

**ANALYZING ONLINE MEDIA DISPOSITION
ON THE DELIBERATION OF THE ALCOHOL PROHIBITION BILL
IN INDONESIA**

A RESEARCH PAPER

Submitted to Fulfill One of the Requirements
To Get SarjanaSastra Degree (S1)



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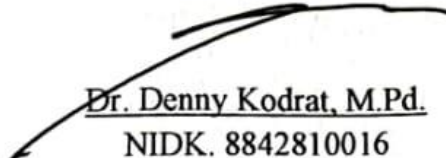
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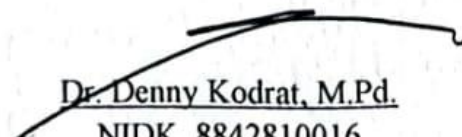
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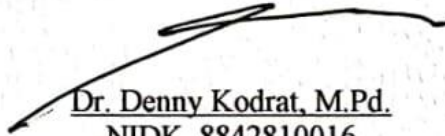
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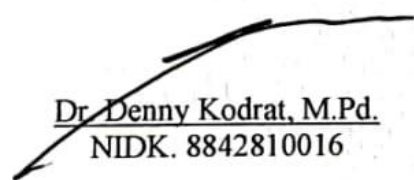
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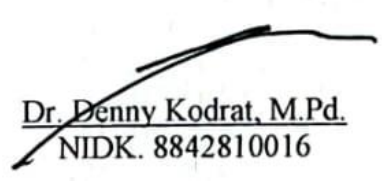
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**ANALYZING ONLINE MEDIA DISPOSITION ON THE DELIBERATION
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ABSTRACT

This research is intended to reveal the discourse practice and texts disposition of three different online news media articles toward the deliberation of alcohol prohibition bill in Indonesia. The method employed in the present research is qualitative with critical perspective. The discourse in the form of news analyzed in this study are three selected news about alcohol prohibition bill published by ANTARA News, Hidayatullah.com, and The Bali Sun News in which the Fairclough's three-dimensional CDA approach were applied. Critical Discourse Analysis by Fairclough is described as having dimensions/structures: text description, text interpretation, and text explanation. In the text description, the analysis focused on how the structure of transitivity and modality theories were realized. At the text interpretation, the analysis focused on how the texts intertextuality were conducted. This first two stages constructed the discourse practice of the texts. Later, in the text explanation stage, the discourse practice shown in the texts were further analyzed in its relation with sociocultural practice to determine the dispositions. The results of this research reveal that (1) ANTARA News represents the government agreed with the implementation of alcohol laws that lead to regulation and control to support the economic policy. (2) Hidayatullah.com represents Islamic community, agreed and has much more weight in the implementation of strict alcohol regulation bill since it was against Islamic beliefs, and has detrimental impacts to people wellbeing. (3) The Bali Sun News article represents Bali tourism community, disagreed with the implementation of alcohol ban bill and threw many dubious opinions. They believe that in tourism community like Bali, this kind of policies would never be approved.

Keywords: *texts disposition, news media, alcohol bill, Fairclough's CDA.,*

CHAPTER I

INTRODUCTION

A. Background of the Research

News is a factual information disseminated through news media such as newspapers or online media to gain people interests (Fadilah & Kuswoyo, 2021) News media narrate their news to attracts the attention and trust of their readers. As people give their interest in the news, it is quite common that the news media would arrange some strategies to express their ideology to certain readers (Wigati, 2022).

The news media is potentially served as a mass communication intermediary and can be a powerful tool for social movements, with the ability to strengthen or transform public issues including contentious issues that are important to the entire community (E. A. Shanahan, Jones, et al., 2011). The news media can be viewed as agent for disseminating certain issues in order to inspire groups and citizens to support successful policy (Bragg & Soler, 2017; M. Weible et al., 2018). Policy stakeholders like government, civil society, and politicians, often issued policies that have the potential to greatly influence public opinion, and they have continued to carry out the process of developing public discourse in response to the policies (E. A. Shanahan, Jones, et al., 2011).

One of the interesting policy discourses in Indonesian news media and had been in limelight for almost a decade was the deliberation of The Alcoholic Beverage Bill in Indonesia. The discussion of the Draft has been rolling in the

House of Representatives (DPR) of the Republic of Indonesia and has even been included in the Prioritized National Legislation Program (Prolegnas) since 2015 (Kompas.com, 2020). However, until now, the draft has not been ratified. In fact, as far as what was obtained from the observation in the news media, since the last observed article in 2022, there has been no significant progression. DPR spokesperson stated that the contents of this bill still need to be studied and deepened so that eventually it can be accepted by all parties and protect all communities (Dpr.go.id, 2022).

Numerous news media has reported the news related to alcohol prohibition bill in the past decade. In reporting news such as above, news media carry out a non-neutrality value in their news story to influence the readers (Sari, K & Pranoto, 2021). The news media has the purpose of making ideology through producing a text and positioning it by producing news (Wigati, 2022). Based on this statements, there exists interests and positioning in the news media discourse, and this includes the news discourse related to the deliberation of alcohol prohibition bill in Indonesia.

Therefore, as the research topic, this study wants to analyze what have been revealed by several news media in reporting the said discourse. More deeply, this study wants to analyze the discourse practices and social contexts of the texts so that the media attitudes or dispositions towards the deliberation of alcohol prohibition bill news discourse can be unfold.

Since the 1970s, Critical Discourse Analysis (CDA) has been applied to the analysis of news discourse (Yu & Zheng, 2022). Therefore, this study also

implement CDA framework brought by Fairclough as a method of the research. Fowler (1986) statement of Critical Discourse Analysis as the critical study of language that focuses on the connections of language, power and ideology, was put forward by Fairclough in his book *Language and Power* (Fairclough, 1989), after which it has been widely applied to researches in various fields, especially in the analysis of news reports.

In the Indonesian context, studies on news reports using Fairclough's CDA approach on a particular event has been fairly done by many researcher in which Halidayan's Systemic Functional Grammar is employed to find out the hidden ideologies among the news articles, such as in Eklesia & Rido (2020), Sahayu (2022), Sukma & Asidiky, (2022). These studies was being conducted as a respond to the discourses that were ongoing at that time.

Related to the alcohol bill in Indonesia, previous study on this discourse has also been brought by several researchers in the past few years, such as Fauzan & Umar (2018), Gombo, (2021), Roestamy (2022), Hidayat, et.al (2021). However, the discussions are mainly related to the contents of the bill – not the power relation or ideology lies behind its news coverage.

Corresponding to the stated research topic, this study has observed 3 different articles on three different online media related to the deliberation of The Alcohol Prohibition Bill in Indonesia as research objects. They are; (1) ANTARA News; (2) Hidayatullah.com; and (3) The Bali Sun News, These editorials have different institutional backgrounds and rarely been analyzed before. However, they have quite considerable amount of readers ([https://www .similarweb.com](https://www.similarweb.com)).

To clarify the selectable research topic and objects, an additional research tool has been conducted as follow:

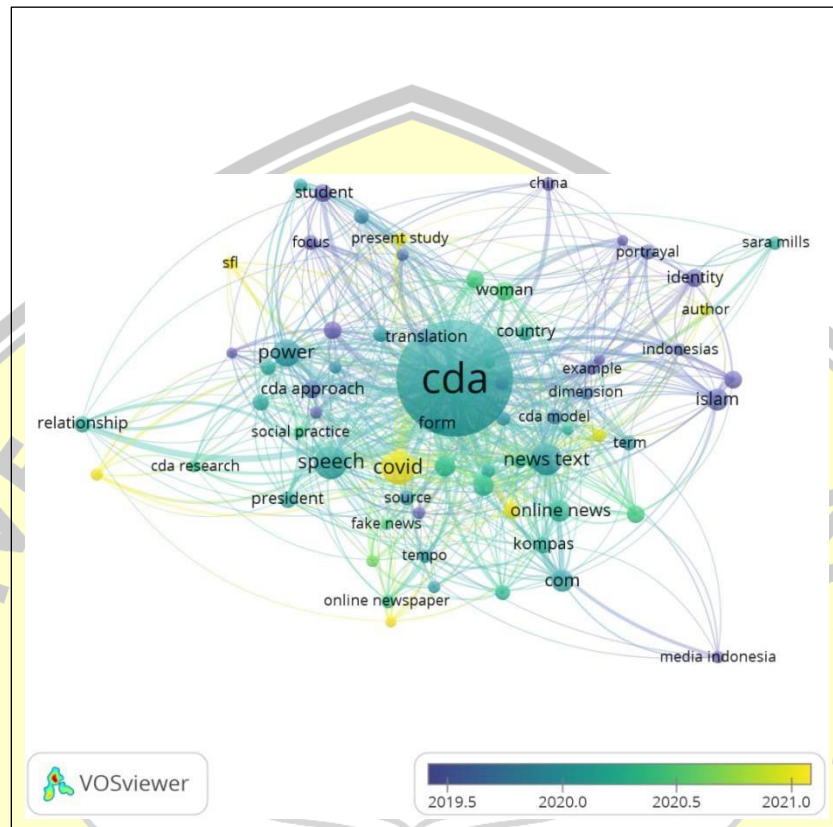


Figure 1.1 CDA Newspaper Indonesia (2017 – 2023) on Google Scholar Database

Based on the statistical analysis using *Publish and Perish Software* above, the data in Figure 1.1 have indicated that previous researches on the mentioned research subject media (ANTARA News, Hidayatullah.com, and Bali Sun) as well as the topic related to the deliberation of Alcohol Prohibition Bill in Indonesia are still relatively rare. This data was taken from the Google Scholar database in the 2017 - 2023 timeframe.

The appointment of several fresh online media and its influential research topic were proposed as the novelty of this research. In addition, Fairclough's CDA

approach is a method that is designed to be able to analyze new changes in discourses that dynamically exist and develop in society. Another merit comes with the fact that students are required to develop their critical thinking skills. The ability to think critically and creatively is essential for students to be able to face the challenges of the industrial revolution 4.0 (Kardoyo, et.al. 2020). The role of CDA-based research in developing students' critical thinking skills is also a significant contribution that deserved to be reckoned with.

Based on the rationale mentioned above, this study carried out the title **“Analyzing Media Online Disposition on the Deliberation of Alcohol Prohibition Bill in Indonesia”**. The focus of the study is to implement Fairclough’s three-dimensional CDA approach to find out discourse practices so that it can revealed what interests lies behind the texts as well as its dispositions toward the discourse.

B. Research Question

This study has to implement Fairclough’s CDA approach to solve the following questions:

1. What discourse practice features are used in the texts?
2. How are the media dispositions revealed on the deliberation of alcohol prohibition bill discourse?

C. Scope of the Research

This research focuses on finding discourse practices in 3 different news reports published by three different online news media and its dispositions towards the reported issue. This research adopts the three-dimensional Fairclough's Critical Discourse Analysis (CDA) approach. Hallidayan's SFL framework theories namely Transitivity and Modality are used in text description stage. In text interpretation stage, intertextuality analysis on the news sources and interconnected news links are applied. The last stage will generate the sociocultural practice analysis of the texts.

D. Aims of the Research

This study aims to discover these results:

1. To determine the discourse practice used in the texts.
2. To reveal the news media dispositions toward the deliberation of alcohol prohibition bill discourse.

E. Significance of the Research

Critical discourse analysis, as this research conducted, can at least provide its significance in form of theoretical and practical contribution. The contributions of the research are as follows:

1. Theoretically, through the results of this research, it is expected to provide insight into the academic field regarding the description of critical discourse analysis methods in the study of mass media, especially online media. So that it can help students in conducting mass media research through critical

discourse analysis. This research will be expected to give more understanding of language as a form of social practice.

2. Practically, as one of the mass media critical discourse analysis studies, it is anticipated that it will benefit future research and serve as a model for other studies of a similar nature. This study is expected to be able to become the source of literature study so that it could support the upcoming research projects.



CHAPTER III

RESEARCH METHOD

A. Research Design

This research used a qualitative descriptive research design along with Fairclough's three-dimensional model of CDA approach. Qualitative research does not rely on theory and concepts as the main foundation in the initial stage. It is called a descriptive qualitative study because the data analyzed does not accept or reject hypotheses. The method used in this research is a descriptive form with the aim of describing or solving problems by portraying or depicting the current state of the research object based on what is visible or as it should be. According to Bogdan and Biklen in Sugiyono (2010), the qualitative descriptive method is used to analyze and interpret the data, and the data collected is in the form of words or pictures rather than numbers.

As a qualitative research method, this study employed the widely-used qualitative research method of purposeful sampling (Bryman, 2016). Purposeful sampling does not strive for generalizability in its results. Instead, the sample is chosen based on the study's goal and how pertinent it is to that goal (Bryman, 2016).

Various criticisms of this model have been made. The primary criticism of text analysis is that it does not sufficiently examine how readers perceive the texts they read (Jorgensen & Philips, 2002). Fairclough has also been criticized for failing to draw clear distinctions between the social practice and discourse

dimensions. It is challenging to demonstrate a shift in the socio-political setting. Thus, it is necessary to analyze multiple texts to place a single text in a larger social context (Jorgensen & Philips, 2002).

B. Data Sources

The data were selected from 3 online news portals. They are Antara News, The Bali Sun, and Hidayatullah.com. Each data represents the newest posting-related materials on each news portal and they were downloaded on the same date respectively (March, 17th 2023). The selected news that were analyzed in this research as follows:

No	Title	Released Date	Source
1.	<i>House's Legislative Body Establishes Committee on Alcohol Ban Bill</i>	5 th April 2021	https://en.antaranews.com/news/171698/houses-legislative-body-establishes-committee-on-alcohol-ban-bill ANTARA News
2.	<i>RUU Larangan Minuman Beralkohol Ditargetkan Selesai Akhir Tahun 2021"</i>	13 th October 2021.	https://hidayatullah.com/berita/nasional/2021/10/13/218029/ruu-larangan-minuman-beralkohol-ditargetkan-selesai-akhir-tahun-2021.html Hidayatullah.com

3.	<i>Ban On Alcohol Bill Could Threaten Bali Tourism and Liquor Industry If Passed</i>	14 th November 2020	https://thebalisun.com/new-ban-on-alcohol-bill-could-threaten-bali-tourism-and-liquor-industry-if-passed/ (The Bali Sun)
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Table 3.1 Selected News Published by Antara News, Hidayatullah.com, and The Bali Sun News

The three selected news above were chosen because they were published by 3 different news media which have dissimilar backgrounds, and have indicated to represent distinctive opinions from wider community. The selected news will be analyzed as a whole, including headlines and content.

C. Data Collection Technique

To get the information or data that researcher needs, researcher used document analysis data collection technique. The analysis requires two steps of conduction namely documentation and observation. Documentation can be done by collecting, reading and studying various forms of written data (books, magazines, or journals) contained in libraries, the internet or other institutions that can be used for the analyses. Then, the researcher observed the related documents as sources of information and interprets them into the results of the study. Observation is one of the data collection techniques that is often used for qualitative research (Birowo, 2004).

Practically, the data collection technique used in this research were being done in several steps as follows:

1. Visited the chosen news media websites and read the articles thoroughly.
2. Checked and read the interconnected news links.
3. Downloaded the content of the selected texts and the interconnected news.
4. Searched and downloaded an additional data of the chosen news media.
5. The researcher analysed the collected data and classified them based on Fairclough's CDA approach. During the analysis process, when there was a need, the steps above were repeated until all the required data was fulfilled.

D. Data Analyses

To analyze the data, this study used Fairclough's three-dimensional framework approach, which analyzed the connections between the texts articles and previously chosen theoretical ideas and works of literature in order to support the three-dimensional framework of analysis. The general model of data analysis in this approach is shown in Figure 3.1 below:

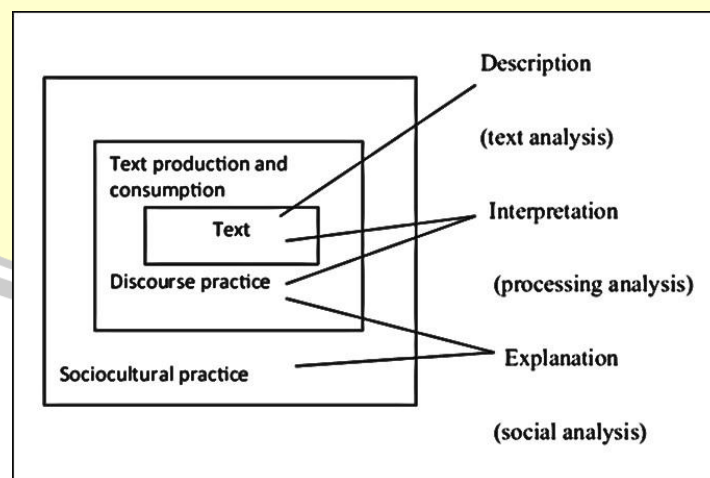


Figure 3.1 Fairclough's three-dimensional model (Jørgensen & Philips, 2002).

The present research is conducted within Fairclough's three-dimensional framework to analyze the news samples at three stages: description, interpretation and explanation. At the first two stages, the linguistic choices of the texts will be examined by fusing the analytical devices of Halliday's systemic-functional grammar, namely transitivity and modality, along with intertextuality analysis. At the third stage, the linguistic choices will be explained in the light of wider social context in which the texts are produced.

The general steps of data analysis method in this research are illustrated as follows:

Purpose	Fairclough's Approach	Applied Analytical Tools	Details Data Extraction
Finding discourse practice data	Text Description analysis (first dimension)	Transitivity theory	Dominant transitivity processes
		Modality theory	Value of modal operators
	Text Interpretation analysis (second dimension)	Intertextuality theory	News Source, Interconnected News

Revealing text disposition	Text Explanation analysis (third dimension)	Sociocultural contexts theory	Situational, Institutional and Societal
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Table 3.2 General Data Analyses Steps of The Research

In finding discourse practice data of the text, this research focuses on analyzing transitivity processes performed in the text, modality realization, news sources, and interconnected news link. This aspects shows that the texts discourse were elaborated through the process of production, consumption and distribution. Next, to reveal the text disposition, this study connected the texts discourse of the previous two stages with the situational, institutional, and societal context existed behind the texts publication.

E. Data Validity

To validate the data findings, this study used Triangulation and Discussion method. Triangulation is defined as checking data from various sources in various ways and at various times. Source triangulation is done by checking the data that has been obtained through several sources. Technical triangulation is done by checking the data to the same source with different techniques. For example data obtained by interview and then checked by observation, documentation, or questionnaire. Time triangulation is done by checking with interviews, observations or other techniques in different times or situations (Sugiyono, 2010). Discussion is done by exposing temporary results or the final

results obtained in the form of discussions with colleagues. Peer examination means an examination carried out by gathering peers, who have the same general knowledge about what is being studied, so that together with them the researcher can review perceptions, views and analysis that is being carried out (Moleong, 2018). In thesis project, the triangulation and discussion done with the Supervisor is the main method to ensure this validity.

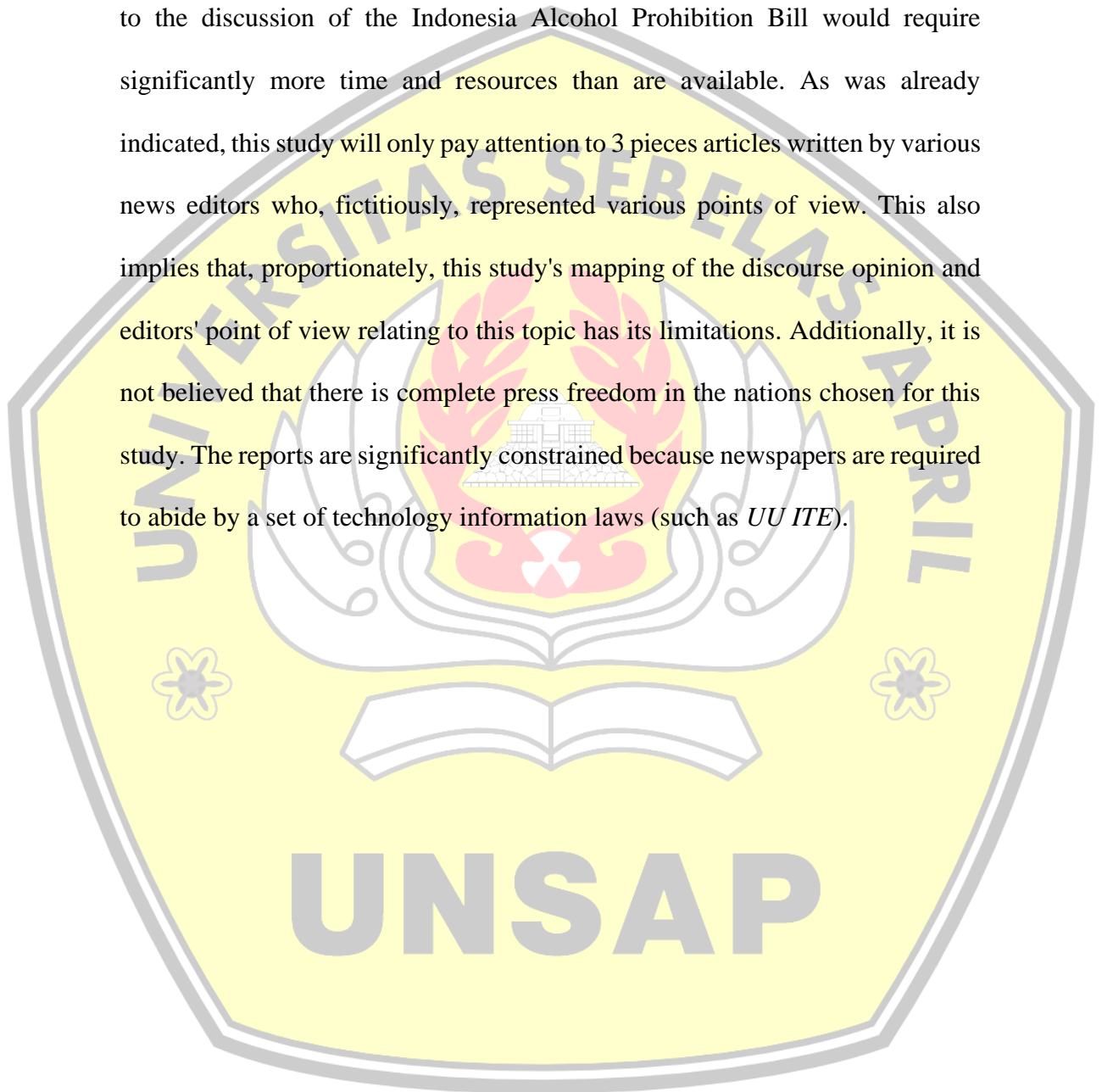
However, critical discourse analysis may have issues with reliability. This may occur if the research is not undertaken systematically and the analytical tools and concepts are not stated in a clear manner (Boréus and Bergström, 2017). The results of text analysis will be arbitrary because they depend on the interpretation. Same implies that if a different researcher were to carry out the same study, their conclusions might be different. As a result, it's critical to maintain transparency throughout the research so that the reader may comprehend how the results were reached. (Bryman, 2016).

F. Ethical Consideration

Bryman (2016) raises the ethical issues that should be taken into account when using and gathering data from the internet. If the source is public, as newspaper stories are, there is no requirement for permission. If the content contains sensitive information or if the website prohibits using the content for other purposes, then researcher has to take it into consideration. The difficulty in defining what counts as sensitive information and what does not have led to criticism of these factors as well (Bryman, 2016).

G. Limitation and Delimitation

This study has been trimmed down because examining every article related to the discussion of the Indonesia Alcohol Prohibition Bill would require significantly more time and resources than are available. As was already indicated, this study will only pay attention to 3 pieces articles written by various news editors who, fictitiously, represented various points of view. This also implies that, proportionately, this study's mapping of the discourse opinion and editors' point of view relating to this topic has its limitations. Additionally, it is not believed that there is complete press freedom in the nations chosen for this study. The reports are significantly constrained because newspapers are required to abide by a set of technology information laws (such as *UU ITE*).



CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter consists of conclusion and recommendation within the research. The conclusion and recommendation for this research are related to research finding and the discussion results; thus, they will be explained in the following sections.

A. Conclusions

Based on the analysis using Fairclough's three-dimensional CDA approach (text description, interpretation, and explanation) on the news about the deliberation of the alcohol prohibition bill in Indonesia, published by three online news media: ANTARA News, Hidayatullah.com, and The Bali Sun News, it can be concluded that:

1. There are similarities and also dissimilarities on the discourse practices presented by the three news media in their articles related to the alcohol prohibition bill. ANTARA News and Hidayatullah.com have similarities as they generally used dominant verbal and material process with declarative sentences in the text properties. The absent of modal operator realization in both articles means that these two news media have no dubious judgments about the discourse topic. The intertextuality shown in both articles are also alike; they used dominant specific news source whom they quoted both direct and indirect ways. The interconnected news links on their sites have displayed what they had set within the issue through a series of

production and consumption of previous related articles. However, dissimilarities on the discourse practice features are shown in the article published by The Bali Sun News. They used dominant material process of transitivity combined with finite modal operator realization. The significant modal operator occurrence in the article indicated that the media had many dubious judgments and opinions through the alcohol bill issue. The news sources used in the article are mostly semi-designated news of the media itself. The interconnected news links of this article did not display another related news topic, instead it was some other tourism problems. The general topics in the links were about the threats to tourism sustainability in Bali, and the alcohol prohibition bill was just one of it.

2. It was revealed that these three articles have their own disposition on the deliberation of the alcohol prohibition bill in Indonesia. The texts dispositions were revealed through the discourse practices shown in the texts, and were influenced by what sociocultural practices stand behind it. ANTARA News, as the government news media representative, agreed with the implementation of alcohol laws that lead to regulation and control to support the economic policy. Hidayatullah.com, as an Islamic community representatives, agreed and has much more weight in the implementation of strict alcohol regulation bill since it was against Islamic beliefs, and has detrimental impacts to people wellbeing. However, different disposition displayed by The Bali Sun News article as they were the representative of Bali tourism community. They disagreed with the implementation of

alcohol ban bill and threw many negative opinions. They believe that in tourism community like Bali, this kind of policies would never be approved.

B. Recommendations

Based on the research results that have been described, researcher has the following suggestions:

1. For FIB Institution, it is recommended to consider Critical Discourse Analysis (CDA) subjects to be further developed in lecture programs. CDA learning model can develop students' critical thinking skill and their intellectual intelligence, as well as increasing their reasoning power to solve problems.
2. For further similar CDA research projects, it is advisable for researchers to use various meta-functions theories of Functional Grammar to fit the data analysis needs. The comprehensive literature and theories are essential in analyzing the data so that in can sharpen the finding results; hence, the analyzing tools coming from linguistics fields are much more preferable.

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