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## A Critical Discourse Analysis of “The Price of Borobudur” in *The Jakarta Post* News Report

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### ABSTRACT

The issue of the rise in the price of the Borobudur Temple tickets is widespread and it cannot be denied that the spread through the news media has become one of the strongest things that influence the perspective of the reader in grasping this. Through this analysis, critical discourse analysis aims to uncover the hidden biases and societal structures that contribute to these forms of injustice in one of *Jakarta Post*'s news, “The Price of Borobudur”. This analysis makes use of the systemic functional linguistics' three-dimensional theory developed by Fairclough and Halliday. The way this news story's language is organized so that the reader may grasp its objective and purpose reveals the article's outcomes. As a result of this analysis, there is no bias in the language or terminology used in the news when referring to “the price of.” Even though this article only covers one news story, the issues it raises are able to capture the economic and social climate of the neighborhood.

Keywords: critical discourse analysis, *Jakarta Post*'s news, three-dimensional theory

### ABSTRAK

Masalah kenaikan harga tiket Candi Borobudur meluas dan tidak dapat disangkal bahwa penyebaran melalui media berita telah menjadi salah satu hal yang paling kuat yang memengaruhi perspektif pembaca dalam menangkap hal ini. Melalui analisis ini, analisis wacana kritis bertujuan untuk mengungkap bias tersembunyi dan struktur sosial yang berkontribusi pada bentuk-bentuk ketidakadilan ini dalam salah satu berita *Jakarta Post*, “The Price of Borobudur”. Analisis ini menggunakan teori tiga dimensi linguistik fungsional sistemik yang dikembangkan oleh Fairclough dan Halliday. Cara bahasa cerita berita ini diatur dengan baik sehingga pembaca dapat memahami tujuan dari hasil artikel ini. Sebagai hasil dari analisis ini, tidak ada bias dalam bahasa atau terminologi yang digunakan dalam berita ketika merujuk pada “the price of.” Meskipun artikel ini hanya mencakup satu cerita berita, masalah yang diangkatnya mampu menangkap iklim ekonomi dan sosial lingkungan.

Kata kunci: analisis wacana kritis, berita *Jakarta Post*, teori tiga dimensi

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### INTRODUCTION

Critical Discourse Analysis (CDA) is a discourse analysis method developed in the late 1970s and early 1980s by Western linguists such as Roger Fowler, Gunther Kress, and others. It has taken elements from a variety of disciplines, including sociology, psychology, and semiotics, to form an in-depth approach that combines text analysis and social orientation. CDA focuses on language inequality and power relations, with the goal of uncovering the ideology latent in the speech

and thereby exposing injustice, discrimination, and prejudice (Wang, 2021).

People now have more various means for acquiring information thanks to the rapid advancement of science and technology; nonetheless, news remains one of the most reliable sources of information. It becomes a powerful tool for influencing people's attitudes, beliefs, and ideologies. News, on the other hand, is created in a variety of social and ideological contexts. Ideology is always present in the news that we see and hear. Reports of the same event may represent

diverse focuses and ideologies to fulfill the demands of people from various social and cultural backgrounds.

In Indonesia, there are many websites to report the latest news. In this study, writers will discuss the website of *The Jakarta Post* news, which must have been widely consumed by the Indonesian people themselves. Like news websites in general, *The Jakarta Post* also updates news that has recently become a hot topic of discussion among the public, to be precise, the plan to increase the price of Borobudur Temple tourism tickets. Even though this is just a plan from the government, it is able to make the public wonder why the ticket price has gone up that high, from Rp50,000 to Rp750,000 (Widyastuti, 2022).

In this case, the writer finds some previous research that is relevant to this analysis. The first research has been conducted by Yin Yan Wang (University of Gajah Mada, 2021). He conducted a research entitled "Critical Discourse Analysis of News Report on Covid 19 in *People's Daily* and *The New York Times*" in which discusses (1) How did the *People's Daily* and *The New York Times* shape and present Covid-19 related reports; (2) The language differences between the two media in reporting on the Covid-19 epidemics; (3) the factors that cause these differences in language use. The writer used Covid-19 news reports from February 2020 to October 2020 as the research sample and selected 6 articles on national image, policy, and international relations from each website newspaper. In the report on the Covid-19 epidemic, the two media have taken opposing positions. As a result, a critical discourse analysis of the two studies on the Covid-19 outbreak is required. This article employs a three-dimensional framework and systemic functional grammar to conduct a critical discourse analysis of the *People's Daily* and *The New York Times* reports on the Covid-19 epidemic in order to investigate their respective attitudes and positions on the new crown epidemic, as well as the ideology underlying their news discourse. Here, the analytical results demonstrate that the *People's Daily* and *The New York Times* both utilize negative and derogatory terms in equal numbers. Both presented different focuses and conveyed different information and ideologies generated by cultural variances.

The second research entitled "Critical Discourse Analysis on Medan Newspapers' Editorial" has been done by Sahlan Tampubolon (Tampubolon, 2022). The goal of

this paper is to find out how critical discourse analysis is realized in editorial local newspapers in Medan. The conceptual basis study in this research is adopted from Norman Fairclough's ideas on discourse and power and discourse and hegemony. It tries to link social practice and linguistics, as well as micro and macro analysis of discourse. The data source taken from the newspaper editorial published in Medan, Indonesia. They were the editorials edited in June to December 2012. The editorials include *Analisa*, *Andalas*, *Medan Bisnis*, *Orbit*, *Sinar Indonesia Baru*, and *Waspada*. Then the data collection was implemented based on the study of critical discourse analysis. Here, the research found that the critical discourse analysis in Medan Local Newspaper (SKTM) reveals a major shift from authoritarian to democratic after the era of orde baru. Then, the ideological interpretation is mostly controlled by remembering and critiquing the editorial, which also convinces that SKTM performs in free press in presenting their thoughts.

Based on the research studies above, the writer's used Critical Discourse Analysis (CDA) as tools to study the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. The theory by Norman Fairclough about Critical Discourse Analysis (CDA) applied to this research because CDA is not just analysis or more concretely text, but it is a trans disciplinary analysis between discourse and social process. It includes some form of systematic analysis of text and it addresses social wrongs in their discursive aspects and possible ways of righting or mitigating them. The research above has the same media for the analysis by collecting data from several articles in the newspaper and implementing their research. So, the two research before has the similarities in their tools including the theory, methods, and object. Therefore, in this paper, the writer will discuss how news about the increase in ticket prices for Borobudur Temple in *The Jakarta Post* daily news report is analyzed using critical discourse analysis.

## METHOD

In analyzing the critical discourse of the news from *The Jakarta Post*, we used Fairclough's theory. According to Fairclough (2001), CDA is "a form of critical social science geared to illuminating the problems which people are confronted with by particular forms of social life, and to contributing resources

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which people may be able to draw upon in tackling and overcoming those problems". Fairclough contends that language is discourse in critical discourse analysis, and that social structure determines discourse as a practice (Wang, Z. & Yang, 2008). Fairclough proposes a three-dimensional analysis framework that can not only study language changes from the textual level but also rise to the social level, placing the discourse in a larger context and discussing its deep meaning. He combines text analysis with the theoretical orientation of social criticism. Text, discourse practice, and social practice are all included in this three-dimensional framework. Fairclough (1992) divides discourse analysis into three stages: description, interpretation, and explanation.

The description phase of discourse analysis is the textual component of discourse, or the examination of the text. According to Fairclough, text analysis should take into account both language form and meaning. By concentrating on the text's linguistic characteristics and describing the formal and structural aspects of the text in terms of word choice, transitivity, and modality, Fairclough builds on Halliday's systemic functional grammar. The process analysis of discourse practice, or the interpretation of the connection between text and the communication process of generating, disseminating, and receiving text, is another aspect of discourse practice. At this point, Fairclough underlined the importance of "intertextuality" which can connect the three aspects before and after and improve the effectiveness of critical analysis.

Social practice, involving the relationship between discourse practice and social cultural practice is also the third stage that is explanation. At this point, the study of discourse is placed in a larger context with the aim of revealing the hidden ideologies and power structures as well as the constraints placed on text and discourse practice. According to Halliday (2004), language is a system of social symbols and meaning is not spontaneously generated. He concentrated on developing a framework for defining "what is language" and "how language functions". An essential component of Halliday's functional linguistics theory and one of the cornerstones of systemic functional grammar is this comprehensive meta-functional ideological theoretical system. In linguistics, it is significant. Ideational function, interpersonal function, and textual function are the three components of metafunctions (Halliday, 2004).

In his three-dimensional model, Fairclough (1992: 25) highlights the idea that discourse is a type of social activity, and that text is the end result of loose practice, including the creation, dissemination, and consumption of text. Social practice limits both the textual dimension and the discourse practice dimension. Social structure influences discourse and language as social practices. Analyzing the interactions between text, process, and context is made easier by treating discourse as a social practice. Later media scholars accepted and used his three-dimensional model as a theoretical framework, greatly aiding in the creation of CDA. In his CDA research, he used several examples from diverse news sources, particularly in media discourse, to demonstrate the relationship between mass media activities and social culture practices.

## RESULTS AND DISCUSSION

### a. Text representation from *The Jakarta Post* on the Price of Borobudur News

In analyzing the text, the writer specifically uses Halliday's theory, named Systemic Functional Linguistics (SFL). Halliday's tradition, as an example, is more concerned with the way language is used in social contexts to achieve a particular goal. Regarding data, SFL prefers to look at discourses produced in the form of written or oral language and what is present in the texts that are created rather than tackling the way language is represented or processed in the human brain. Due to SFL's focus on language usage, the purpose of language that is what it is used for is given much more weight than the nature of language structure and the process by which it is put together (Matthiessen, C., & Halliday, 1997).

The first analysis that the writer does is to analyze the composition of the news text about the price of Borobudur. In the text of the news, the news writer begins with the plan to increase ticket prices which has been discussed for a long time by using the word "after years of discussion". This shows that the news writer wants to emphasize that this increase is not a sudden thing because previously there have been discussions by the government. After the initial explanation, the news writer stated that the current condition was that many objected if the entrance ticket to Borobudur Temple was increased, especially the Buddhist community and stakeholders in the tourism industry. The news

writer also wrote backwards threads on this story, where phrases like "Back in 2019" and "...in the eighth and ninth centuries during the Sailendra dynasty". This statement may be intended to remind the reader when the Borobudur Temple was founded. Until the last text, the news writer reported about the facts about the Borobudur Temple which is one of the Seven Wonders of the World. Furthermore, in the closing statement, the news writer explained the reason why the Borobudur Temple tickets went up.

The news writer uses some phrases that do not reflect a bias towards the side of the government or the common people. For example, in the sentence "Protests from many quarters"; the word "quarter" here means to refer to many people. In fact, the increase in ticket prices has received protests from various groups, like local residents, Buddhists who used to worship there, as well as students. In another sentence, "But the government's plan to limit public access to a precious cultural heritage site does make sense as well." The news writer uses the word "government", to represent and explain that the increase in ticket prices which originated to limit the number of tourists, has been known by the government. Then, it indicates that the government has prepared this in advance.

#### **b. The Socio-Cultural Contexts Between Ticket Price Increase and Local People Around Borobudur Temple**

The social cultural practice dimension, which corresponds to the discourse explanation process, is the largest component of Fairclough's three-dimensional critical discourse analysis. This dimension's emphasis on social analysis aims to expose the hidden power structures and ideologies in the text in conjunction with the social setting. Based on the earlier text analysis and discourse analysis, the analysis of social practice serves as an explanatory procedure. The purpose of explanation is to reveal how social structure affects discourse production and how discourse responds to social structure.

Viewed from the cultural aspect, Indonesia is a developing country because it has a high population growth rate, high unemployment rate, uneven quality education, and so on which causes Indonesia to still not be called a developed country (Jauhari, 2017). Therefore, with the emergence of this news, people are worried that it will be difficult to gain access to Borobudur Temple again because

the tariffs to be charged are very high. This situation occurs because Borobudur is a tourist place that not only has a fun effect, but also increases knowledge about it. Even if school children want to go on vacation and gain insight, they are also looking for tourists. Borobudur is the most popular place because of the transportation costs and affordable entrance ticket prices. Not only students and ordinary people, local residents who depend on their lives to sell in the Borobudur area, even Buddhists object to this. If the rate increases, the number of tourists who come will also decrease and will cause a lack of income for traders in the area. Furthermore, Buddhists who often worship there will also feel burdened with the same thing.

On the other hand, the government's reason is also acceptable if it wants to reduce the number of tourists who enter Borobudur every day. In our perspective, reduced visitors can also help Buddhists to worship more solemnly. Because it also does not feel good if there is someone who wants to be solemn in worship, while around him there are many people who have different aims.

### **CONCLUSION**

This paper used the three-dimensional theory of Fairclough and Halliday's systemic functional linguistics. The results of this article can be seen from how the text of this news is structured so that the reader understands the intent and purpose of the news. Furthermore, the use of words and terms used in the news "the price of" is also not skewed to any party. Although this article only discusses one news item, the news raised is able to represent the economic and social conditions of the community.

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