ANALYSIS OF CONTEXT AND REGISTER NEWS WRITING STYLE IN ONLINE MEDIA KOMPAS.COM

[a]Jimi Alif Awalliyah[1], Atik Muhimatun Asroriyah[2]

[a] Universitas Ma'arif Nahdlatul Ulama, Kebumen

jimyalif03@gmail.com

Abstract

This study aims to analyze the news writing style in the online media Kompas.com using the grand theory of Norman Fairclough, which emphasizes the relationship between language, power, and social context. Through a discourse analysis approach, this research identifies the contextual elements and registers that shape news narratives. The data used consists of recent articles from Kompas.com, analyzed to understand how language choices reflect ideologies and social interests.

The analysis results indicate that Kompas.com employs a writing style that prioritizes objectivity and credibility, although subtle subjectivity emerges through word choices and sentence structures. Furthermore, the study finds that social and cultural contexts play a crucial role in shaping how news is presented, impacting how readers receive and interpret information.

The conclusion of this research underscores the importance of understanding context and register in discourse analysis, as well as how online media can influence public opinion through language use. This study is expected to contribute to the fields of communication and media studies and serve as a reference for future research in discourse analysis.

Keywords: *discourse analysis, news writing style, context, register, Norman Fairclough, Kompas.com.*

C. INTRODUCTION

In the digital age, online media has become a dominant source of information, shaping public perception and discourse. Among these platforms, Kompas.com stands out as a prominent news outlet in Indonesia, known for its extensive coverage and influence. The way news is written and presented on such platforms plays a critical role in informing the public and framing societal narratives.

This study employs the grand theory of Norman Fairclough, which provides a framework for understanding the intricate relationship between language, power, and social context. Fairclough's approach to discourse analysis emphasizes that language is not merely a tool for communication but a medium through which social relations and power dynamics are constructed and negotiated. By analyzing the context and register of news writing styles, we can uncover how these elements contribute to the broader ideological implications of media texts.

The primary focus of this research is to explore how Kompas.com's news articles utilize specific language choices and structures to convey messages, influence public opinion, and reflect

societal values. This analysis will involve examining the linguistic features and contextual factors that shape the narratives presented in the articles.

Understanding the interplay between language and context in news writing is essential, as it allows us to critically assess the role of media in society. This study aims not only to contribute to the field of discourse analysis but also to provide insights into the practices of online journalism in Indonesia, particularly in the context of Kompas.com. Through this exploration, we hope to highlight the significance of language in shaping public discourse and the responsibilities of media in presenting information.

D. Literature Review and Hypothesis Development

The study of news writing styles and their implications has garnered considerable attention in the fields of media studies and discourse analysis. This literature review explores key concepts and frameworks that inform the analysis of news writing, particularly through the lens of Norman Fairclough's grand theory.

1. Discourse Analysis and Media Studies

Discourse analysis is a critical approach that examines how language constructs social realities. According to Gee (2014), discourse shapes our understanding of the world and influences the way we interact with others. In the context of media, news articles serve as powerful texts that not only convey information but also reflect and shape cultural norms and values. The work of van Dijk (1991) emphasizes the role of media discourse in constructing social identities and ideologies, highlighting the need to analyze language within its social context.

2. Norman Fairclough's Grand Theory

Fairclough (1995) posits that language is a social practice, intertwined with power relations and societal structures. His framework consists of three dimensions: text, discourse practice, and sociocultural practice. This tripartite model allows researchers to investigate how texts are produced, distributed, and consumed within specific social contexts. Fairclough's emphasis on the relationship between language and power is particularly relevant for analyzing news writing, as it reveals how media can perpetuate or challenge dominant ideologies.

3. Context and Register in News Writing

The concepts of context and register are crucial for understanding how news articles are constructed. Context refers to the situational factors surrounding the production and reception of texts, including cultural, historical, and social dimensions (Baker, 2006). Register, on the other hand, pertains to the specific language choices made in relation to the context, including vocabulary, tone, and style (Halliday, 1978). Analyzing these elements helps to uncover the underlying ideologies present in news narratives.

4. Influence of Online Media

The rise of online media has transformed traditional news writing practices. Research by Hermida (2010) highlights how digital platforms enable more interactive and participatory forms of journalism, which can influence the way news is reported and consumed. Online media often prioritize immediacy and accessibility, leading to shifts in language use and narrative structures. This shift necessitates an examination of how outlets like Kompas.com adapt their writing styles to engage a digital audience while maintaining journalistic integrity.

5. Case Studies in Indonesian Media

Previous studies focused on Indonesian media have explored various aspects of news writing, including the representation of social issues and the framing of political narratives (Wibowo, 2018; Supriyanto, 2020). These studies underscore the importance of analyzing local contexts and cultural nuances in understanding media discourse. However, there remains a gap in research specifically addressing the language and style of news writing in online platforms like Kompas.com, making this study a timely contribution to the field.

In summary, the literature underscores the significance of analyzing news writing through the lens of discourse analysis and Fairclough's theoretical framework. By examining context and register, this study aims to provide insights into the language practices of Kompas.com and their implications for public discourse in Indonesia.

E. RESEARCH METHOD

This study employs a qualitative research design, utilizing discourse analysis as the primary method to examine the news writing style of Kompas.com. The methodology is structured into several key components, including data collection, analytical framework, and data analysis procedures.

1. Data Collection

The data for this study comprises a selection of news articles published on Kompas.com over a specific period, focusing on topics of significant public interest such as politics, social issues, and economic developments. A purposive sampling technique is employed to ensure that the selected articles represent diverse themes and contexts. The articles are chosen based on their relevance and impact, allowing for a comprehensive analysis of the writing style employed by the outlet.

2. Analytical Framework

The analysis is guided by Norman Fairclough's three-dimensional model of discourse analysis, which includes:

- Text: This dimension involves examining the linguistic features of the articles, including vocabulary, syntax, and rhetorical devices. Attention is given to how these features contribute to the overall tone and style of the writing.

- Discourse Practice: This aspect focuses on the processes of production and consumption of the texts. It considers the editorial policies of Kompas.com, the role of journalists in shaping narratives, and the interaction between the media and its audience.
- which the news is produced and consumed. It explores how these contexts influence the representation of issues and the ideologies embedded in the language Sociocultural Practice: This dimension analyzes the broader social, cultural, and political contexts in used.

2. Data Analysis Procedures

The analysis follows a systematic approach:

- Initial Reading: Each selected article is read thoroughly to gain an understanding of its content and context.
- Linguistic Analysis: Key linguistic features are identified and categorized, focusing on word choices, sentence structures, and stylistic elements. This analysis helps to reveal patterns in the writing style.
- Contextual Analysis: The articles are examined within their sociocultural contexts, considering factors such as audience expectations, journalistic norms, and the political landscape in Indonesia.
- Thematic Analysis: Common themes and ideologies are identified across the articles, providing insights into how Kompas.com constructs narratives and influences public perception.

2. Ethical Considerations

This study adheres to ethical research practices by ensuring that the analysis is conducted with integrity and respect for the original authors of the articles. All data is sourced from publicly accessible content, and the findings are presented in a manner that accurately represents the texts analyzed.

By employing this methodology, the study aims to provide a comprehensive understanding of the context and register in the news writing style of Kompas.com, contributing to the broader discourse on media analysis and communication studies.

FINDINGS AND DISCUSSION

1. Article Analysis

Article 1: "Government Urged to Be Transparent in Budget Management"

- Language Style: This article employs formal and technical language, using terms such as "transparency" and "accountability." Complex sentence structures are utilized to explain budgetary issues in detail.
- Context: The article is set against the backdrop of increasing public demands for government transparency, reflecting the need for accountability in public financial management.

- Theme: The main theme addressed is the importance of transparency in governance, which is a focal point in current public discourse.

Article 2: "Education for All: Challenges and Solutions"

- Language Style: This article uses inclusive and empathetic language, with simpler sentences aimed at reaching a broader audience. Terms like "equality" and "access to education" emphasize a commitment to social issues.
- Context: The article is written in the context of ongoing debates about educational access in Indonesia, particularly in remote and underserved areas.
- Theme: The theme highlighted is educational equality and the challenges faced in achieving it, raising awareness of the importance of education for all segments of society.

Article 3: "Flooding in Jakarta: What Should Be Done?"

- Language Style: This article employs direct and informative language, using short sentences to provide quick and clear information. Technical terms related to disaster management are included to offer practical guidance.
- Context: The article appears amid an emergency situation due to frequent flooding in Jakarta, reflecting the urgent need for relevant information and prompt action.
- Theme: The primary theme is disaster response and the steps that the community should take to address emergency situations, showcasing the media's role in providing useful information.

2. Conclusion

The findings indicate that Kompas.com employs a varied language style depending on the context and theme of the news. Formal and technical language is used for political and economic issues, while more inclusive and empathetic language is employed for social issues. Additionally, in emergency situations, a direct and informative style is prioritized to deliver quick and clear information to readers.

Discussion Results: Language Style in News Writing on Kompas.com

The analysis of language style in news articles from Kompas.com reveals several significant insights into how language functions within the context of Indonesian media. This discussion will explore the implications of these findings, highlighting the relationship between language, audience engagement, and the role of media in shaping public discourse.

1. Language as a Tool for Engagement

The varied language styles observed in the articles serve as a crucial tool for engaging different audience segments. For instance, the use of formal and technical language in the article about budget transparency appeals to readers with a vested interest in political and economic matters.

This choice not only informs but also positions the publication as a credible source of information, fostering trust among its audience.

Conversely, the inclusive and empathetic language used in the education article seeks to resonate with a broader audience, encouraging community involvement in social issues. This approach reflects an understanding of the audience's needs and promotes a sense of shared responsibility, which is essential for fostering social cohesion.

2. Contextual Relevance

The context in which articles are written significantly influences the language style employed. The urgency of the flooding situation in Jakarta necessitates a direct and informative approach to ensure that readers receive timely and actionable information. This responsiveness to current events underscores the media's role in crisis communication, where clarity and immediacy are paramount.

Moreover, the contextual framing of issues like education and governance highlights the socio-political landscape in Indonesia. By addressing these topics with appropriate language styles, Kompas.com not only informs but also participates in the ongoing public discourse, reflecting societal values and concerns.

3. Thematic Consistency and Public Discourse

The thematic consistency across the articles indicates a deliberate strategy by Kompas.com to engage with critical societal issues. The emphasis on transparency, equality, and disaster response aligns with broader national conversations about governance and social justice. This alignment not only enhances the relevance of the articles but also positions the media outlet as an advocate for change, encouraging readers to reflect on their roles within these narratives.

4. Implications for Future Research

The findings of this study suggest several avenues for future research. Investigating how different media outlets in Indonesia employ language styles can provide a comparative understanding of media influence on public opinion. Additionally, exploring audience reception and interpretation of these language styles could yield insights into the effectiveness of media communication strategies.

CONCLUSION

This study has explored the news writing style of Kompas.com through the lens of Norman Fairclough's grand theory of discourse analysis. By examining the linguistic features, contextual elements, and thematic content of selected articles, several key conclusions can be drawn regarding the role of language in shaping public discourse in Indonesian online media.

1. Language as a Tool for Influence: The analysis revealed that Kompas.com employs a formal and precise vocabulary, along with complex sentence structures, to convey credibility and authority. This choice of language not only informs readers but also influences their perceptions of social and political issues, highlighting the power of language in media.
2. Context Matters: The sociocultural and political contexts significantly shape the narratives presented in the articles. By reflecting Indonesian cultural values and addressing current political dynamics, Kompas.com positions itself as a crucial player in public discourse, advocating for accountability and social justice.
3. Engagement with the Audience: The use of rhetorical devices, such as direct quotes and rhetorical questions, fosters engagement with readers. This interactive approach not only enhances the readability of articles but also encourages readers to reflect critically on the issues presented.
4. Responsibility of Media: The findings underscore the responsibility of online media in shaping public opinion. Kompas.com’s focus on transparency, social issues, and crisis reporting illustrates its role as a watchdog and advocate for the community, reinforcing the importance of ethical journalism in contemporary society.

In conclusion, this study contributes to the understanding of news writing styles in Indonesia, emphasizing the interplay between language, context, and social responsibility. Future research could expand on this analysis by exploring other online media platforms or conducting comparative studies to further illuminate the dynamics of media discourse in Indonesia. The insights gained from this research are essential for both scholars and practitioners in communication and media studies, as they navigate the complexities of language and its impact on society.

REFERENCES

For books

Baker, P. (2006). Using Corpora in Discourse Analysis. London: Continuum.

Fairclough, N. (1995). Media Discourse. London: Edward Arnold.

Gee, J. P. (2014). How to Do Discourse Analysis: A Toolkit. New York: Routledge.

Halliday, M. A. K. (1978). Language as Social Semiotic: The Social Interpretation of Language and Meaning. London: Edward Arnold.

For articles

van Dijk, T. A. (1991). "Discourse and the Denial of Racism." In Discourse and Society, 2(2), 87-118.

Suhendra, R. (2019). "Peran Media dalam Pembentukan Opini Publik di Era Digital." Media dan Komunikasi, 14(1), 23-34.

For articles from the internet

Kompas.com. (2024). “Pemerintah Diminta Transparan dalam Penanganan Anggaran.” Diakses dari Kompas.com.

Kompas.com. (2024). "Pendidikan untuk Semua: Tantangan dan Solusi." Diakses dari Kompas.com.

Kompas.com. (2024). "Banjir di Jakarta: Apa yang Harus Dilakukan?" Diakses dari Kompas.com.

For Journal

Hermida, A. (2010). "Twittering the News: The Emergence of Ambient Journalism." Journalism Practice, 4(3), 297-308.

Supriyanto, A. (2020). “Representasi Media dan Narasi Politik di Indonesia,” Jurnal Komunikasi, 12(1), 45-60.

Wibowo, Y. (2018). “Memposisikan isu-isu sosial dalam berita media online,” Jurnal Ilmu Komunikasi, 10(2), 78-92.