

COHESION PATTERN
OF KENDENG ISSUES
IN THE JAKARTA POST HEADLINES :
A CRITICAL DISCOURSE
ANALYSIS

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A B S T R A C T

The demand of media information is an essential factor in a modern society nowadays. People therefore entrust every news which is liberally released in mass media that are seemingly reliable. The issue apparently occurs towards parties who intend purposes to deceive readers using media headlines. Headlines are easy to be stamped in people's mind since the readers can be given a portrayal of the whole content through headlines. Headlines ease readers to recall information since it has various persuasive ways to be launched employing particular lexical choices. Halliday (1973) states that author's linguistic and functional choices are the result of social circumstances and their influences on author's perception. Consequently, this paper uses a cohesion pattern analysis of headlines on The Jakarta Post which expose Kendeng issues which have been popular and involving stakeholders including environment. This paper stands to the CDA introduced by Fowler (1996) who believes that a text can be arranged in particular structures, engagements, patterns implying an ideology or purpose on marginalizing Kendeng society and causing one side benefit upon others. This paper aims to measure The Jakarta Post's tendency in supporting which stakeholders through ambiguities revealed in the pattern of cohesion analysis of the headlines in forms of lexical choices and word interrelation. This paper unfolds the author power emerging side on headlines that they make to influence the readers.

KEYWORDS : Cohesion, Headlines, Lexical Choice

Background

As people who live in the modern era which requires information to blend into the society, the recent society needs media which facilitate them the information. Nevertheless, they will be isolated since they cannot be in the same knowledge status with the society. Mass media, a form of human communication practice, the mean on how people 'talk' each other by verbal or non-verbal way, transmitted into a medium, can empower the user to reach huge amount of people. Therefore, since mass media have a crucial role in the society life, mass media are easily employed as means on implementing aims and purposes intended by certain parties to affect people. This invites many critical studies analyze the undeniable power that mass media have to gain power to infect people's view towards the world.

The study of Critical Discourse Analysis, an analysis of a relation between language and ideology, it can be synthesized on the language features used in discourses and contexts where the text is produced. Through years, CDA scholars such as Bell (1991), Fowler (1991), Fowler et al. (1979), Fairclough (1989), Richardson (2007), Teo (2000) and van Dijk (2001) have discovered that news is never be an objective public vehicle but a social practice. By this stand, I believe that there is no news which is neutral and it should support one side party which is unfair towards another. I therefore aim to have a research on headlines which report Kendeng Issues in The Jakarta Post. Since, headline is one of a determining role of news for being read since it portrays the content of the news.

Headlines are easy to be stamped in people's mind since the readers can be given a portrayal of the whole content through headlines. Headlines ease readers to recall information since it has various persuasive ways to be launched employing particular lexical choices. Kendeng issues actually involve three stakeholders which are kendeng society, government and environment. In addition, The Jakarta Post, a democratic newspaper, one of the newspapers which uses English in its news, claims that they do not take any opinion standing on the news since they employ some selected news and writings written by people. However, according to Halliday (1973), author's linguistic and functional choices are the result of social circumstances and their influences on author's perception. Consequently, this paper uses a cohesion pattern analysis of headlines on The Jakarta Post which expose Kendeng issues to examine which side that The Jakarta Post actually stand. Measuring The Jakarta Post's tendency, I aim this study to investigate the specific linguistic choices, collocation and other features conducting patterns made by each author and help the readers not to be sunk into wrong perspectives made up by one party only. This study hopefully help the people to notice the importance

of having objective view, critical thinking awareness and reading ability, which may uphold the neutrality of readers on perceiving and processing news into their mind and society.

Methodology

Data collection and analysis: Adopting a nonrandom purposeful sampling, the study selected 5 editorial headlines, [6 culled from the electronic version of The Jakarta Post online newspaper of editorials taken from published daily over a specific span of time (Januari to April 2017). The Jakarta Post online newspaper is also in line and one voice with the printed newspaper bought in the society in spite of the length of the news.

This study examines the headlines using the reference, subordination and ellipsis and lexical cohesion promoted in the Halliday and Hasan's model of cohesion. Afterwards, the researcher will examine the social practice supported by Fowler, based on the cohesion pattern, using a critical discourse analysis.

Review of Literatures

Critical Discourse Analysis is an essential approach in discourse analysis. It focuses on the discursive situation, aspects and causes of power abuse by elite groups and institutions. It critically examines patterns and signs on how the dominant group access certain strategies and control over text and talk, genres and contexts as strategies of controlling mind. By having CDA, It examines its roles and discourse in ways of inequality produced in text and talk (van Dijk, 1995).

CDA does so in opposition against those groups and institutions who abuse their power, and in solidarity with dominated groups, e.g., by discovering and denouncing discursive dominance, and by cooperating in the empowerment of the dominated. (Van Dijk, 1995)

In the same way as power and dominance may be institutionalized to enhance their affectivity, access may be organized to enhance its impact: given the crucial role of the media, powerful social actors and institutions have organized their media access by press officers, press releases, pressconferences, public relation departments, and so on.

As suggested above, it requires true multidisciplinary, and an account of intricate relationships between text, talk, social cognition, power, society and culture. Its adequacy criteria are not merely observational, descriptive or even explanatory (Fairclough, 1985). Ultimately, its success is measured by its effectiveness and relevance, that is, by its contribution to change. In that respect, modesty is mandatory: academic contributions may be marginal in processes of change, in which especially those who

are directly involved, and their acts of resistance, are the really effective change agents

Halliday argues: “Discourse is a multidimensional process and text as its product not only embodies the same kind of polyphonic structuring as is found in grammar, (in the structure of the clause, as message, exchanges and representation), but also since it is functioning at a higher level of the code, as the realization of semiotic orders ‘above’ language, may contain in itself all the inconsistencies, contradictions and conflicts that can exist within and between such high order semiotic systems”

Language as a social phenomenon is functional .i.e. it concerns with the mechanism of text structure, function and meaning of language. It begins an analysis of language in social context where a particular lexico-grammatical choice is constructed under the influence of the social and cultural context. Halliday’s SFL (Halliday 1994), emphasizing on semiotics, the code of language and how the utterances and texts specify all the meaning potentials, studies the functional and situational organization of language in the social context (Halliday, 1985). In Halliday’s terms, transitivity as a major component in experiential function of the clause deals with the “transmission of ideas “representing ‘processes’ or ‘experiences’: actions, events, processes of consciousness and relations”

It is a semantic system to analyze representations of reality in a linguistic text and create the same experience through various lexico-grammatical options influenced by different mind styles or authorial ideology. (Fowler, 1986) It manifests how certain choices encode the author’s certain ideological stance affected by social and cultural institution because according to Fowler these linguistic codes cannot reflect reality neutrally and definitely embody ideologies. It also functions as a rich analytic tool utilized in critical discourse analysis, dealing with “who or what does what to whom or what?” where actor, action and goal as affected are highlighted.

In Halliday’s SFL, cohesion in a clause is one of determining aspects in textual metafunction. Cohesion, the “non-structural text-forming relations” (Halliday & Hasan 1976) relates to the “semantic ties” or relations of meaning within text. The cohesive devices of referencing, substitution, ellipsis, conjunction, and lexical cohesion were presented by Halliday and Hasan (1976). In this paper, the researcher only examines the text on Referencing, Substitution and Ellipsis and Lexical Cohesion. Referencing is classified into homophoric, exospheric and endophoric categories respectively referring to cultural shared information, immediate situation context, and textual information, referencing identifies presupposed information throughout the text. Substitution and ellipsis are used to avoid the repetition of a lexical item through grammatical resources of the language. The substitution and ellipsis can be nominal, verbal and clausal. Functioning at the level of deictic, enumerative, epithet, classifier, and qualifier, ellipsis as “substitution by

zero” refers to a presupposed anaphoric item through structural link. Lexical cohesion are non-grammatical and refer to the “cohesive effect achieved by the selection of vocabulary” like reiteration where a lexical item directly or indirectly occurs through applications.

RESULT AND DISCUSSION

Supreme Court Ruling on Construction of Kendeng Cement Must be Obeyed.

Table 1. Reference of the headlines

No	Findings	Reference
1.	Supreme Court	The highest court
2	Kendeng Cement	The company which is being built in Kendeng

Table 2. Substitution and Ellipsis of the headlines

No	Findings	Explanation
1.	The omitted conjunction	the elision of conjunction which should be among the word ‘court’ and ‘ruling’ is deleted. Supreme Court Ruling on Construction of Kendeng Cement Must be Obeyed.
2.	The omitted subject	The elision of subject who should obey the Supreme Court. Supreme Court Ruling on Construction of Kendeng Cement Must be Obeyed. by..

Table 3. Lexical Cohesion of the headline

No	Findings	Meaning (According to Oxford Dictionary)	Synonym	Meaning (According to Oxford Dictionary)
1	Obey	Comply with the command, direction, or request of (a person or a law) submit the authority	Carry out	Do something like tasks
2	Rule	Exercise ultimate power or authority over area and its people	govern	Conduct the policy , actions and affairs of state, organization and people.

Social Practice of Headline 1

In this headline, the researcher assumes that the representation of power and authority is obvious. In fact, the reference reveals that the court is the highest stakeholder in this issue. The subject of the headline is ‘Supreme Court’ which is obviously described as the stakeholder who rules and over controls the activities in Kendeng cement construction. The ‘supreme court’ mentioned in the headline must refer into another court in the government. The reference of the ‘supreme court’ in the headline is ‘Mahkamah Agung’ in Indonesia. The

collocation of the word ‘obey’ in this context is ‘you must do it’, the word ‘obey’ seemingly forces the object. It will be different with the word ‘follow’. The word ‘follow’ tends to have guiding steps rather forcing the object. The lexical choice of ‘rule’ tends to show the authority of Supreme Court in the construction. It means that the Supreme Court is the highest stakeholder in this account. Moreover, the elision of conjunction in the word ‘ruling’ seems that the author want to lighten the position of the court by directly going to the word ‘rule’ without any interruption.

On the other hand, Kendeng cement mentioned in the headline is the company which is ruled by the Supreme Court. The company which is influenced and the object of court’s ruling. In addition, the ellipsis of object who should obey the Supreme Court. It is not mentioned in the headline. That reveals the ambiguity who should obey the rule of Supreme Court. This evokes the reader on who should obey the rule. In the lexical cohesion, the use of the word ‘rule’ is showing the highest authority of the Supreme Court. The use of the lexical choice as ‘rule’ and ‘obey’ in the headline shows that there is one powerful stakeholder over the kendeng cement. It is weaken the other stakeholder under the court. As the common people who likely predict the news through headlines, they will be driven into an understanding of great power and authority reflected on Supreme Court above all stakeholders. This is the intension of the author in showing the real power of the government towards other stakeholders or implementing the highest stakeholder of this issue.

Headline 2 : Semen Indonesia postpones Rembang Factory Opening due to Protests

Table 4. Reference of the headlines

No	Findings	Reference
1	Semen Indonesia	The company who contributes on cement construction in Rembang.
2	Rembang Factory	This stakeholder refers to the cement factory that will be built in Kendeng.

Table 5. Lexical Cohesion of the headlines

No	Findings	Meaning (According to Oxford Dictionary)	Synonym	Meaning (According to Oxford Dictionary)
1	Postpones	Arrange something to happen at later time than originally planned.	Delay	Not to do something until a later time. Make somebody slow or late.
2	Protests	Statement or action showing a strong disagreement	Disapproval	Say or state that something is bad
			Disagreement	Difference of opinion

Social Practice of Headline 2

In the second headline, the author brings two major stakeholders which are 'Semen Indonesia' and 'Rembang Factory' which are referred to cement company which is built in Rembang. By making Semen Indonesia as the subject or postponing the opening of Rembang Factory, the readers are given the fact that Semen Indonesia has bigger role and authority in deciding the opening of the factory. On the other hand, postponing the opening of Rembang Factory reflects that it is the impact of the problem going on in the society. It is proved by the lexical choice used by the author as the word 'postpone' which seems intentionally arranged by the subject 'Semen Indonesia' that has an impact or change of another stakeholder 'Rembang Factory'. Another discourse comes up by the word 'protest' which means a statement or action showing a strong disagreement. The protest is the cause why Rembang Factory's opening is postponed. The essence which is conducted by the word 'protest' is also negative and blaming the stakeholder who do the protest. The essence of the protest will be more humble and calm if the author uses the word 'disapproval' or 'disagreement'. The author of this headline makes the intimidation of people who do the protest which causes the postponement of another event.

Headline 3 :Kendeng Farmers refuse to halt protests Against Cement Factory

Table 6. Reference of the headlines

No	Findings ; Word	Reference
1	Kendeng Farmers	The victim of the problem
2	Cement Factory	The cement factory which is built in Rembang as Rembang Factory.

Table 7. Lexical Cohesion of the headlines

No	Findings	Meaning (According to Oxford Dictionary)	Synonym	Meaning (According to Oxford Dictionary)
1.	refuse	Not give, accept, to do something	reject	Refuse to accept something, throw something away as not good enough
2.	Farmer	Person who owns or manages a farm	Worker	Person who works
3.	halt	Cause something or somebody to stop	Stop	Make something no longer continue.
4	Against	Opposing, in contrast	Oppose	Disagree, contrast,

Social Practice of Headline 3

In this headline, the author uses another stakeholder who are the farmers and this means that author also supports the lowest stakeholder in this issue who is the society by making it as the subject of headline. In order to have a report of the society's decision toward halting the protests, the author uses the lexical choices which show society's power towards the cement factory. For example, the word 'refuse' is better than its synonym 'reject' or 'repel'. It shows that the society have their own right to continue the protests. In addition, the author uses the word 'farmer' as the occupation of the subject, it means that famers still have their power to do the protest against cement factory. The cement factory mentioned as the object of the sentence can be proved as not the only power controlling the decision included government. Therefore, by using these lexical choices, the author can uphold the power of society 'the farmers' to be acknowledged in this issue.

Headline 4 :Snowballing Support for Kendeng Residents

Table 8. Reference of the headlines

No	Findings	Reference
1	Snowballing Support	Flowering supports towards the Kendeng society
2	Kendeng Residents	The society who live in Kendeng

Table 9. Lexical Cohesion of the headlines

No	Findings	Meaning (According to Oxford Dictionary)	Synonym	Meaning (According to Oxford Dictionary)
1.	Snowball	Grow quickly in size.	Increase	Make something greater in amount, number, value etc.
2	Support	Encouragement and help you give to something to somebody in difficult situation.	-	

Social Practice of Headline 4

Due to the requirement of headline which is eye-catching and persuasive, the author of this headline uses unfamiliar lexical choice of 'snowball' which means something become greater quickly and fast. It drives the reader on how great the rise of support for Kendeng Resident is. By this context, the author probably wants to invite more readers to read the news. However, the author implies the strong support coming for the development of Kendeng Resident, which means that the author wants to stop the protests or having a evidence that some parties agree for the development of the resident in kendeng. Therefore, this headline reflects the author's disclaimer on the continuing protests and supports the solution of the issue.

Headline 5 :Jokowi’s Short Meeting with Kendeng Farmers Ends in Tears.

Table 10. Reference of the headlines

No	Findings	Reference
1	Jokowi	The president of Indonesia, the highest and most influential stakeholder in the country
2	Kendeng Farmers	The victim of the problem, the smallest unit in the country as society

Table 11. Lexical Cohesion of the headlines

No	Findings	Meaning (According to Oxford Dictionary)	Synonym	Meaning (According to Oxford Dictionary)
1.	Short	Measuring on small length or distance, lasting or taking small amount of time	Momentary	Lasting for very short time ; brief
2.	ends	Cause something to finish	-	
3.	tears	Drop of liquid that comes from your eyes when you are crying	Sad	Feeling or showing sorrow ; unhappy

Social Practice of Headline 5

This headline appears as complete sentence, without elipsis, which illustrates that every single constituent is important to be upheld starting from the subject, verb and adverb of condition. The subject of the headline is ‘Jokowi’s short meeting’ meaning that Jokowi had a meeting with kendeng farmers which is short. ‘Short’ means that Jokowi did not have more time to take a look on problem towards kendeng farmers. More over, the verb ‘ends’ which is explained by the adverb ‘in tears’ illustrates the situation on how the Jokowi’s visits was. The author chose the word ‘Jokowi’ rather than the word ‘president’ down grading the subject. This can make the society neutral towards the headline. In addition, the adverb of situation in the headline ‘in tears’ describe how terrific the visit of Jokowi was. This reveals two ambiguities, firstly does it potray that kendeng farmer are crying (literally) while Jokowi had only a short visit with them and feeling abandoned? Or secondly does it potray that kendeng farmers are sad (metaphorically) because they want a longer one. In this condition, the author tends to have a wide sid on society and sadly regrets the short visit by the president. In this headline, the author uses his role and power in his writing to show that the president should have more cares for kendeng farmers in spite of short visit that he the president did. The author upholds the adverb as the implication that the president’s visit does not solve the conflict still.

CONCLUSION

In this study's examination of an analysis the reference, substitution and ellipsis and lexical cohesion asserted by Halliday (1994), the researcher can reveal the stakeholder that the author support through analyzing the headlines. The reference of the headlines reveals us how the authors of the Jakarta Post use noun or pronoun to show up the level of particular parties. That will give the reader the sense of the news on which side it stands and vice versa. Moreover, the substitution and elipsis of the headlines is revealed in take which side the reader should give the blame toward stakeholders in the news. In addition, the lexical choice and the structure of the headlines imply the tendency of the author towards the Kendeng Issue because the researcher has discovered many options and synonyms which imply particular concern through the lexical choice used in the headlines. Some authors support this issue that portrays the stakeholder's power which is upheld by the author. To justify the claims, the researcher have a logical analysis on a critical discourse analysis based on Fowler (1991), how the structure and the lexical choice of the sentence, clause or phrase can actually refer into different intension conducted by media or the authors themselves. In conclusion, the researcher finds that The Jakarta Post positively uses the power of headline in emerging the thought of society or readers. By using particular lexical choice and shape of sentence, the authors incidentally show the tendency of taking a side on which stakeholder in the problem. The researcher suggests other researchers or following research to find out another pattern used in the media by using Fowler's design of research. This research could also suggest the following researchers to take another issue coming from society to see the similar patterns of cohesion. This research conducts the point of view of several headlines which are taking a side on society, down-grading the government and the cement factory.

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