ABSTRACT

Aldi Alexander Vinchristo. 2020. *A Study of Columnists' Attitude toward Social Welfare Issues in News Columns of DutchNews.nl*. Yogyakarta: Graduate Program English Language Studies. Sanata Dharma University

Columnists in news columns always write their positive or negative opinion about issue that are presented in their publication. The readers tend to question the reason why the Columnists choose certain positive or negative attitude to the issues related to judgment consists of social esteem and social sanction, appreciation consists of reaction, composition, and valuation, and affect consists of happiness/unhappiness, security/insecurity, and satisfaction/dissatisfaction (Martin and White, 2005). Columnists in news columns also usually create two groups of people, which are "Us and Them" and try to influence the the reader to join "Us" by portraying this group positively and emphasizing the negativity of "Them" (van Dijk, 1998). For this reason, the issue of social welfare in news columns of *DutchNews*.nl was chosen as the object of this research, in the hope that columnist's attitude and ideology could be clearly identified.

Based on the explanation given above, these are the problem formulations for this research, (1) What are the highest types (positive or negative) of columnists' attitude toward social welfare issues in news columns of *DutchNews.nl*?, and (2) How is the columnists' ideology (Us and Them) of social welfare issues represented in news columns of *DutchNews.nl*? The research objectives are: (1) to identify what are the highest types (positive or negative) of columnists' attitude toward social welfare issues in news columns of *DutchNews.nl*, and (2) to find how are the columnists' ideology (social groups or "Us against Them") represented in news columns of *DutchNews.nl* that will show the columnists group's affiliation and their ideology.

In order to achieve the Objectives No. 1 and No. 2, this research used the attitude of appraisal theory as an approach (Martin and White, 2005), and ideology ("Us and Them") theory (van Dijk, 1998). The main research was to reading and examining the social welfare issues in news columns of *DutchNews.nl*. The features included attitude of appraisal theory especially judgment, appreciation, and affect as well as ideology ("Us and Them"). The analysis was based by Martin and White's apprasial theory especifically that about attitude related to judgment, appreciation, and affect as well as van Dijk's ideology ("Us and Them") theory. The data analysis consisted of three main steps: 1) reading and examining, 2) conducting trustworthiness, and 3) making interpretation based on the analysis.
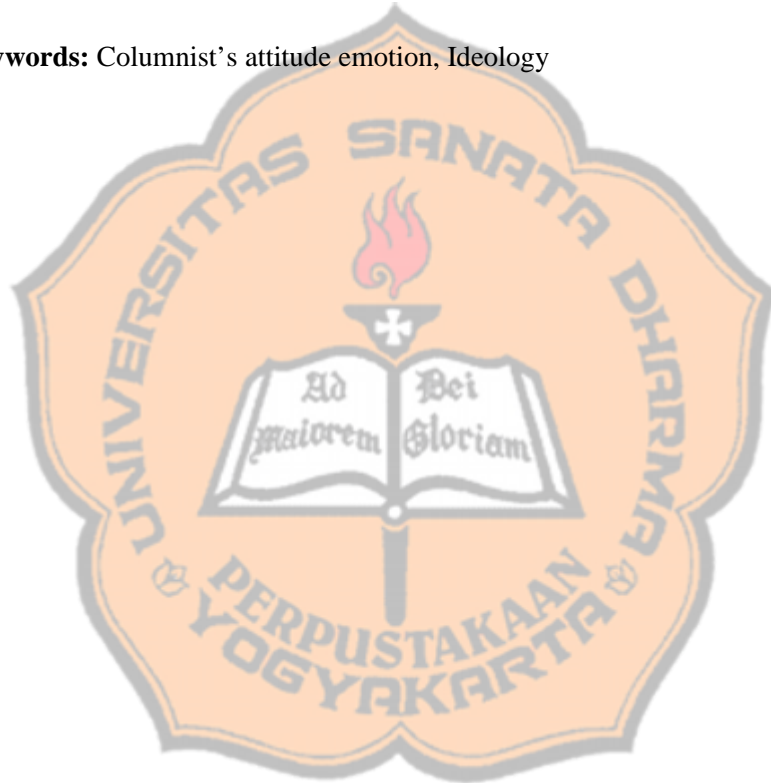
The research findings related to the columnist's attitude and their ideology of social welfare issues in news columns of *DutchNews.nl* are as follows. In general, the columnists of social welfare issues in news columns of *DutchNews.nl* tend to use a negative expression (negative frequency = 117 or 58.5%) to express their opinion or characters. The negative judgment in this research has the highest frequency (negative judgment frequency = 48 or 24.0%) shows that negative opinion of columnists in general. The analysis of the columnists' ideology (social

group's representation or "Us against Them") shows the columnists tend to represent "Them" (frequency = 108 or 55.96%) more than represent "Us" (frequency = 85 or 44.04%), which means the columnists show their negative values toward social welfare issues in news columns of *DutchNews.nl*.

The answers to the first research question about: "What are the highest types (positive or negative) of the columnists' attitude (based on attitude of appraisal theory) toward social welfare issues in news columns of *DutchNews.nl*?" are as follows: (1) the columnists like to criticize more than to admire, also like to condemn more than to praise, (2) the columnists react negatively about the issues, and (3) the columnists feel insecure about the issues being published.

The answer to the second research question about: "How is the columnists' ideology (Us and Them) of social welfare issues represented in the news columns of *DutchNews.nl*? is that the columnists tend to represent "Them" more than "Us," which means the columnists show their negative values toward social welfare issues in news columns of *DutchNews.nl*.

Keywords: Columnist's attitude emotion, Ideology

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Para kolumnis dalam kolom berita selalu menulis pendapat positif atau negatifnya mengenai isu yang ditampilkan dalam publikasinya. Para pembaca cenderung menanyakan alasan para kolumnis memilih secara positif dan negatif *attitude* tertentu terhadap isu yang terkait dengan *judgment*, yang terdiri dari *social esteem* dan *social sanction*, *appreciation yang terdiri dari reaction*, *composition*, dan *valuation*, dan *affect* yang terdiri dari *happiness/unhappiness*, *security/insecurity, dan satisfaction/disatisfaction* (Martin and White, 2005). Para kolumnis dalam kolom berita umumnya juga membentuk dua kelompok orang, yaitu "*Us* dan *Them*" lalu mencoba untuk mempengaruhi para pembaca untuk bergabung dengan kelompok "*Us*" melalui menggambarkan kelompok ini secara positif dan di saat bersamaan menekankan secara negatif kelompok "*Them*" (van Dijk, 1998). Untuk alasan tersebut isu Kesejahteraan Sosial dalam kolom berita *DutchNews.nl* dipilih sebagai objek penelitian ini. Dengan harapan agar *Columnist's Attitude* dan *Ideology* dapat dijelaskan dengan jelas.

Berdasarkan penjelasan yang diberikan di atas, berikut adalah rumusan masalah untuk penelitian ini. (1) Apa jenis tertinggi (positif atau negatif) dari *columnists' attitude* terhadap isu Kesejahteraan Sosial dalam kolom berita *DutchNews.nl*? dan (2) Bagaimana *columnists' ideology (Us and Them)* dari isu Kesejahteraan Sosial diwakili dalam kolom berita *DutchNews.nl*? Tujuan penelitian adalah: (1) Untuk mengidentifikasi apa jenis tertinggi (positif atau negatif) dari *columnists' attitude* terhadap isu Kesejahteraan Sosial dalam kolom berita *DutchNews.nl* dan (2) Untuk mencari bagaimana *columnists' ideology (Social Groups or "Us against Them")* diwakili dalam kolom berita *DutchNews.nl* yang akan menunjukan kelompok afiliasi para kolumnis berserta ideologinya.

Untuk mencapai tujuan tersebut, penelitian ini menggunakan teori *attitude of appraisal* (Martin dan White, 2005) sebagai pendekatan dan juga teori *ideology* ("*Us* and *Them*") (van Dijk, 1998). Penelitian utama adalah dengan membaca dan memeriksa isu Kesejahteraan Sosial dalam kolom berita *DutchNews.nl*. Fitur yang termasuk adalah teori *attitude* yang berhubungan dengan *judgment*, *appreciation*, dan *affect* berserta juga *ideology* ("*Us* and *Them*"). Analisa ini berdasarkan pada teori *appraisal* milik Martin dan White yang berhubungan dengan teori *attitude* yang berkaitan dengan *judgment*, *appreciation*, dan *affect* berserta juga teori *ideology* ("*Us* and *Them*") milik van Dijk. Analisa data terdiri dari tiga langkah utama: 1) membaca dan memeriksa. 2) melakukan *trustworthiness*. 3) membuat interpretasi berdasarkan analisa.

Temuan penelitian terkait dengan *columnists' attitude* berserta *ideology* mereka dalam isu Kesejahteraan Sosial di kolom berita *DutchNews.nl* adalah sebagai berikut. Secara umum, para kolumnis isu Kesejahteraan Sosial dalam

kolom berita dari *DutchNews.nl* cenderung bersifat negatif (frequency = 117 or 58.5%) mengungkapkan opini atau karakter mereka. *The negative judgment* dalam penelitian ini memiliki frekuensi tertinggi (negative *judgment* frequency = 48 or 24.0%), yang berarti para kolumnis cenderung menunjukan opini negatif. Analisa para kolumnis terkait *ideology* (representasi *social groups* atau "*Us* against *Them*") dalam isu Kesejahteraan Sosial di kolom berita *DutchNews.nl* menunjukan bahwa para kolumnis cenderung mewakili "*Them*" (frekuensi = 108) ketimbang "*Us*" (frekuensi = 85), yang berarti para kolumnis dalam kolom berita *DutchNews.nl* cenderung menunjukan penilaian negatifnya.

Jawaban untuk pertanyaan penelitian yang pertama mengenai: "Apa jenis tertinggi (positif atau negatif) dari *columnists' attitude* terhadap isu Kesejahteraan Sosial dalam kolom berita *DutchNews.nl*?" Adalah sebagai berikut: (1) para kolumnis dalam kolom berita *DutchNews.nl* cenderung mengkritik daripada mengagumi, dan cenderung mengutuk daripada memuji, (2) para kolumnis dalam kolom berita *DutchNews.nl* bereaksi negatif terhadap isu-isu yang dipublikasi, dan (3) para kolumnis dalam kolom berita *DutchNews.nl* merasa tidak aman terhadap isu-isu kesejahteraan sosial yang diterbitkan.

Jawaban untuk pertanyaan penelitian yang kedua mengenai: "Bagaimana *columnists' ideology (Us and Them)* terhadap isu Kesejahteraan Sosial diwakili dalam kolom berita *DutchNews.nl*? adalah para kolumnis cenderung mewakili "*Them*" ketimbang "*Us*", yang berarti para kolumnis dalam kolom berita *DutchNews.nl* cenderung menunjukan penilaian negatifnya terhadap isu Kesejahteraan Sosial dalam kolom berita dari *DutchNews.nl*.

Kata kunci: *Columnists' attitude, Ideology*