



Jurnal Review Pendidikan dan Pengajaran  
<http://journal.universitaspahlawan.ac.id/index.php/jrpp>  
 Volume 7 Nomor1, 2024  
 P-2655-710X e-ISSN 2655-6022

Submitted : 28/01/2024  
 Reviewed : 02/02/2024  
 Accepted : 15/02/2024  
 Published : 21/02/2024

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## **CRITICAL DISCOURSE ANALYSIS ON ONLINE NEWS TEXT OF PUBLIC FIGURES DURING COVID-19 PANDEMIC IN INDONESIA**

### **Abstract**

This study set out to describe the format of news articles regarding prominent celebrities that hosted big crowds of their fans during the COVID-19 pandemic on detiknews.com and anteraceh.com. Using a qualitative research method was the approach taken in this study. Detik and Anteraceh, which were both online, were used to gather the data. The news article's headline read: "Jejak Kasus Picu Kerumunan Selebgram Herlin KENZA hingga Jadi Tersangka", "Kerumunan saat selebgram ini tiba di Lhokseumawe langgar PPKM, Satgas Covid ; kami tidak tau", and "Selebgram Herlin KENZA divonis bersalah kasus kerumunan, Jaksa : Tak bayar denda, penjara 2 bulan" This study looked at the events that made Herlin KENZA a well-known public figure and led to large gatherings of people during the Corona virus outbreak. The three-dimensional structures text in CDA established by Teun A. van Dijk method, which comprises of micro structure, macro structure, and super structure, was used in the current study.. The results demonstrated that the first and second news of the public figure "Herlin KENZA" contain thematic and topical aspects in a micro structure that demonstrates the public appeals made. Superstructure is a term used to describe the way the scheme is used to structure the news. The primary actor, Herlin KENZA, is indisputable, but there will be a sizable number of people present in the crowds. The macro structure, on the other hand, comprises of semantics with background, detail, and intent elements that describe the events and context of the story of Herlin KENZA, who drew a large crowd during the COVID-19 pandemic.

**Keywords** : Critical Discourse Analysis, Online News Text, Public Figures, Covid-19

### **INTRODUCTION**

In linguistics, the phrase "discourse analysis" has gained in popularity. It is language in motion, and analyzing it necessitates paying attention to both language and activity (Fairclough, 1992). Discourse analysis is a fundamental framework to explain and evaluate how ideas are systematically encoded in texts by their structure, content, and interactions with other ideas (Hamuddin, 2015). There is one multidisciplinary discourse analysis, called Critical Discourse Analysis (CDA). (Van Dijk, 1993) claimed that critical discourse analysis begins by selecting a problem from a group or individual who is experiencing suffering, a social problem that has occurred, and then analyzing or examining who is accountable, in a position of power, and who has the ability to address the problem. CDA is the description and theorization of social processes that lead to the development of texts as well as the social structures and group processes that subsequently create meanings for the interaction with texts.

Given that the prior research on COVID-19 was only concerned with reporting the death toll, the research on critical discourse analysis is still insufficient. The data source is only confined to speech. Therefore, the researcher in this case will concentrate more on the role of the popular figure who attracted audiences and contributed to the rise in COVID-19 cases. (Bulan & Kasman, 2018) It was investigated whether Ahok's speech contained components of Islamic ideology, feminism's ideology, power dynamics, and implication as a model of meaning. According to (Widiastuti, 2020), the speech of the Indonesian minister of education was

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structured in the form of macrostructure, superstructure, and microstructure, revealing how the social power was utilized by symbolic elites to invite all parties in the educational field to join together in reforming the educational system of Indonesia to be better than what had been carried out by previous partisans in the past. These are factors to take into account when academics do study on critical discourse analysis employing web news texts of returning public figures during the Covid-the-19 pandemics in Indonesia.

An online newspaper, also known as electronic news or electronic news publishing, is a printed periodical that has been converted to the internet format. Newspapers now have more chances because to the internet, including the ability to compete with television journalism by providing breaking news more quickly. Many people in the newspaper industry believe that well-known newspapers' reputation, strong brand recognition, and their close relationships with advertisers increase their chances of surviving. Costs may be reduced by moving away from printing. Reporters are being taught how to record films and write concisely for online news pages. Some newspapers have made an effort to incorporate the Internet into every element of their business, such as publishing stories that appear in both print and online and placing classified ads there as well, while other newspapers' websites may be significantly different from the equivalent printed edition. One of them is Detiknews.com, an Indonesian web portal with online news and articles. Detik.com solely offers an online edition and depends on advertising revenue, in contrast to other Indonesian-language news websites. Detik.com has joined PT Trans Corporation, an affiliate of CT Corp., as of August 3, 2011. On May 30, 1998, the Detiknews.com server was ready for access, but it didn't go live until July 9 of that same year. Detik.com, which was established by former Detik journalists Budiono Darsono, Yayan Sopyan, Abdul Rahman, and Didi Nugrahadi, was ultimately given the birthday designation of July 9. Politics, business, and technology news were the primary topics of coverage at first for Detiknews.com. Detik.com started offering entertainment and sports news only once the political climate started to normalize and the economy started to improve. From there, there is a desire to create detiknew.com, whose updates do not employ the daily, weekly, and monthly characteristics of print media. Breaking news is offered for sale by detik.com. Detik.com, which relies on this kind of vivid description, has grown to be the most widely used website for digital information.

A person who has a certain social position within a certain context and a significant influence, such as a politician, celebrity, social media personality, or business leader, is known as a public figure. They are frequently of great interest to the public, have the potential to greatly benefit from society, and are closely linked to the public's interests in society.

Indonesia was shocked by the number of cases during the COVID-19 pandemic that were brought on by public figures who invited sizable numbers of their followers to congregate in one location. One such case involved the return to Indonesia of an Islamic figure by the name of Muhammad Rizieq Shihab, also known as Habib Rizieq. The Islamic Defenders Front is a nonprofit organization that was started by Islamic leader Habib Rizieq. On November 10, 2020, a large number of Muslim fans received Habib Rizieq upon his homecoming, which resulted in a mob at Soekarno Hatta Airport (Soetta). Another case had an Acehnese celebrity by the name of Herlin Kenza, whose actions during the Coronavirus outbreak attracted large crowds. This case started when Herlin was invited to a shop by her promotional efforts, which attracted a crowd. This occurred in circumstances that were designed to encourage seclusion and prevent crowding because doing so would transmit the COVID 19 virus.

In Indonesia, social media and television are both reporting on this case heavily, according to researchers. In this instance, the media helps define an actual scenario in addition to communicating a message to the reader. The community as a whole anticipates this news so that the media can frame what is happening on the ground. Discourse analysis aims to uncover the speaker's true intentions behind a statement (Kriyantono, 2014). Researchers aim to discover how much the news discourse on prominent persons during the COVID-19 epidemic in Indonesia influenced the development of mass media utilizing Van Dijk's discourse elements published on the Detik media.

## METHODS

This study employs descriptive qualitative research methods, which assess, explain, and summarize different settings and scenarios using information gathered from interviews or observations regarding the issues being researched in the field. The results of the data analysis are given as an explanation of the subject matter of the investigation in the form of a narrative description (Gunawan, 2016). Both primary and secondary data were collected. The main source of information is detik.com, which was accessed on July 25, 2021. Secondary data is information that backs up primary data from books, articles, and journals as well as information that can back up Internet-based analysis. In this case, the researcher employs a sample method. This method uses quota sampling, which is non-probability sampling in that not every population unit has the chance to be utilized as a research sample. To select a sample from a population that meets specific criteria up to the necessary number of quotas, one method is known as quota sampling. In this method, the researcher establishes a certain number (quota) for each stratum and then assesses which individuals satisfy the requirements up until the set number (quota) is reached. (2014) Kriyantono The method for gathering research data involves documenting online news articles. Researchers used data that was published on Anteraceh.com on July 18 and November 25, 2021, for this investigation. The M.A.K. Halliday analysis technique was used as an analytical knife to assess the Teun Van Dijk analytical model used in the design of this investigation. Halliday develops a framework based on three concepts—the field of discourse, which refers to social actions that are happening or being discussed, activities, where the actors are involved in them, and practices that occur seen in context—that enables one to analyze the interaction between text and situation (context). The second is that the Discourse Engagers name the participants in the conversation and specify their roles and connections. The discourse mode is the final component, and it refers to how each media chooses to use language, including whether it uses explanatory, descriptive, persuasive, or other language styles, as well as how those choices affect the message.

## RESULT AND DISCUSSION

The headline of the article read, "Traces of the Case Triggering Herlin Kenza Celebrity Crowd to Become a Suspect," "The crowd when this celebgram arrived in Lhokseumawe violated PPKM, the Covid Task Force; we don't know," and "Selebgram Herlin Kenza was found guilty of crowding, Prosecutor: No fine, 2 months in prison." The following data analysis employs Van Dijk's discourse elements and applies to those three news items that were used as research material :

### Micro Structure

The micro structure of Herlin Kenza's first and second news stories, which combines thematic and topical components, exemplifies how the public has been urged to take action after a video of locals cheering Herlin's arrival in Aceh went viral on social media. While the most recent news story focuses on the effects of the throng that greeted her up and may have contributed to the spread of Covid-19 because she was in the center of it.

### Superstructure

The way the news is organized using the scheme is superstructure. Herlin Kenza, the lead actor in this story, cannot be questioned, but there will be a large throng there. Officers, bodyguards, and individuals connected to Herlin Kenza were ultimately interrogated about her attendance at the business promotion and used to create this scenario.

### Macro Structure 1

Macro structure 1 of the news about Herlin Kenza's visit to Lhokseumawe for the shop promotion describes the news's events and background using semantics with background, detail, and intent parts. Herlin Kenza hails from Takengon City in Central Aceh and has a history of fame. This February 1995-born woman is quite active on social media platforms like Instagram, which has millions of users. In actuality, her @herlinkenza02 TikTok account has more than seven million subscribers. Herlin is rigorous in posting her stunning images on social media. Many people are intrigued by her gorgeous face. Herlin frequently dresses up and wears colored contacts to make her appear like Barbie. Her appearance led internet users to refer to her as a Barbie. She was even given the moniker "the hijab Barbie" by others due to her consistent

headscarf appearance. Herlin's makeup has a stunning, Barbie-like appearance. She also enjoys donning stunning and vibrant clothing. Herlin Kenza's admirers made a video explaining her visit to promote the shop on various social media platforms. Information of her arrival spread as a result of this. Since then, she has been warmly welcomed by many of her followers. As seen in this story, it is admirable to want to welcome someone who is an Indonesian citizen, but because of the Covid 19 pandemic, it is encouraged to adhere to health rules because doing so would be extremely risky and could generate public disturbance.

#### **Macro Structure 2**

These fans are delighted by macro structure 2, which comprises of syntax and includes elements of sentence form, coherence, and pronouns, and which portrays a Herlin Kenza who enjoys a large following in Indonesia. Readers experience an appeal that cannot immediately welcome her arrival at the airport given the pandemic situation that exists right now. It is stated in the third report that the author claimed that the impact was brought on by the throng..

#### **Macro Structure 3**

The third macro structure, which combines stylistics and lexical aspects, shows that the segmentation in the news is intended for Herlin Kenza's admirers who are also her coworkers, followers, and the general public. The fans' requests are meant to serve as a reminder of the present pandemic conditions, when it is impossible to hold huge meetings without following proper health precautions.

#### **Macro Structure 4**

The fourth macro structure, which consists of rhetorical devices like metaphors and idioms, illustrates how the audience welcomed Herlin Kenza in the image shot on July 18, 2021. There was a sea of people waiting for Herlin Kenza when he arrived at the Lhokseumawe district of Aceh, and during a pandemic like this there was concern about the crowd's potential to spread the corona virus. According to health guidelines, there is no space between the people in this picture.

### **CONCLUSION**

According to the findings of the study above, the first and second news are appeals made to the public by Indonesian government representatives, particularly Herlin Kenza's supporters. Detik.com and anteraceh.com, two news websites, frequently serve as a reminder to those who want to welcome Herlin Kenza's arrival. It was said in the third report that many individuals there were her supporters without separating them physically, which caused the crowd to grow. The discourse that arose from the announcement of Herlin Kenza's arrival focused on the absence of laws that could control the masses, which was brought on by the government's inability to control the followers of Herlin Kenza's spontaneity. Additionally, it is thought that Indonesians do not place a high priority on health due to the corona virus, which is exceedingly contagious. Because neither individuals nor the Indonesian government can stop the pandemic without taking into account the hazards or repercussions of the crowd, it is argued that the public's awareness of it is weak.

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