Ideological Construction on JawaPos News Report about DBL East Java Series 2012

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Abstract

This study aimed to reveal the ideological construction of news reports on DBL, a renown student’s basketball league, East Java Series in Jawa Pos. Applying qualitative approach in a bid to understand how the media delivered ideology through news report about DBL East Java Series, the data of this study were obtained from Jawa Pos newspaper in May and June 2012. Critical Discourse Analysis proposed by Van Dijk which is also known as socio cognitive approach, which is based on three levels: Textual Analysis, Social Cognition and Societal Analysis, is the main theory of this study. Using qualitative approach and purposive sampling, the writer found the theme of the news reports in Jawa Pos, and revealed the social cognition of the news since mental awareness of the journalist affected news making. Finally, the writer applied societal analysis in order to learn the relation of texts with the development of social structure and public knowledge of the phenomena. The result of this study showed that Jawa Pos successfully created an awareness that DBL event is spectacular and exciting by exposing positive sentences and images to enhanced the idea. Jawa Pos major purpose is to raise public awareness that DBL is a prestigious event which was represented through linguistic elements such as adjectives, nouns, conjunctions, pronoun, quotes from influential people and attractive photos in their news. In conclusion, the ideological construction on DBL News Report on Jawa Pos is seeking profit or capitalism.

Keywords: ideological construction, critical discourse analysis, socio cognitive approach, news report, development basketball league (DBL)

Introduction

Basketball is the third favorite sport in Indonesia. It follows with the number of competition, either amateur or professional. One of the amateur competitions is DBL (Development Basketball League) which is intended for Senior High School students. Established since 2004 at Surabaya, now DBL has grown into massive basketball competition.

Published news in media actually aimed at constructing public assumption and thoughts about certain issues. Media is a tool for disseminating ideologies of men in power (Al-Zastrouw, 2000). Eriyanto (2001, p.13) puts ideology as the key concept in Critical Discourse Analysis because text, conversation and any other types of communication is a form of ideological practice or the reflection of certain ideology. The term “ideology” is widely used in social sciences, but the point is very indistinct. That is, Karl Mannheim (1991, p.132) in Ideology and Utopia stated that there is no better introduction to ideology matters than the analysis result of the value of “ideology”. The idea of ideology itself is a system of thoughts that is revealed in communication. Those thoughts could be positive or negative, depending on the purpose of creating the ideology. Positively, ideology perspected as worldview that state values of certain social groups to defend and advance their interest. On the other hand, ideology perspected negatively if it creates false awareness by reversing public comprehension about a reality (Jorge Larrain, cited in Sunarto, 2001).

Jawa Pos as the only media that publishes DBL news and the organizer of DBL certainly aims to make this event positive for the readers. Since language has important role in representing ideology, the linguistic feature of the newspaper (Jawa Pos) is significant in constructing public awareness. In
this case, the linguistic aspect and features of newspaper is the main part to represent the ideology of DBL.

Method

There are three steps conducted in analyzing news reports on DBL East Java Series. The first one is analyzing the macrostructure of the news reports to find the theme. The next step is discussing the superstructure of the news reports to identify the organization or schematic of the news reports. While for the analysis of microstructure, the writer observed the detail of the news reports, the linguistic features.

In a bid to find the ideology, the writer also analyzed the socio-cognitive of the news reporter. The writer analyzed the vision, mission, and value of Jawa Pos DBL reporter. In societal analysis, the author analyzed comments of people about the news report of DBL East Java Series by making series of interview to some elements of society.

The sources of data for this research are Jawa Pos newspaper and the result of interviews. Articles were collected from Jawa Pos archive, which was devoted for internal use in the form of .pdf format. The article was 5th of May 2013, it is about the opening of DBL in Surabaya the title of the article is “Kompak Goyang DBL Arena” (Together Shaking DBL Arena). The writer used purposive sampling method due to its particular features and characteristics that will enable detailed exploration for the study (Ritcher, 2003).

In addition, since this research includes societal analysis, the writer conducted interview with the journalist who wrote the text. Every text that published in the newspapers have a code in its end, it is the initial for the writer, copy editor and the editor. The questions were in a form of open questions in order to understand the mental picture of the journalist.

Discussion

Macrostructure concerned with the topic of the news reports. Van Dijk in News as Discourse defined topic as a global, macro level of discourse description (1998, p. 31). The news report titled “Kompak Goyang DBL Arena” weighed heavily on the reception of spectators in Surabaya and Makassar on the opening of the event, DBL. It suggested that the event was most welcomed by students, and even it became a trend in the two regions, Surabaya and Makassar.

Further, regarding superstructure or schematic structure of a news, Eriyanto (2001, pp.231-234) described in detail that superstructure was the organization the scheme of the text that consists of the introduction, body and conclusion that supported the macrostructure.

The news report entitled “Kompak Goyang DBL Arena”, began by a lead illustrating the excitement of DBL Opening Party in Surabaya and Makassar Series. Then in the body, the story followed by magnificent illustration of original show by PT Deteksi Basket Lintas Indonesia (PT DBL Indonesia) and Jawa Pos Group that presented flashmob performance which had successfully made the spectators dance along with them.

Show tersebut membuat pengunjung bergoyang dengan aksi flashmob (par 3 line 24)

The next part is the atmosphere of Opening Party DBL Makassar Series. The story initiated with the enthusiasm of 2000s spectators that attended the event despite the heavy rain. The 1.500s capacity Andi Matalatta Sport Hall could not accommodate all spectators. The committee then opened and shut the entrance to enable the crowd to watch the event. It also illustrated that hundreds spectators ought to watch from the stairs because they could not get any seat. It implicitly meant that the league was an awaited league. Public were willingly came to watch the league even though it rained hard. Furthermore, it was consolidated with quotes from VIP and one of the spectators.

The first news story tended to show the excitement of DBL Opening Parties in Surabaya and Makassar by exposing the number of spectators in both cities.

Di Surabaya, Opening Party Honda DBL East Java Series dihadiri hampir 6 ribu penonton di DBL Arena (par 2 line 8)
This story also implicitly expressed the fanaticism of the crowd. Oxford Dictionaries (Oxford Dictionaries Online) described fanaticism as the quality of being fanatic. Fanatical derived from fanatic, which meant a person with an obsessive interest in and enthusiasm for something, especially in sports. In Surabaya, the crowds were reported dancing along the flashmob dance. In Makassar, the spectators were reported fulfilling the Sport Hall, even though it was raining, so that the committee applied “open-shut gate” policy to accommodate hundreds of spectators.

In addition, the comments that were found in the text were from spectators and VIPs. Comments are important because it also indicated the validity of the news. The VIP comments came from Minister of State-Owned Enterprise, Dahlan Iskan Iskan who expressed his impression on the crowds and pride upon the League.

Penontonnya meriah sekali. Saya sengaja datang dari Jakarta khusus untuk melihat opening ini. Ternyata sesuai dengan dugaan saya, sangat membanggakan dan bagus. (par 4 line 35)

This comment emphasized that Iskan was willing to fly from Jakarta just for attending the Opening Party. He also complimented the league by saying that this league was great and excellent as he had thought. From Iskan’s comment the writer assumed that the reporter intended to convince the reader that this League is supported by the government; it was stated clearly that Iskan exclusively flew from Jakarta to watch the Opening Party.

The writer concluded that the situation and comments support the summary by explaining in detail the “exciting” atmosphere such as from the crowds, the flashmob, Makassar’s spectators enthusiasm, etc. It was the excitement of Opening Party DBL Surabaya and Makassar Series, there was no mention about the game. Going to the microstructure of the news report, Eriyanto (2001) stated that microstructure concerns more on the detail of the news reports, the linguistic features. In this research, the writer focuses on semantic, syntax, stylistic and rhetoric levels.

Semantic Style

Semantic deals with the meaning of the news. The meaning could be seen from the details, background, and presupposition. In the news report on DBL opening, the journalist emphasized on number of spectators, the fanaticism of the spectators and the excitement by using comparative, adjectives. For example, in the background of the news report Kompak Goyang DBL Arena the journalist provided facts that the tickets were sold around 6,000s in that day. On the other hand, in illustrating the opening party at DBL Makasar, the journalist used contrastive situation to emphasize the willingness of the spectators to attend the event. Thus, the background of the text prepared the readers to see a massive event, (Eriyanto, 2001, p. 235) which was very excited indeed.

There are several numbers used by the journalists such as 60 orang, 14 dancers, 1500 orang, as well as numeric quantifiers, such as banyak, ratusan to convince readers about the excitement and greatness of the event. The news stated that Andi Matalatta Sport Hall was no longer adequate the upcoming spectators; even though it was raining hard. Hundreds of spectators could only stand and watch from the stairs.

Furthermore, the word excitement kept emerging from the topic and the detail as well. Oxford Dictionaries Online (Press) defined excitement as a noun that illustrated a feeling of great enthusiasm and eagerness. The details of the text were indeed insinuate enthusiasm and eagerness. Thus, from the details stated earlier, the writer concluded that they were indeed supported the topic.

Regarding the syntaxes style in the news report, the generalization can be derived from the sentence structure, coherence, and pronoun. the tendency of sentence structured applied in the news report entitled “Kompak Goyang DBL Arena” were emphasizing on the subject that was not humans but the event, which were “The Opening Party” and “The Show”, as stated below:

Dua opening party Honda Development Basketball League digelar bersamaan kemarin (4/5) (par 1 line 1)
Show spektakuler khas garapan PT Deteksi Basket Lintas (DBL) Indonesia dan Jawa Pos Group itu menghadirkan 60 orang Takupaz Dance Crew (par 2 line 15)

Show tersebut membuat penonton bergoyang dengan aksi flashmob (par 3 line 24)

The passive and active sentences taken from the first text indicated that there was a tendency to make the readers focused on the subject of this article, The Opening Party and The Show. For example in the active verb membuat, Kamus Besar Bahasa Indonesia Online (Language center, 2012) defined it as menyebabkan, menciptakan (cause, create). In this situation, The Opening party and The Show caused the spectators dancing and amazed. On the other word, the journalist intended to report the success of The Show and The Opening Party. Therefore, it raised estimation, that “The Opening Party” and “The Show” was the key objects in the text.

Stylistic styles

One important aspect in news report is lexicon. According to Eriyanto (2001, p. 255), the word choices could influence the discourse of the text. The use of lexicon in a text indicates certain attitude and ideology. It was described as journalist’s strategic in delivering certain message. From this device, it can be revealed that some words have special purpose to make special effect of the article.

From this study, the writer found that the journalist used certain verbs and adjectives to convey certain meaning.

Keduanya (Opening Party) berlangsung seru dan heboh (par 1 line 6)
Di Makassar, Opening Honda DBL South Sulawesi Series di GOR Andi Matalatta tak kalah heboh. (par 7 line 62)
Penontonnya juga luar biasa heboh (par 5 line 52)
Opening Sequence kedua tak kalah heboh (par 6 line 54)

From the examples we could see that an adjective “heboh” appeared often. According to Kamus Besar Bahasa Indonesia Online, heboh means gaduh, ribut and gempar. The choice of word “heboh”, explicitly meant that DBL, especially the opening party was noisy and exciting. It could be inferred further that generally, public assessed an event merely on its Opening ceremonies. Therefore, the journalist placed many adjectives such as spectacular, interesting, many, incredible and exciting to represent the excitement of the league. The writer concluded that the journalist convinced the reader that DBL would be more exciting.

Further, the word “show” which is a noun also occurred more than one time in the report. The examples are below:

Show spektakuler khas garapan PT Deteksi Basket Lintas (DBL) Indonesia dan Jawa Pos Group itu menghadirkan 60 orang Takupaz Dance Crew (par 2 line 15)
Show tersebut membuat penonton bergoyang dengan aksi flashmob (par 3 line 24)
Atraksi glow in the dark plus kolaborasi antara cahaya fosfor dan LED membuat show makin menarik. (par 6 line 54)
Sebanyak 14 dancer tampil memeriahkan show yang spektakuler tersebut (par 6 line 56)
Ribuan penonton di DBL Arena Surabaya tidak hanya dibuat tegang dengan pertandingan yang seru, tetapi juga enjoy dengan berbagai show yang fun (par 9 line 68)

Oxford Dictionaries Online defined “show” as spectacle or display of something, typically an impressive one. Since the journalist applied noun “show” regularly, it indicated that DBL provides “show” as well, aside from its main course, which was basketball. The show element was correlating with the first text topic that was discussed about the excitement of the Opening Party. The show was a part of the excitement of the event.

In addition, the implication that DBL was provide show as well as basketball as its main course, was supported by Widjaja, VIP representative from Honda. “Honda DBL was a basketball competition which has different packaging” (p 8 line 79). Thus, the two words that occurred frequently, “show” and “heboh”, indicated that the texts had a tendency to
create an awareness that the league had exciting show as an attraction, aside from basketball. It all led to gaining profit as the key objectives

**Graphic**

Graphics appeared in the form of photographs, pictures and table to highlight certain part of the text. It granted cognitive effects that meant controlling interest and attraction intensively through it (Eriyanto, 2001, p. 258). The writer that conveniently was a photographer of DetEksi was aware that Jawa Pos, through their editors, has applied certain standards of photographs and script toward DBL news. One of the photo qualifications was that the photo should possess spectator elements, either as a background or as a foreground.

![Picture 1. The main photo on the news](image1.jpg)

“Kompak Goyang DBL Arena” Picture 1 above was *foto A* on the page; it depicted the flashmob dance on Opening Party DBL East Java Series in Surabaya. It portrayed the excitement atmosphere of the opening party. The spectators dance along with Takupaz Dance Crew. It also emphasized the title “Kompak Goyang DBL Arena”

![Picture 2. Situation of game](image2.jpg)

Additionally, on the second photos, it portrayed a *tip-off* between SMAN 3 Makassar and SMA Kartika Wirabuana XXI Makassar. According to Oxford Dictionaries Online (Press) *tip-off* was a jump ball that began each period in a basketball game. The utilization of tip off photo explicitly meant that the league had just begun. The photo contained spectators as a background as well, that was indeed the standard of DBL photos
Social Cognition

On the second level of Socio Cognitive approach, Van Dijk noticed that it involved journalistic activities and interactions, either among other journalists or among many other social members (1998, p. 96). Gans and Fishman in Van Dijk (1998, p. 96) extensively noticed the professional routines in the newsroom or during the heat of reporters had the institutional nature of news making and the group characteristics of journalists (Tunstall, 1971; Hirsch, 1977; Johnstone, Slawski, & Bowman, 1976; Hardt, 197 p9).

In this study, the writer interviewed Junaidi Abdillah, the Editor in chief of DBL News. The writer chose Editor, instead of the journalist, because the work portion of the editor was larger than the journalist did. He stated that he worked over 60% of the total script, while the journalist did the rest. Therefore, the appropriate informant for social cognition was the editor.

Abdillah started his career as a reporter in 2009; his first assignment was to cover DBL Junior 2009 (DBL for junior high school). Abdillah mainly had his reporters put the game as the angle, but he continually mention spectator as a form of fanaticism of the school. It was, and constantly became a success parameter of the event, Abdillah also expressed that it was also a form of promotion for the league as well by mentioning the excitement of the spectators. When reporting journalistic news about DBL, Abdillah expressed his vision and mission toward DBL report. The visions were educating target readers about basketball; popularize basketball to society and raising ticket sales. Further, the missions were extending incomes, founding basketball toward students and increasing public participation in the event. Further, Abdillah passed his visions and missions as well his writing style to his fresh reporters when he promoted as an Editor

The journalist who had entailed Abdillah’s writing style applied Event Schemas. According to Eriyanto (2001, p. 263), it was journalists most applied schemas, since they see and hear about the event habitually. In addition, the events were translated into certain schemas that suit to their purpose of writing.

From the interviewed conducted, it was revealed that the editor aimed to present this league as the most glorious, largest and spectacular high school level basketball league. To strengthen the point, he cited the ticket sales report in a form of number of spectators. Abdillah clarified that it was the event success barometer, informing the huge number of spectators against the sport hall capacity.

In addition, Abdillah also expressed the other function of DBL news report that was, drawing new readers from spectators. Along with the massive number of spectators, which mostly consist of school elements and parents, Jawa Pos included the newspaper in the ticket as a bundling. It meant that the spectators acquired a newspaper for each ticket, either regular or VIP ticket.

On the other hand the mass amount of spectator was an indication that the league succeeded and welcomed by most elements that correlated with it. For instance, the school circles, parents and families, sponsors and non-involved public spectators. They supported this league by purchasing tickets and sponsorship. Finally, from the Editor’s cognition, the writer drew a conclusion that Abdilah as the Editor of DBL has a value to obtain financial benefit along with educating public about basketball. Hence, Abdilah mostly put persuasive sentences implicitly in the text that formed as positive word or sentences, such as: massive and prestigious event, exciting, entertaining, etc, in a bid of acquiring larger profits from ticket sales and escalation of new readers.

Societal Analysis

Despite its exclusive coverage by Jawa Pos, DBL event was also published by other media. In this study, the writer found several DBL discourses in some online medias. All of them agreed that DBL was the largest High School Basketball League in Indonesia, as stated below:

(http://www.lensaindonesia.com)
(http://www.sportku.com)

There were four articles found from different time and sources. Van Dijk in Eriyanto (2001, p. 272) expressed power as a capital or asset of a certain group to control the other group. Power can be in form of wealth, status and knowledge that could be used indirectly to control another group by influencing their mental condition. The discourse of DBL as the largest student level basketball league had widely spread by the power of media. In this context, Jawa Pos has a power in the form a media group established all over Indonesia. Consequently, it affected online media so that they reproduced the discourse created by Jawa Pos in their text, forming nearly similar point of view as in Jawa Pos.

Then, access granted greater influence in the society through the media or other institutions (Eriyanto, 2001, p. 272). For instance, Iskan’s quote that expressed the League was great and excellent as he thought was selected because he has a greater access to Jawa Pos since he was a minister of Own Stated Enterprise.

Even a big publisher such as Kompas, put an article titled “**LPI dikalahkan DBL karena Sportainment**” highlighting a comparison between Liga Pendidikan Indonesia and DBL. LPI is students national soccer league organized by local authorities. On the other hand, DBL is organized by DBL Indonesia under Jawa Pos Group, which is a private institution. The text indicated that “sportainment”, which was DBL’s trademark overwhelmed LPI as a national level league. In addition, the article acknowledged the fact that DBL is able to raise fanaticism toward spectators’ school. Moreover the “sportainment” elements which exposed constantly in DBL news reproduced in this discourse.

Another example was from Lensa Indonesia. In their article entitled “**Tahun 2012, Kompetisi DBL Siap Hebohkan Pelajar**”, the discourse expected DBL to expand more than just a basketball league, but as an encouragement to students to be a professional athlete, in the court as well in school. It was in line with another discourse from Kompasiana, which entitled “**Ekspektasi DBL, Ekspektasi Indonesia**”. The title of the text illustrated that DBL’s expectation was reflecting Indonesian’s expectation. In the text, DBL portrayed as the hope of Indonesian Basketball to develop to be more professional that could compete with foreign basketball athlete.

In summary, the writer concluded that all of them shared similar point of view of DBL that the event was massive, spectacular and awaited. On top of that, one of the discourse expressed that DBL is Indonesia hope to produce professional basketball athlete which should be the responsibility of the government. Those were evidences that public respond DBL positively as an event that could bring change in national basketball. In general, based on discourses above, Jawa Pos had succeeded in implementing their ideology widely in the society, even giving them hope of future basketball that the government is unresponsive.

**Conclusion**

From three level analysis conducted, the writer concluded that the key purpose of DBL news on Jawa Pos beneath the news reports is to assure the public that DBL is a prestigious event; it is an exciting, spectacular, and awaited occasion by employing positive sentences, adjectives, noun, conjunctions, pronoun, quotes from influential people and attractive photos in their news articles. Those features strengthen the positive sides of the event. Then, the result of socio cognition analysis indicated that the editor of DBL news aims at getting financial benefit as well as educating public about basketball. Finally, the societal analysis discovered that the power of JawaPos has successfully made other online medias reproduced image of DBL as a big event, moreover, public considered DBL as the agent of change for Indonesian Basketball.

This condition, according to Koetler (2005, p.732) was a strategy to develop an effective message that led to the growth of spectators which in line with multiplied ticket sales as well as new readers.
The great number of ticket sales was a barometer of an event’s success, the more ticket sold, the event would be considered more success.

The red line of this study was that Jawa Pos through DBL news report expected incomes from DBL in the form of ticket sales. It was related to the word “capitalism”, that is investment of capitals, i.e. assets in the expectation of making profit in the future. The investments can be in the form of trading, stock exchange, etc. (Fulcher, 2004). Capitalism also characterized as self-pursuit of material profit, the freedoms of economic competition and financial self-interest. (Reisman, 1998). In summary Jawa Pos as the organizer of DBL will continually attract spectators of the league to gain more profit from ticket sales and new readers acquisition.

References