

LABELING AGAINST THE PERPETRATORS OF CRIMINAL ACTS OF CORRUPTION ON THE TITLE OF THE NEWS IN THE ONLINE MEDIA “PIKIRAN- RAKYAT.COM”: A CRITICAL DISCOURSE ANALYSIS

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Abstract. There are labeling against the perpetrators of criminal acts of corruption contained in the title of the news loaded in Pikiran-rakyat.com. The form of labeling against the perpetrators of criminal acts of corruption in the news is worth researching. The purpose of this study is to determine the diction in the news about corruption in Pikiran-rakyat.com. The data were collected using qualitative methods with the approach of Fairclough's critical discourse analysis, which is explained through a process of three dimensions, namely, textual analysis, discursive practice, and social practice. In the textual dimension, the analysis applied Gorys Keraf's diction theory. The data were then described, analyzed, and associated with the interpretation of the preaching of the Pikiran-Rakyat.com with the community's social conditions. The results of the interpretation of the found pattern vocabulary were repeated and rearranged to assert something using pattern vocabulary to form a synonym or equivalent word.

Keywords: corruption, diction, labeling, news.

INTRODUCTION

Language in the media can be regarded as two sides that complement each other and cannot be separated. Richardson (2007: 6) states that "the language used in the newspaper is one key site in the naturalization of inequality and neutralization of dissent". In addition, language is a medium to express ideas, ideas, and thoughts are also feelings (Fairclough, 1989). But in fact, the language in the media over time is also changed. This change is characterized by the use of media for special purposes, namely, today's language has become a medium of intermediary in the implementation of power through ideology. Even the language also accounts for the process of domination of others by others (Fairclough, 1989:2). It can be said that without language the media will not be able to spread the information they want especially as the executor of an intermediary in conveying an ideology.

Additionally, Halliday (in Mayasari, 2013: 2) underlines that language does not consist solely of phrases but also of a text or discourse in which there is an interchange of intent in an

interpersonal setting. The environment of the purpose exchange is not devoid of social values, but is heavily influenced by the society's social-cultural framework. The media, for example, is another arena that makes use of terminology pertaining to the execution of power in ideologies such as those stated above. The majority of media creation takes the form of language. The usage of the languages that currently dominate the media is a representational use of language. The media can portray something in such a way that it provides a different perspective. According to Fairclough, determining the "reality" of a text needs an examination of the environment of its production, its consumption, and the social and cultural factors that influence the text's composition. This is because the writing of a work is inextricably linked to the subjective interests of the author. Thus, examining the language components of the current ideology in the news text is the most efficient way to understand how language users contribute to the value of a certain ideology in the news, particularly in political or power discourses. Political debate will regularly occur as political situations change.

One of the news that is still common is the news about corruption during the pandemic. The situation of Covid-19 that never ended was still used by the unscrupulous officials to utilize his power to do acts of corruption. Such actions are very harmful to society, especially in a pandemic situation because a lot of people are experiencing a difficult situation due to the number of layoffs, businesses roll up the mat, especially the difficulty of employment. Thus, it can be said that the acts of corruption in the pandemic do not decrease or are the same as the normal situation. News media that is unique in reporting corruption content is the media *Pikiran-rakyat.com*. The newspaper is rather unique in publishing the corruption content in their media in a way that it uses unusual terms. Dikatakan berbeda karena bahasa yang digunakan dalam judul berita tidak menggunakan bahasa pada umumnya. The headlines exposing the perpetrators of criminal acts of corruption tend to use unique dictions although they still refer to the perpetrators of corruption. One of the examples is the use of diction in the title of the news entitled "Nilai Indonesia Butuh Menteri Seperti Risma, Ayang Utriza: Juliari Batubara Sopan, tapi **Perampok** Uang Rakyat" (*Pikiranrakyat*, 2020). In addition, there is also the title of the news that uses diction "gunsmith" as in the title "Juliari Batubara **Maling** Bansos Dieksekusi ke Lapas Tangerang: Dikurung 12 Tahun Penjara" (*Pikiran-rakyat*, 2021). The use of diction "perampok" (robbers) and "maling" (thief) in the title of the news are necessarily intended to refer to the perpetrators of the corruptor. However, when viewed from the use of diction it is precisely created mind-the people have a representation of themselves in the news-news perpetrators of criminal acts of corruption.

Based on the above background, the title of the news related to the behavior of corruption presented by *Pikiran-rakyat.com* at the top is very interesting to study. The headlines published seem to represent something. Therefore, the researchers want to focus on the labeling against the perpetrators of criminal acts of corruption on the title of the news in the media online "Pikiranrakyat.com" by using the approach of Critical Discourse Analysis or CDA

Researches related to the news of corruption using the CDA approach have been done. Seperti penelitian yang dilakukan oleh Mardikantoro (2014). Mardikantoro (2014) in a study conducted focuses on critical discourse analysis on the discourse of corruption in the headlines of the mass media. His research has two results in two results, the first by being critical to news of corruption, *Koran Tempo* states its disapproval of the news of corruption. Second, by supporting a story of corruption, *Kompas*, *Republika*, *Java Pos*, and the *Suara Merdeka* state their approval of supporting the news of corruption in the newspaper. The core of this study focuses on the aspects of the

communication of news, so the analysis of the research focuses on the intent of the information generated by the news media.

The next research is done by Prayogi (2016). The focus of the research is on the news discourse entitled corruption in the Indonesian site Indonesian and implications of learning discourse analysis. The results of the research show that it is found the theme, modalities, background, detail, purpose, prepossession, nominalization, form sentences, coherence, coherence conditional, coherent-the differentiator, repetitions, synonyms, and antonyms in the news about corruption. The practice of discourse found in general shows supports towards the eradication of corruption cases in Indonesia. Meanwhile, on the aspect sociocultural, every discourse is produced by a factor of conceptual, institutional, and social depending on the maker of the discourse. Based on the aspects of language, the discourse in the site Indonesian can be used as an alternative example of discourse analysis in Higher Education.

Thus, based on the results of previous researches, the paper will focus on the form of political discourse reported by *Pikiran-rakyat.com* by basing the information and news from the statement here. As for the difference from the previous studies, it lies on the scope of which is assessed that based on the structure of the title of the language of news *Pikiran-rakyat.com* used the media to disseminate information and news.

There are two main problems in this research. First, what the word class of labeling against the perpetrators of criminal acts of corruption on the headlines of *Pikiran-rakyat* online news is, and the second what ideology is hidden behind the word labeling against the perpetrators of criminal acts of corruption on the headlines of *Pikiran-rakyat* online news. Concerning the problem formulation above, in this research, there are two objectives, among others; first, to find out the diction, which shows the word class of labeling against the perpetrators of criminal acts of corruption on the headlines of *Pikiran-rakyat* online news, while the second, to reveal the ideology hidden behind the word labeling against the perpetrators of criminal acts of corruption on the headlines of *Pikiran-rakyat* online news.

As stated in the study's background, the study's focus is on a story created and distributed by the news portal *Pikiran-rakyat.com*. According to Assegaf (1991:179), a definition of news in technical journalism is a report of facts or ideas chosen for broadcast by the editorial staff of a newspaper that can pique the reader's interest. This could be due to the extraordinary, the importance or consequence, or because it includes human interest elements such as humor, emotion, or tension.

According to Bruce and Douglas (in Junaedi 2007: 22), when a news reporter or a reporter writes a story, they resort to the aspects of the primary news, which are frequently referred to as the general formula for producing a narrative. The 5W+1H acronym stands for the following: 1. What: What occurred. 2. Where: The location of the incident. 3. When: When the event occurred. 4. Why: Why did it occur? 5. Who: Who is a participant in the event? 6. How: The manner in which it occurred.

Several factors are underlying the degree of value the news worth publishing (newsworthiness), the size of that used by the journalists is the size of the professional which is named as the value of the news, as quoted by Assegaf (in Romli 2002:2) is "a report on an event that can attract the attention of the audience." Meanwhile, the news values worth publishing according to the Djuraaid (2007: 11-44) include: 1) actual, (2) proximity, (3) important, (4)

incredible, (5) figures, (6) exclusive, (7) strain, the (8) conflict, (9) human interest, (10), sex (11) progressive, (12) trend, (13) humor.

This study examines the news written and submitted by online media *Pikiran-rakyat.com*. Media news online is a news portal that is presented in digital form by using the Internet as a means of conveying information. Ashadi Siregar (in Kurniawan, 2005: 20) defines online media as a broad word for a type of media-based telecommunications and multimedia (computers and the Internet). There is the portal, the website (website), the radio-online, the television-online, the online press, and the mail-online, with each having distinct features based on the facility that enables the user to utilize it. Online Media belongs to the category of a new generation in the world of news. As is the case with *Pikiran-rakyat.com*, by utilizing online media, news agencies use online media by using the address of the news portal *Pikiran-rakyat.com* as the media spread the news.

Harian Umum Pikiran Rakyat was born to be the host of the dominant in West Java. It strived for a living in a long term, even if perhaps of all time. It was managed by the best generation in his day, the newspaper was believed to continue to grow and develop both as a social institution and business. In January 1966, in the City of Bandung, several journalists lost their jobs, due to the newspaper's Bandung N.V. named *Pikiran Rakyat* stopping publishing. *Bernamea Pikiran Rakyat berhenti terbit*. The newspaper was first published on May 30, 1950, it should stop being late to meet the terms of which require any newspapers affiliated with any one political force or choose to join with a newspaper that has been determined by the Ministry of information. At the instigation of the Commander of Kodam Kodam Siliwangi Ibrahim Adjie at that time, journalists were represented Sakti Alamasyah and Atang Ruswita Army Newspaper published editions of the West Java. The first edition was published on March 24, 1966, to coincide with the 20th anniversary of the heroic events of the Bandung Sea of Fire. But not even a year after this newspaper was published, the Minister of information revoked back the rules regarding mandatory affiliated. Pangdam Siliwangi was necessarily fully removed the dependency of this newspaper on the military. Along with this is the decision, effective on March 24, 1967, the *Harian Angkatan Bersenjata* of West Java edition was renamed the *Harian Umum HU Pikiran Rakyat* known by the abbreviation “PR” up to this time (Depok, 2017).

Critical Discourse Analysis, or AWK in Indonesian, is not only the study of language. Finally, while the analysis of discourse does involve the use of the language contained in the text being analyzed, the language being analyzed here is distinct from the language studied in the classic linguistic sense. Language is studied not just from a linguistic perspective, but also in relation to its context. The context here indicates that language is employed to refer to particular practices, notably those of power. According to Fairclough and Wodak, the CDA examines how social groups interact and express themselves through language (Eriyanto, 2001: 7-8). Norman Fairclough proposes in the CDA that discourse is a social practice and categorizes discourse analysis into three dimensions: text, discourse practice, and sociocultural practice (Darma, 2009:49-56).

To analyze a text, the first step is to analyze the text linguistically by looking at the form or grammar of sentences, vocabulary, and semantics. This analysis will be focusing on word choice or diction. The second step is to emphasize the dimensions associated with the process of the production and consumption of the text as the background of the text. The second dimension of the process of interpretation also appears where readers consume and interpret from the text. Then

the third is the dimension of the Sociocultural Practice that the dimensions associated with the context outside the text and the context, namely the context of the situation, and the more extensive are the context of the practices of the institution from its media in conjunction with the structure or social conditions.

To comprehend Fairclough's CDA theory as a first step in this research, we must first comprehend the diction of the news content. The concept of word choice or diction has a far greater range than the interweaving of the words. The term does not only refer to the words used to convey an idea or thoughts; it also encompasses concerns of phraseology, linguistic style, and expression. Phraseology is concerned with the organization or grouping of words, as well as with the specific methods in which expressions are formed. The language's style, as a component of the diction, is related to unique or characteristic statements of artistic worth.

According to Widyamartaya (1990: 45), diction or word choice is a person's capacity to correctly differentiate the nuances of meaning behind the notion they wish to convey, and skills should be situation-specific and reflective of the listener or reader. The following research focuses on diction based on Keraf's (1996: 89-108) classification of group diction.

- a. Denotation is the fundamental concept embodied in a word (meaning it refers to the concept, referent, or idea).
- b. The connotation is of the sort in which the word's meaning contains the meaning of some of the imagination or the worth of a certain taste. Connotation refers to the impressions or connections evoked by a term in addition to the dictionary's or definition's limitations.
- c. The term "abstract" refers to a concept's form; the term "abstract" is inadequately stated because the reference cannot be assimilated by the human sensory experience. Abstract terms pertain to characteristics (hot, cold, good, and terrible), connections (number, amount, and degree), and thought (suspicion, determination, confidence). Abstract terms are frequently employed to describe the mind of a technical or specific character.
- d. A concrete word is one that relates to anything that one or more of the senses can actually perceive or observe. Concrete terms refer to tangible goods that are present in the experience. The tangible term used to convey the vivid image in the reader's imagination is superior to the ones used by others.
- e. A common word is a word that encompasses a broad range of concepts; common words refer to a variety of things, to the set, and to the entire.
- f. A specialized term is one that relates to something specific and concrete. A particular word denotes unique objects.
- g. A scientific term is one that is frequently employed by the intelligentsia, particularly in scientific works.
- h. Popular terms are those that are often used at all levels of society, whether by scholars or the general public.
- i. Jargon is a technical term or trade secret used in a certain sector of knowledge, such as the arts, commerce, secret collection, or special groups.
- j. Slang is a term that refers to non-standard informal language that is structured in a distinctive, strong, and funny manner for use in conversation. Slang can also refer to high words or pure language.
- k. A foreign word is an element derived from another language that has not yet merged with the original language.

1. A loan term is a word from another language that has been altered to fit the Indonesian language's structure or form.

From the types of groups diction above, it can be concluded 12 types of diction are used as the basis of the grouping of words in this study.

RESEARCH METHOD

Data analysis based on the CDA was done with Fairclough's qualitative methods that view discourse as text. According to Moleong (2005:6), qualitative research is a study that does not use statistical procedures but uses the procedure descriptive as the data on the results of that observed. It is the language in the mass media that is seen as a reconstruction of the author of the news. The approach used in this research is the CDA. According to Badara (2012: 26), CDA is a study in depth which is trying to uncover the activities, views, and identity based on the language used in the discourse.

In terms of a critical examination of language, it is believed to be perpetually entangled in power relations, particularly in the form of the subject and a variety of action representations inherent within the community. Additionally, critical discourse analysis employs a critical perspective to analyze the language not only in terms of the language itself, but also in terms of its context. The question is contextualized in terms of objectives and specific behaviors. Thus, using critical discourse, academics attempt to elicit and critique further information about how Pikiranrakyat.com constructed the title of the corruption story.

The study site is located on the website or news site Pikiran-rakyat.com. The data in this study comes from the form of diction used in the title of the news Pikiran-rakyat.com. Meanwhile, the data source is the news taken from the news related to corruption. The news studied was during the selected period of the pandemic from September to November 2020. The method of data collection is divided into two, namely the listen and write methods. It is stated by Mahsun (2014) that the content analysis method is part of the research method.

The data analysis method employed was tailored analysis through the lens of Fairclough's CDA. According to Fairclough (1992:109), analysis consists of three stages: description, interpretation, and explanation. The stage description summarizes the discourse's content and provides a descriptive analysis. At this stage, the text is described without regard for other qualities; rather, it is analyzed for its vocabulary, grammar, and structure. The step of interpretation is accomplished by interpreting the text in relation to the practice of speech. The final stage is the explanation stage, which seeks to discover an explanation and the outcomes of the interpretation stage to determine why the news text was produced.

RESULT AND ANALYSIS

In this section, we will present the results of critical discourse analysis. In this analysis, the dimensions of the textual with the perspective of critical discourse analysis by Norman Fairclough includes the description of vocabulary, grammar, and textual structures of the title coverage. Meanwhile, for the aspects of vocabulary, there are some vocabularies used in the representation.

1.1 The Textual Dimensions

1.1.1 Diction Based on the Direct Presence or Absence of Meaning in the Headline of the Perpetrators of Corruption

Before analyzing the diction, the first step is to analyze the form of the sentence or the sentence in the text of the title of the news related to the crime of corruption that exists on site news Pikiran-rakyat.com. Based on the form of the sentence, the type of the sentence is divided into two, namely the direct and indirect sentences. On the structure of text news Pikiran-rakyat.com, all consist of a sentence that is not direct. The following form of the phrase the title of which is presented in Table 1 below.

Table 1. The Sentence Form of the News Headline

No	The Sentence of the News Headlines	Date, Month, and Year of the News	The Form of the Sentence
1.	Publik Sibuk Urus Isu Ade Armando, 2 Terdakwa Maling Uang Rakyat Bansos Covid-19 Divonis Bebas	6 December 2021	Indirect
2.	Singgung Korupsi Bansos, Novel Baswedan Ungkap KPK Belum Tangkap Tersangka Maling Uang Rakyat	6 December 2021	Indirect
3.	Sita Aset Milik Maling Uang Rakyat, Kejaksaan Agung: Penyelamatan Kerugian Keuangan Negara	November 5, 2021	Indirect
4.	Aa Umbara Memohon Kebebasan dari Perkara Maling Uang Rakyat: Keputusan Cepat Saat itu Benar	2 October 2021	Indirect
5.	Soal Wacana Hukuman Mati Maling Uang Rakyat, Fahri Hamzah Ungkap Pandangannya	29 October 2021	Indirect
6.	Kades dan Mantan Kades di Lembang Jadi Tersangka Maling Uang Rakyat dengan Kerugian Rp50 Miliar Lebih	28 October 2021	Indirect
7.	Diduga Maling Uang Rakyat, Kepala Desa Sodong Pandeglang dan Anaknya Ditangkap Polisi	27 October 2021	Indirect
8.	Diduga Garong Uang Rakyat, Kejagung Tetapkan Tersangka Kasus Perum Perindo	21 October 2021	Indirect
9.	PDIP Mendesak Kepastian Hukum Kasus Dugaan Maling Uang Rakyat Payment Gateway	2 October 2021	Indirect
10.	10 Anggota DPRD Muara Enim Tersangka Maling Uang Rakyat, Diduga Terima Suap Total Rp5,6 Miliar	October 1, 2021	Indirect
11.	Maling Uang Rakyat Rp52 M, Mantan Pejabat PT Posfin Langsung Ditahan	14 September 2021	Indirect

No	The Sentence of the News Headlines	Date, Month, and Year of the News	The Form of the Sentence
12	Sri Mulyani: Ada 127 Kepala Daerah Jadi Terpidana Maling Uang Rakyat (Korupsi)	13 September 2021	Indirect
13.	Dana Anggaran Jadi Titik Rawan, Ketua KPK Firli Bahuri Ingatkan DPRD Jabar Tak Maling Uang Rakyat	8 September 2021	Indirect
14.	Bupati Probolinggo Garong Uang Rakyat, MUI Keluarkan 6 Maklumat	6 September 2021	Indirect
15.	Bawa Partai dan Timses, Bupati Banjarnegara Wing Chin Sebut Harus Jadi Maling Uang Rakyat karena Gaji Kecil	5 September 2021	Indirect
16.	Bupati Probolinggo Tersangka Maling Uang Rakyat, Sri Mulyani Bongkar Data	4 September 2021	Indirect

Based on the number of sentence patterns in the table above, the structure of the text coverage of all the sentences is the form of indirect sentences. Meanwhile from the exposure table form of the above sentence, based on the diction, all the sentences are in the form of denotation. Thus, the form of the sentence can be clearly understood by the reader as referring to the true meaning.

1.1.2 Diction Based on the Extensive Coverage Referring to Labeling the Perpetrators of Corruption on News Headlines

In the title of the news that has been recorded, Pikiran-rakyat.com uses diction to make it more interesting. The diction based on the coverage area is divided into two, namely common words and special words. The public word means it has a wider meaning, while the special word has a narrower meaning. Words found in the title text of this news refer to the diction used for labeling. Based out of 16 the phrase on the title of the news found in the Pikiran-rakyat.com, there is the use of diction specifically refer to the labeling. The diction can be seen in the table below.

Table 3 Diction on the Title Refers Labeling the Perpetrators of Corruption

A Special Word	Number Sentence News Headline	Description
Maling	1	Noun
Maling	2	Noun
Maling	3	Noun
Maling	4	Noun
Maling	5	Noun
Maling	6	Noun
Maling	7	Noun
Garong	8	Noun
Maling	9	Noun
Maling	10	Noun

A Special Word	Number Sentence News Headline	Description
Maling	11	Noun
Maling	12	Noun
Maling	13	Noun
Garong	14	Noun
Maling	15	Noun
Maling	16	Noun

Based on data from diction referring to labeling the perpetrators of corruption of 16 titles that are related to news of corruption, there are 14 titles of the news that uses diction "maling" and 2 news using diction "garong". By its nature, both dictions are noun. Thus, the diction "maling" is widely used as a reference to the perpetrators of corruption rather than diction "garong" although they refer to the same perpetrators of corruption.

1.2 The Practice of Discursive

Amid the abundance of news about corruption, *Pikiran-rakyat.com* is one of the media also reported with the style that he has. Based on the text of the headlines used by *Pikiran-rakyat.com* related to corruption can be seen that the diction used tend to want to label the perpetrators of the corruptor with the mention of which is already familiar in the hearts of the community. By selecting the diction that is prevalent such as burglar and thief community will be expected to easily digest the intent of the news at once can perceive easily. Then from here known there is a tendency *Pikiran-rakyat.com* to dig and find the equivalent vocabulary to strengthen the diction for the perpetrators of criminal acts of corruption. Equivalent words that are used to strengthen the so-called synonyms or equation the meaning of the word, in this case, the meaning of the perpetrators of corruption or corruption also partner with "maling" or "garong". Thus *Pikiran-rakyat.com* has made efforts discursive trying to strengthen the word "maling" or "garong" with the choice of words or diction referring to the perpetrators of corruption or corrupt.

1.3 The Practice of Sociocultural

The practice of sociocultural is the relationship between textual analysis with the practice of discursive news *Pikiran-rakyat.com*. If based on the textual analysis of the title of the news of corruption, diction appears as a representation of the perpetrators of corruption, or synonyms in the text of the news are *maling* and *Garong*. The two diction illustrates that the perpetrators of corruption in Indonesia can be equated as a "maling" or "garong."

On the news, *Pikiran-rakyat.com* tries to describe the perpetrators of corruption or corrupt as an equivalent of "maling" and a "garong." The use of diction is in addition to facilitating the reader above the mean of the content of news, actually, *Pikiran-rakyat.com* also took part in the play, namely trying to influence the reader to make new opinions by bringing up the diction of the new as labeling against the perpetrators of corruption. In addition, the diction is deliberately chosen so the news is as though created as a form of assault against the perpetrators of corruption.

CONCLUSION

From the results of the findings and discussion above, it can be concluded that the labeling against the perpetrators of criminal acts of corruption on the title of the news that is loaded on the news portal *Pikiran-rakyat.com* has a predominance of diction on the word special in the form of a noun. On the representation of diction found the use of diction on the same title-the title of the news related to the crime of corruption with recurrent. The diction used by *Pikiran-rakyat.com* in the title text of the news leads to the labeling against the perpetrators of criminal acts of corruption. It is known from the patterns of diction in the form of a synonym or equivalent word with the same meaning. Thus based on the diction, the news written attempts to corner the perpetrators of corruption or corrupt.

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