as a set of category or fake consciousness which made by a dominant group to dominate the others. The third meaning of ideology is certain terms which are used to describe the production of meaning. Ideologies in this research refers certain terms that were used by media to the production of meaning. Martin & Rose (2003) explain that every selection of meanings was motivated by certain ideologies. The selection of meaning involved certain linguistic features which represent ideologies (p. 263).

Lexical choices deal with the selection of words used in reporting a news event. Goatly (2000) explained that the selection of words reflects the author's ideological point of view. For example, if the author used "freedom fighter" instead of "rebel" which refers to certain actors or groups who resist the ruling party means that author agrees with the actors. It can be said that the author has the same ideology with the actors or groups he referred to (pp. 8-9).

The lexical choices that evaluated in this research are not only in the form of noun, but also it can be in all class of words, such as verbs, adjective, adverb, even modality, and conjunction. The verbs such as "igniting (*menyulut*), rejecting (*menolak*), insulting (*mencaci*), and threatening (*mengancam*)" were used by Kompas to describe the effect that emerged by the *#2019gantipresiden* movement (Putra & Triyono, 2018, p.120). These of lexical choices beside representing certain ideologies, can be used to form public opinions, strengthen and form domination of the in-group and marginalized the out-group (Fowler, 1986).

Metaphors also contain ideologies which also have negative and positive

evaluation. As Martin & Rose (2003: p. 25) explained that positive and negative evaluation feeling toward something directly and indirectly. Direct expressions of feeling involve emotional state or physical expressions while indirect expressions involve the use of extraordinary behaviors and metaphors. One of the examples is, when Dominic Luthard, the leader of right-wing, nationally party of Switzerland used the metaphor "brown tumor" referred to the elected of 'Miss Switzerland', Whitney Toyloy, and the runner-up of Miss Switzerland, Rekha Datta which represented his racism ideology (Musolff, 2012, p. 301). This metaphor gives a negative impression to object of his speech.

RESEARCH METHODS

The data in this research were taken from three different online news media, namely CNN (cnnindonesia.com), Detik (news.detik.com), and Kompas (kompas.com) which report the rejections of *#2019gantipresiden* movement. The data of this research were collected through purposive sampling and only three tops of news report of each media in 'Google search engine' that reporting the rejections of *#2019gantipresiden* movement were selected.

In analyzing the data this research used referential, substitutional, and abductive inference method. The referential method was used if the determinant was the reference of language (Sudaryanto, 2015, p. 16). This method was used to analyze the appraisal system. Furthermore, the substitutional method was to validate the parts of data that were analyzed.

Abductive inference method was used to find out the relationship between the text by connecting one text to another and to identify the determinant factor of text production which involves ideology, discourse practice, and socio-cultural practice (Krippendorff, 2004, p. 36).

The procedure of this research involved; 1) the data collections were coded into three groups which belonged into data of CNN Indonesia, Detik, and Kompas; 2) the attitudes of media toward the rejection *#2019gantipresiden* were analyzed using appraisal system; 3) the intertextuality of text was identified to find out the relationship of text with the other texts; 4) the representation of ideology was explained related to socio-cultural and political contexts.

DISCUSSION

The Appraisal System

In these three news media, there are two source appraisal, the journalist and the sources whose opinions have been quoted by the journalist. Furthermore, there are two objects of this appraisal the *#2019gantipresiden* movement itself and the rejection of *#2019gantipresiden* movement. Yet, CNN focused on delivering *#2019gantipresiden* movement with a negative evaluation, while Kompas and Detik focus on delivering the rejections with a negative and positive evaluation. At table 1, 2, and 3 are the appraisal system that reporting the rejections of *#2019gantipresiden* movement written by the journalist of CNN Indonesia, Detik News, and Kompas.

CNN Indonesia

The data showed that CNN Indonesia has a negative evaluation toward *#2019gantipresiden* movements

and it used all negative evaluation toward them. It repeated the negative evaluation that has been said by the sources. In contrast, Detik only one time repeated negative evaluation toward the rejecters of *#2019gantipresiden* movements (table 2, number 5) and Kompas did not only repeated negative evaluation, but also had positive evaluation toward *#2019gantipresiden* movements (table 3, number 1, 6, and 7). The target of negative evaluation for CNN is the declaration of *#2019gantipresiden* movements, while the target negative evaluation of Detik is the declaration of *#2019gantipresiden* movements and the action of the rejecter (table 2, number 5). Furthermore, there is a positive evaluation of the proponent of *#2019gantipresiden* movements. Kompas is just like Detik which uses negative evaluation and positive evaluation toward the declaration of *#2019gantipresiden* movements.

The titles used by CNN tends to marginalize the *#2019gantipresiden* movement, such as “*Polri: Deklarasi #2019GantiPresiden Ancam Persatuan Bangsa*” (table 1, number 1,2,3,4,5,6 and 7), “*Survei: Mayoritas Responden Tolak Aksi #2019GantiPresiden*” (table 1, number 8 and 9) and “*Tolak Deklarasi, Massa di Palu Bakar Kaos #2019GantiPresiden*” (table 1, number 10,11 and 12). In the first news report, there are many provocative lexical choices such as ‘threatens’, ‘disruption’ ‘destroy’ and ‘conflict’ that were described as the *#2019gantipresiden* movements. These lexical are combined to the ideological terms, such as ‘unity’, ‘security’, and ‘human right’. Furthermore, there are particular metaphorical expressions such as hashtag that can offend’, ‘wave of rejections’ and ‘break the unity’ referring to the number of rejections which can endanger to the unity and

security of Indonesia that caused by the declaration of #2019gantipresiden. These metaphors personify #2019gantipresiden as evil person that offends and spreads hatred toward the current government and cause harm to the unity of Indonesia.

These lexical choices and metaphorical expressions that are used by CNN Indonesia show that it opposes every movement that can endanger 'unity', 'security', and 'human right'. Thus, CNN wants to show that it concerns to the unity and security of Indonesia and pro to human right.

Table1.
The Appraisal System of CNN

No	Corpus Data	Appraisal	Source	Evaluation
1.	<i>...ancam persatuan bangsa... (...threatening national unity...)</i>	Judgement (direct)	Journalist, Polri	Negative
2.	<i>...menimbulkan gangguan ketertiban masyarakat... (...cause disruption to public order ...)</i>	Affect, judgement (direct)	Polri, Journalist	Negative
3.	<i>...berpotensi menimbulkan konflik... (...potentially cause conflict...)</i>	Affect (direct)	Journalist, Polri	Negative
4.	<i>...membubarkan acara bila tetap dilaksanakan... (...disband the event if it continues to be held...)</i>	Affect, appreciation (indirect)	Journalist, Polri	Negative
5.	<i>...mengganggu hak asasi orang lain, mengganggu ketertiban umum, tidak mengindahkan etika dan moral, serta mengancam persatuan dan kesatuan bangsa... (... disrupting the rights of the other, disrupting public order, ignoring ethics and morals, and threatening the unity of the nation...)</i>	Affect, judgement (indirect)	Journalist, Polri	Negative
6.	<i>...Banyak gelombang penolakan deklarasi tersebut yang dapat akibatkan konflik yang merupakan gangguan terhadap ketertiban umum dan memecah persatuan kesatuan bangsa... (...Rejection waves of the declaration that could lead to conflict was disruptingto public order and breaking the unity of the nation...)</i>	Affect, appreciation (indirect)	Polri	Negative
7.	<i>...Pilpres 2019 harus diisi dengan kampanye adu cerdas program, bukan membuat tagar yang bisa menyinggung... (...The 2019 presidential election must be filled with a smart program campaign, without making a hashtag that can offend...)</i>	Affect, appreciation (indirect)	Journalist, Polri	Negative
8.	<i>...masyarakat cukup kritis dalam melihat gerakan tersebut... (... people are quite critical in seeing this movement...)</i>	Affect (indirect)	Journalist, researcher	Negative

9.	<i>...gerakan itu sangat menguntungkan lawan politik Presiden Joko Widodo...</i> (... the movement greatly benefited President Joko Widodo's political opponents ...)	Affect (indirect)	Journalist, researcher	Negative
10.	<i>...mencerminkan provokasi...</i> (... reflects provocation ...)	Judgement (direct)	Journalist, The rejecter	Negative
11.	<i>...mengandung ujaran kebencian...</i> (...contains hate of speech...)	Judgement (direct)	Journalist, The rejecter	Negative
12.	<i>...membawa agenda makar...</i> (...carried the treason agenda ...)	Judgement (direct)	Journalist, The rejecter	Negative

In the second news reported by CNN, the topic is the survey which most of the respondent rejected the #2019gantipresiden movement. Here, the author implicitly states that the societies of Indonesia are critical because most of the respondents, 75.6 %, disapprove and reject the declaration (table 1, number 7). Furthermore, there are 32.1 % of respondents who believe that #2019gantipresiden movement is benefited the political opponents of the the president. The used 'benefited' is an indirect expression which implicitly means they are 'cheating' because it is not yet campaign period.

In the CNN last news report, the burning of t-shirt and banner of #2019gantipresiden which represent the rejection of this movement and the rejection of Neno Warisman arrival in Palu. This news is reporting the reason for this demonstration. There are many lexical choices that are used in this news report (table 1, number 9, 10, 11) to marginalize the #2019gantipresiden movement. In this news report, the #2019gantipresiden movement is narrated as provocateurs and hatters who want to conduct an assault to the President of Indonesia. These three news reports are coherence to marginalize the #2019gantipresiden movement.

Detik News

Detik tends to be more neutral in chosen the titles, such as “*Penolakan '2019 Ganti Presiden' Berlanjut*” (table 2, number 1 and 2), “*Muncul Penolakan Deklarasi 2019 Ganti Presiden di Purwakarta*” (table 2, number3 and 4) and “*7 Pria Bersebo Tolak Deklarasi #2019GantiPresiden di Aceh*” (table 2, number 5). In the first and second news report, Detik reports the rejection of #2019gantipresiden verbatim or using direct quotes from the source (number 2) as the reasons for rejection. Detik reports that the #2019gantipresiden movement “should be suspected is ridden by groups that wanted to change the ideology of NKRI such as ISIS and HTI” while the CNN reports the same incidence by “the #2019gantipresiden movement is indicated has been infiltrated by radical groups, which wanted to endanger NKRI”. From the modality, CNN is more sure that the #2019gantipresiden movement endangers NKRI while Detik uses ‘should be’ which the degree of certainty was bellow ‘to be’ (is) that is used by CNN. The lexical choices ‘endanger’ is used to provoke the audience while Detik uses direct quote without paraphrasing it. CNN is also adding derogatory expression of ‘radical’ to the groups who collaborate to the #2019gantipresiden movement which provoke image of the dangerous groups and uses metaphor ‘has been infiltrated’ which creates more negative

judgement that the radical group had been merged into one group with the #2019gantipresiden while Detik uses metaphor ‘ridden’ which means Detik uses ‘the principle of innocent presumption’ to the #2019gantipresiden movement that they could be not noticed that they are ridden. Furthermore, Detik uses direct quote from the proponent of the #2019gantipresiden movement. It means that Detik is more neutral in reporting the news without marginalizing certain groups and just reporting the news as it was.

Kompas News

Kompas in reporting the rejections of the #2019gantipresiden movement is also more like CNN than Detik. It is seen in the title such as “*Jimly: Kampanye Ganti Presiden Menyebar Kebencian*” (table 3, number 1 and 2), “*Luhut: Enggak Apa-apa Deklarasi #2019GantiPresiden Dilarang, daripada Bentrok*” (table 3, number3 and 4) and “*Gerakan #2019GantiPresiden Dinilai Konstitusional, tetapi Polisi Berhak Melarang*” (table 3, number 5, 6, 7 and

Table 2
The Appraisal System of Detik

No.	Corpus Data	Appraisal	Source	Evaluation
1.	<i>...menciptakan suasana curiga, perpecahan, dan konflik di tengah masyarakat ...</i> (... creating an atmosphere of suspicion, disunity, and conflict in the midst of society ...)	Affect, Judgement (direct)	The rejecter of #2019gantipresiden	Negative
2.	<i>...Gerakan ini luar biasa, memang harus dibendung...</i> (... This movement is extraordinary, it must be stopped ...)	Affect (direct)	The supporter of #2019gantipresiden	Positif
3.	<i>...mencederai demokrasi dan cenderung memprovokasi masyarakat...</i> (... hurts democracy and tends to provoke society ...)	Affect, Judgement, (direct)	The rejecter of #2019gantipresiden	Negative
4.	<i>...produk sesat dari elemen yang patut diduga ditunggangi kelompok yang ingin mengganti ideologi NKRI seperti ISIS dan HTI...</i> (... a heretical product from an element that should be suspected of being ridden by a group that wants to replace the ideology of the NKRI such as ISIS and HTI ...)	Judgement (direct)	The rejecter of #2019gantipresiden	Negative
5.	<i>...para netizen menantang ketujuh pria tersebut tampil tanpa sebo...</i> (... netizens challenged the seven men to appear without mask...)	Affect (indirect)	Journalist, netizen	Negative

8). In the first news report, Kompas describes that the #2019gantipresiden movement does not break the law of campaign which produces positive evaluation toward #2019gantipresiden movement. Yet, Kompas uses the conjunction ‘but’ to add negative evaluation that which reevaluates the previous sentence in a negative way by adding “the #2019gantipresiden movement spreads hatred to President”.

Furthermore, there is a force to intensify the meaning by the author by adding an adverb ‘clearly’ to clause ‘spread hatred’ to intensify negative evaluation. In the second news report, Kompas has negative evaluation toward #2019gantipresiden movement and positive evaluation toward police by appreciating their job in forbidding the declaration of #2019gantipresiden. This report is coherence with the previous report that tends to force negative evaluation toward #2019gantipresiden.

Table 3
The Appraisal System of Kompas

No.	Corpus Data	Appraisal	Source	Evaluation
1.	<i>...Kampanye #2019GantiPresiden yang dilakukan sejumlah orang dinilai tidak melanggar aturan dalam pemilu...</i> (... Campaign #2019GantiPresiden which was held by a number of people was considered not violating the rules in the election...)	Affect (direct)	Journalist	Positif
2.	<i>...Namun, kampanye tersebut sama dengan menyebar kebencian terhadap presiden...</i> (... However, the campaign is the same as spreading hatred towards the president ...)	Affect, Judgement (direct)	Journalist, Head of the Constitutional Court	Negative
3.	<i>...Keputusan pihak Kepolisian melarang deklarasi gerakan 2019 ganti presiden di beberapa daerah dinilai tepat...</i> (... The decision of the Police to ban the declaration of 2019 ganti presiden movement in some areas was considered appropriate ...)	Appreciation (direct)	The supporter of #2019gantipresiden	Negative
4.	<i>...tindakan pihak Kepolisian tidaklah represif...</i> (...the actions of the Police are not repressive ...)	Appreciation (direct)	Journalist, Minister of Politics and Security	Positif
5.	<i>...gerakan #2019GantiPresiden merupakan aspirasi politik warga yang biasa saja...</i> (...#2019GantiPresiden movement is an ordinary citizen political aspiration ...)	Affect (direct)	The supporter of #2019gantipresiden	Positif

6.	<i>...pelarangan yang berlebihan atas aksi tersebut...bertentangan dengan semangat konstitusi dan demokrasi...</i> (...excessive prohibition of these actions ... was contrary to the spirit of the constitution and democracy...)	Affect (direct)	Journalist, The Head of Setara Institute	Negative
7.	<i>...maka tindakan aparat keamanan yang melarang beberapa acara tersebut dapat dibenarkan...</i> (... then the actions of the security forces which prohibited some of these programs can be justified ...)	Judgement, appreciation (direct)	Journalist, The Head of Setara Institute	Positif
8.	<i>...diharapkan memilih diksi kampanye yang tidak memperkuat kebencian...</i> (... is expected to choose a campaign diction that does not strengthen hatred ...)	Judgement (indirect)	Journalist	Negative

In the last news report, Kompas has negative and positive evaluation. It has positive evaluation toward #2019gantipresiden movement by stating that “the #2019gantipresiden movement is an ordinary citizen’s political aspiration”. Furthermore, it is intensified by negative evaluation toward the authority which forbid the movement by adding “excessive prohibition on the action as happen recently is precisely contradicts with the spirit of the constitution and democracy”. Yet it uses a conjunction ‘but’ which can diminish what has been said earlier by adding the prohibitions can be justified if there are objective reasons such as “potential security instability, potential violations of law whether in relation to campaign content which by some experts can be qualified as treason, violations of electoral law, specifically the prohibition on the spread of hatred and hostility, as well as in the context of campaign period.” CNN also uses this reason to reject the movement but it has stronger negative evaluations which implicitly use metaphorical expressions which personify the #2019gantipresiden movement as a human which causes “disrupting the

human rights of others, disturbing public order, ignoring ethics and morals, and threatening national unity”. Kompas seems to be more neutral by using ‘potentially’ which means it could happen or could not happen. Furthermore, Kompas states “by some experts it can be qualified as treason” which it is not clear whether Kompas agrees or disagrees, while CNN clearly agrees that it is treason. Moreover, Kompas adds an explanation that is subjective rights of security institutions while CNN does not. Kompas seems to be more neutral in this news report even though in the conclusion it still uses negative judgments toward #2019gantipresiden movement by adding “the organizer of the activity is also expected to choose a campaign diction that does not strengthen hatred” which implicitly states that the organizer of #2019gantipresiden movement tend to spread hatred. This news report is coherence with the previous news reports by Kompas which also marginalized the #2019gantipresiden movement.

The Ideological Representation

These three online news media have the best editorial management and they also have hundreds of journalists in various regions of Indonesia. These three media also have social media division which makes them can monitor social media conversation. Then, it can be concluded that these three online media are influential to the public of Indonesia. Thus, they are expected to be neutral in reporting news and not to marginalize certain groups. Yet, the result of appraisal system evaluations shows CNN and Kompas tend to marginalize the *#2019gantipresiden* movement. It is as Burton (in Sholikhati & Mardikantoro, 2017) explained that the values in every news media reveal the need for certain communities should be seen as the benchmark of ideologies. It means that news should not be seen as a description of reality but as the construction of reality which considered non-neutral (p. 124).

The ideology of the news media related to their target readers. CNN in the three news reports are coherence to marginalize the *#2019gantipresiden* movement which can be seen by the evaluations of appraisal systems, it has negative evaluation toward these movements and by analysis of lexical choices and particular metaphor expressions which represent its ideology that is close to their target readers who seem contra to this movement. Because every news media aim to have a profit, whether it is a political, economic, or social, make them take a side. In this case, CNN will gain a political profit if it contra to the *#2019gantipresiden* movement because this movement opposes to the ruling parties. While economically it will gain a profit because more than fifty percent of readers love Joko Widodo who is the

target of the *#2019gantipresiden* movement. Socially, CNN will gain a profit because it favors ruling parties which have a bigger follower than the opposing parties.

CNN Indonesia is a media that a part of its share belongs to Trans Corp. This company own by Chairul Tanjung. Yet, Detik News is also own by Trans Corp as CNN but they both have different language employ to report this rejection. Detik has negative evaluation along with positive evaluation toward the groups who reject and support the *#2019gantipresiden* movement. Detik tends to use 'the principle of innocent presumption' in reporting the news. Furthermore, Detik is more empathize and neutral in reporting the news. It does not coherently marginalize the *#2019gantipresiden* movement. Furthermore, it is careful in choosing its lexical choices which represent its target readers which is more plural, the one who pro and contra of the rejection of this movement. This attitudes will make Detik gains economical profit because readers are not only from fans of the ruling parties but also fans of the opposing parties.

Kompas just like CNN Indonesia is more coherence to marginalize the *#2019gantipresiden* movement. Yet, it had positive and negative evaluation toward supporting and rejecting groups. This result is similar to Putra & Triyono (2018) who found that Kompas tend to marginalize the *#2019gantipresiden* movement and considering them as unconstitutional political movements which indicated them as rebels to the current government. Yet, Kompas tends to use deep and clear analysis in delivering the news which represented its target readers was more comprehensive readers. This attitude makes Kompas gain social profit by providing deep and clear analysis in

delivering the news. It will make Kompas trust for more rational readers who is increasing day by day. This will contribute to its economic profit.

CONCLUSION

The result of this research shows that mainstream online media have different attitudes in reporting the rejection of the #2019gantipresiden movement. The analysis of appraisal system shows that CNN Indonesia has explicit, provocative, sharp, and straightforward language style that was used to report the rejection; Detik has neutral, emphatic, careful, and objective; Kompas has deep, clear and delicate. Furthermore, CNN Indonesia and Kompas tend to marginalize the #2019gantipresiden movement but in a different way, while Detik is more neutral and objective in reporting news. CNN uses more provocative words and Kompas uses more delicate words. CNN Indonesia focuses on describing the #2019gantipresiden movement than reporting the rejections, while Detik and Kompas focus in reporting the rejection. The ideology and target readers of these media are the reasons for their alignments because each media had to fulfill the need to satisfy their readers. Thus, as the readers, people need to provide themselves with critical thinking in reading or watching news reports in order to find what is hidden behind the surface of discourse. Furthermore, the evaluation of linguistic features such as lexical choices and particular metaphors using appraisal system can be used to provide an objective methodology to uncover the ideologies that are used in the discourse of news media.

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