



**THE NEWS CONSTRUCTION OF "TGB EFFECT" BASED ON
DISCOURSE ANALYSIS OF TEUN A. VAN DJIK ON DAILY NEWS
OF LOMBOK POST AND SUARA NTB**

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ABSTRACT

The TGB Effect is a news story in the local NTB media that covers the transfer of TGB (Tuan Guru Bajang) to the Perindo Party, which indirectly impacts several politicians from various political parties. The title of this research is "Construction of TGB Effect News Based on Teun A. Van Dijk's Discourse Analysis on Lombok Post and Suara NTB Daily News," with a focus on the issues described by examining the construction of TGB Effect news through text elements in Van Dijk's model. This type of research uses qualitative research methods with data collection through news texts related to the TGB Effect, unstructured interviews, and documentation. The results of this research, in the reporting of the TGB Effect analysed using Teun A. Van Dijk's model, contain three elements: First, the text, which includes the use of pleonasm and synecdoche. Meanwhile, in the social cognition aspect, both media tend to use the schema of person, role, and event. Lastly, in the social analysis aspect, regarding the power of TGB's figure, which can have an impact in the form of persuasive attitudes in several news headlines published by both media and concerning access that influences discourse, this is closely related to the presence of advertising news in the Suara NTB media.

Keywords: *TGB Effect, Lombok Post, and Suara NTB.*

ABSTRAK

TGB Effect merupakan berita media lokal NTB yang memuat perpindahan TGB (Tuan Guru Bajang) ke Partai Perindo yang secara tidak langsung memberikan dampak terhadap sejumlah politikus dari berbagai partai politik. Adapun judul penelitian ini "Konstruksi Berita TGB Effect Berbasis Analisis Wacana Teun A. Van Dijk pada Berita Harian Lombok Post dan Suara NTB" dengan fokus permasalahan yang diuraikan dengan melihat konstruksi pemberitaan TGB Effect melalui elemen teks dalam model Van Dijk. Jenis penelitian ini menggunakan, penelitian kualitatif Dengan perolehan data melalui teks-teks berita yang berkaitan dengan TGB Effect, wawancara tidak terstruktur, dan dokumentasi. Adapun hasil dalam penelitian ini, dalam pemberitaan TGB Effect yang dianalisis menggunakan model Teun A. Van Dijk memuat tiga unsur: Pertama, teks yang di dalamnya memuat penggunaan gaya bahasa pleonasm dan sinekdok. Sedangkan pada unsur kognisi sosial kedua media ini condong menggunakan skema person, peran, dan peristiwa. Dan terakhir unsur analisis sosial dalam hal unsur kekuasaan sosok TGB yang mampu memberikan dampak berupa sikap persuasi dalam beberapa judul berita yang dimuat oleh kedua media ini, selanjutnya mengenai akses yang mempengaruhi wacana dalam hal ini berkaitan erat dengan adanya berita beriklan pada media Suara NTB.

Kata Kunci: *TGB effect, Lombok Post, dan Suara NTB.*

INTRODUCTION

Local press is the press built by and for local people. Local here can mean a city, district, or province, or an inhabited area or a group of tribes, within a larger geographical region. Local press language can be a national language or even a regional language, as long as the regional language is still appreciated by the concerned community. The function of local media is essentially to meet the needs of the respective community, whether those needs are in terms of education, information, or entertainment. However, the most important function of local media is to build and develop the identity of the local community.¹ In general, press institutions in West Nusa Tenggara (NTB) are divided into two main categories: electronic media and print media, which further include divisions between national press media and local press media. The local print media in NTB include Lombok Post, Radar Lombok, Media Mandalika, Radar Sumbawa, Suara NTB, Post Bali, Garda Asa Kota, Media Pembaharuan, and Media ExBis NTB.²

As with the role of local media, which provides local content covering various topics in NTB, including economic news (business), sports, politics, culture, entertainment, lifestyle, and health, and even offering special opinion columns. Among the presented themes, political news consistently captivates its audience, particularly when it highlights political figures and their emotional resonances, drawing in a large viewership. The presence of local media helps the public understand the events happening in their respective regions and serves as an effort by researchers to promote empowerment and social transformation through the discourse produced by text and the surrounding environment.

Generally, the title *Tuan Guru* is used for respected Islamic religious leaders in Lombok, West Nusa Tenggara, who typically play roles as religious leaders, educators, social activists, and local political figures, and as guardians of tradition and culture. Meanwhile, the term *Tuan Guru Bajang* refers to young and respected Islamic religious figures. The word *bajang* in the Sasak language means "young."

The *TGB Effect* is the issue explored in this study. The news was published daily in 2022, from February to October. The news about the TGB Effect first appeared in *Lombok Post* on February 5, with the headline "*Perindo NTB Berharap TGB Effect*" (*Perindo NTB Hopes for the TGB Effect*).³ Continued with a series of other news segments, featuring analysts in the coverage regarding the TGB Effect with the title "*Analyst: Perindo NTB Could Fail to Get the TGB Effect*".⁴ Next, Suara NTB for the first time reported on the TGB Effect alongside Lombok Post at the moment when TGB was officially inaugurated as part of the Perindo Party on August 6. The TGB effect news is one of the series of reports on TGB's transition from the Golkar Party to the Perindo Party, which has prompted several

¹ Deddy Mulyana, *Komunikasi Massa: Kontroversi, Teori, dan Aplikasi* (Bandung: Widya Padjajaran, 2008), 107.

² Satu Data NTB, "jumlah media cetak di ntb - Penelusuran Google," diakses 22 Mei 2024, <https://www.google.com/search?client=firefox-b-d&q=jumlah+media+cetak+di+ntb#vhid=zephyr:0&vssid=atritem-https://data.ntbprov.go.id/sites/default/files/Lembaga%2520Pers%2520dan%2520MEDIA%2520ONLINE%2520LOKAL.xlsx>.

³ Administrator, "Perindo NTB Berharap TGB Effect - Lombok Post," Perindo NTB Berharap TGB Effect - Lombok Post, diakses 22 Mei 2024, <https://lombokpost.jawapos.com/politika/1502786514/perindo-ntb-berharap-tgb-effect>.

⁴ Administrator, "Pengamat : Perindo NTB Bisa Gagal Dapat TGB Effect - Lombok Post," Pengamat : Perindo NTB Bisa Gagal Dapat TGB Effect - Lombok Post, diakses 22 Mei 2024, <https://lombokpost.jawapos.com/politika/1502791284/pengamat-perindo-ntb-bisa-gagal-dapat-tgb-effect>.

politicians to move from their previous parties to the Perindo Party to follow TGB's political way.

Suara NTB and Lombok Post's coverage of the "TGB Effect" undoubtedly contains distinct materials. An overview of TGB's political history, beginning with his membership in the Crescent Star Party (PBB). For personal reasons, TGB left his post as a member of the Democratic High Council of the Democratic Party in 2018. TGB started working with Golkar in the end of 2018. Given his lengthy political experience, Hary Tanoesoedibjo appointed TGB as the Daily Chairman of the DPP Perindo on August 6, 2022, four years later.⁵

According to the two media sources' coverage of the matter, it is accurate to say that many of politicians, including religious leaders and community leaders like the tuan guru, walked away from their previous parties and joined Tuan Guru Bajang's party. TGH Najmul Akhyar was one of those who left the Democratic Party.⁶ and moved to Perindo, Next, Iwan Surambian, a PKS politician and former member of the NTB Provincial DPRD⁷, and Chris Parangan, a politician from the Golkar Party who moved to Perindo⁸. To increase Perindo's electability, TGB himself gave all of the Nahdlatul Wathan Diniyah Islamiah (NWDI) administrators instructions. Such news coverage undoubtedly demonstrates how fascinating it is to talk about the interaction between political personalities and the media.

Politicians can be the primary subject of information (factual news) or news sources, and the media needs political news. (discussing news). Politicians make for interesting news subjects, as well as human beings with human interest and as political workers with all of their actions (comments and behaviours). As a result, the mass media constantly uses political leaders—whom we all refer to as politicians—as the focus of current events. These leaders include those in the government, parliament, and political parties.⁹

Given this context, the researcher intends to use Teun Van Dijk's discourse analysis approach to look into the connection between media and social reality. To do this, the researcher will use two local media outlets, Suara NTB and Lombok Post, as a point of reference for examining their news processes. This approach considers both the structure of discourse as well as the production of discourse. A single event could be covered by these two media outlets under different titles or from distinct points of view, based on their overview of local event news coverage. The purpose of this study is to examine how each of these two media produces and disseminates news in terms of its creation and relationship through text, social analysis, and social cognition.

⁵ "Jejak TGB Zainul Majdi: Loncat dari PD ke Golkar, Kini di Perindo," diakses 22 Mei 2024, <https://news.detik.com/pemilu/d-6222410/jejak-tgb-zainul-majdi-loncat-dari-pd-ke-golkar-kini-di-perindo>.

⁶ Baiq Farida, "Ikuti Jejak TGB, Najmul Pamit dari Demokrat - Lombok Post," Ikuti Jejak TGB, Najmul Pamit dari Demokrat - Lombok Post, diakses 22 Mei 2024, <https://lombokpost.jawapos.com/politika/1502792610/ikuti-jejak-tgb-najmul-pamit-dari-demokrat>.

⁷ Administrator, "TGB Effect Mulai Terlihat, Kader PKS Pindah ke Perindo - Lombok Post," TGB Effect Mulai Terlihat, Kader PKS Pindah ke Perindo - Lombok Post, diakses 22 Mei 2024, <https://lombokpost.jawapos.com/politika/1502791830/tgb-effect-mulai-terlihat-kader-pks-pindah-ke-perindo>.

⁸ SUARANTB.com, "Ikut Jejak TGB, Chris Hijrah dari Golkar ke Perindo | SUARANTB.com," 17 Oktober 2022, <https://www.suarantb.com/2022/10/17/ikut-jejak-tgb-chris-hijrah-dari-golkar-ke-perindo/>.

⁹ Kadri, *Komunikasi Massa: Membedah Media Massa dengan Perspektif Kritis* (Mataram: Sanabil, 2018), 76.

RESEARCH METHODS

Burhan Bungin¹⁰ The concept of "approach" in communication as it relates to qualitative research in communication sociology highlights how an approach can provide insight into communication content.

Additionally, in order to comprehend social difficulties within the context of events, situations, time, and place that are still connected to the range of visible social phenomena, the researchers in this study employed qualitative research. Unstructured interviewing approaches and documentation methods in the form of relevant news texts are used in this study's data collecting methodology. Secondary data collected from interviews conducted in the field served as the research's data source. Supporting information from other sources, including books, served as the main source of data for this study.

The process of data condensation, data display, conclusion, and verification is where the data analysis in this study starts. The researcher attempts to process the data by employing content analysis in addition to data analysis by Miles, Hubberman, and Saldana. Documents that can be text, photos, symbols, and other formats are more frequently examined using qualitative media content analysis. Thus, in media content analysis, all data or documents that are examined are typically referred to as "text," regardless of whether they are signs or symbols, pictures, moving pictures, or something else entirely. To put it another way, the documents that are referred to in qualitative content analysis come from symbolic representations that can be captured and saved for future examination. Furthermore, the term "qualitative media content analysis" describes an integrated conceptual approach to finding, classifying, processing, and evaluating texts in order to comprehend their relevance, significance, and meaning.

RESULTS AND DISCUSSION

Teun A. Van Dijk's Analysis Model

In the first step of the text model, Van Dijk uses and elevates linguistic analysis to characterise and understand a text in terms of vocabulary, phrases, propositions, and paragraphs. Let's move on to the second model, which is social cognition, which illustrates how people or groups of text authors construct texts. Depending on the author's point of view when creating a social reality, a certain text will develop. Last but not least, social analysis is an analytical paradigm that examines how a text might be related to society's broader social structure and the information that emerges from a discourse. The Van Dijk model analysis (Figure 1) can be carried out in conjunction with these three dimensions, which are complete components.¹¹

1. Text

According to Van Dijk, a text's levels can be divided into a number of structures or levels, each of which reinforces the others. He separates it into three sections. First, the issue or theme that is featured in a news story can be used to convey the meaning that is broad or generic in nature, as viewed through the language. Superstructure comes in second. This discourse structure is associated with a text's framework, where the news is analysed as a whole, demonstrating the arrangement of the text's components. Third, the

¹⁰ Burhan Bungin, *Sosiologi Komunikasi: Teori, Paradigma, dan Diskursus Teknologi Komunikasi Masyarakat* (Jakarta: Kencana PrenadaMedia Group, 2014), 306.

¹¹ Eriyanto, *Analisis Wacana Pengantar Analisis Teks Media* (Yogyakarta: Lkis, 2008), 225.

discourse meaning that is discernible from the smallest components of a text—words, sentences, propositions, clauses, paraphrases, and images—is known as microstructure.

The following is a description of this Van Dijk analysis model:

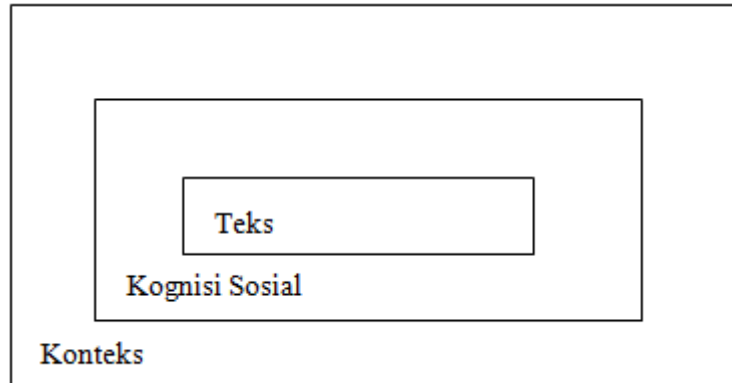


Figure 1: Van Dijk Analysis Model

Additionally, Van Dijk recognises that because these three elements are fundamentally a single entity, all of the internal components that make up the text elements—despite being distinct—are actually interrelated and continuous as a whole. To put it briefly, a diagram of the text framework is used to support the overall meaning of a text (the topic), which in turn influences the word and phrase choices that will be employed.

Van Dijk understands the media's use of certain words, sentences, propositions, and rhetoric as a component of journalistic strategy. Rather than being viewed as a mere means of communication, the employment of particular words, sentences, and styles is considered a political communication strategy, a means of influencing public opinion, garnering support, bolstering legitimacy, and eradicating opponents or enemies. One useful instrument for observing the rhetorical and persuasive processes involved in message delivery is discourse structure. Words may be chosen to highlight decisions and dispositions, influence political consciousness, and so forth. We'll go over each of Van Dijk's discourse's components individually.¹²

2. Social Cognition

Van Dijk provides a social cognition analysis. Research on social cognition—the journalists' mental awareness that shapes the text—is necessary within the parameters of Van Dijk's discourse analysis. According to Van Dijk, discourse analysis is not restricted to a single structure—the text—because the text itself shows a variety of interpretations, viewpoints, and ideologies. The cognitive science paradigm is based on the premise that texts are essentially meaningless and that meaning can only be created by language users—more specifically, by their consciousness. This schema explains how events can be recorded and comprehended. Van Dijk refers to this method as a model. This scheme is organised as a component of the mental framework to observe how people, events, and social roles are viewed (Table 1).

The list that follows can be used to illustrate a variety of schemes and models:¹³

¹² Eriyanto, 228.

¹³ Eriyanto, 261–63.

Person Schemas: This schema explains how a person represents and perceives other people. For instance, the way an Islamic journalist perceives and comprehends Christians would probably affect the news he writes.
Self Schemas: This schema has to do with how a person sees, understands, and characterises herself.
Role Schemas: This schema has to do with how someone perceives and characterises the roles and positions that people hold in society. For instance, how men and women need to be positioned in society, and so forth. The news coverage will also be slightly influenced by the opinions on the roles that people should play in society.
Event Schemas: We see and hear events that come and go virtually every day, making this scheme possibly the most popular. Furthermore, a particular system is always used to understand and give meaning to every event. This event scheme is typically the one that journalists utilise the most.

Table 1: Social Cognition Schema in Van Dijk's Analysis

A representation of how journalists evaluate, conclude, and comprehend events in order to convey them in a news piece is also included in this process.¹⁴ The purpose of social cognition analysis is to better understand how journalists interpret phenomena as part of the news production process and to investigate the mental structure in relation to the meaning-making process. Consequently, how an audience constructs their perception of an event might affect how they interpret the journalist's news.

Text is created by a series of steps in a mental process that uses certain techniques. Beginning with the steps of transformation, conclusion, reproduction, and selection. Van Dijk asserts that a person's mind and brain are where these choices and tactics happen. When a journalist evaluates material that is inappropriate or irrelevant for understanding a text or the construction of an event, they make the decision to remove or ignore such information. Stated differently, every text has been converted into the specified and structured model. Since the model is supposed to take into account individual viewpoints and experiences, it will become evident how and why the transformation was implemented. Because the events are a part of the journalist's knowledge and mental cognition when reporting, capturing, and covering the events, the selection, omission, and inference processes can be carried out in a certain way. As a result, every occurrence that are interpreted indirectly inside the model have already been established, which leads to the inclusion and supplementation of pertinent news. As the journalist understands the event using a particular model, the writing will exhibit a certain comprehension since unnecessary news will be removed and discarded.¹⁵

3. Social Analysis

Social analysis is the last component in Van Dijk's analysis. As a result, for the purpose to analyse a text, an intertextual analysis must be carried out by looking into the ways in which discourse about a certain subject is created and produced in society. Taking

¹⁴ Eriyanto, 266.

¹⁵ Eriyanto, 267–70.

into account that discourse is a component of the discourse that is continuously changing in society. This analysis's principal objective is to demonstrate how discourse practices and legitimation can be used to create shared meanings and social power. According to Van Dijk, power and access are two crucial elements in this social study. Each of these factors will be explained in the following.¹⁶

a. Practice of Power

According to Van Dijk, power in this context refers to a thing that is unquestionably owned by an individual, a particular group, or its members, or a group's ability to exert influence over other group members. Possession of a valuable resource, such as position, wealth, influence, or expertise, is typically the foundation of this power. According to Van Dijk, more deeply control is not just confined to directly visible sources; other types of power can manifest as "persuasion" as a response from someone who subtly controls by controlling someone's mental state, which has an impact on knowledge, trust, and attitude changes.

b. Access influences discourse

Access—more especially, how access differs among various social groups—is a key component of Van Dijk's discourse analysis. Compared to the weaker group, the elite group has more access. As a result, persons in positions of power are more likely to have access to the media and to have an impact on public opinion. Increased access not only offers the chance to manage a wider audience's knowledge, but it also establishes the subjects and dialogue that can be shared and discussed with the general public.

Consequently, Van Dijk's framework is inextricably linked to the analytical framework in this model, which encompasses text structure, social cognition, and social context. There are two meanings when a text exhibits a specific ideology or reporting inclination. First, when a journalist observes an event or problem, the language reflects the journalist's mental model structure. The journalist who created the text may have a gender-biased viewpoint if the text is gender-biased. Second, the writing expresses societal perspectives and the way society thinks about a particular topic. If a text is gender biased, it probably reflects the gender-biased discourse of society as a whole. Therefore, a thorough examination of the text as well as the thoughts of society and individual journalists is required. The study plan and techniques that can be used within the van Dijk framework are as follows, if depicted (Table 2).¹⁷

Construction of News Coverage by Lombok Post and Suara NTB

Teun A. Van Dijk's analysis model theory on text structure analysis methodologies, which is based on three text analysis points—macrostructure, superstructure, and microstructure—is utilised to analyse news on the TGB effect in the daily newspapers Suara NTB and Lombok Post. A news issue that typically has meaning that can be comprehended collectively, both in terms of the content and the events reported in the reporting of these two media outlets, constitutes the macro structure of the reporting on the TGB effect through the discourse of the topic built. The topic that is on show is significant knowledge that the journalists wish to share, and it is evident that this event has a significant impact on societal consciousness. Furthermore, according to Teun A. Van Dijk, the topic allows one to watch the communicator's problems or activities in resolving concerns; hence, the macro structure of a discourse allows one to see decisions, actions, and opinions. Subtopics, which

¹⁶ Eriyanto, 271.

¹⁷ Eriyanto, 274–75.

complement and reinforce the primary topic's creation, are always present near the topic in Van Dijk's framework.

Structure	Method
Text: Examining how a person or a particular event is portrayed using discourse techniques. How a group, concept, or event is marginalised or eliminated through linguistic tactics.	<i>Critical linguistics</i>
Social cognition: is the study of how journalists think about a subject or event that will be covered in the media.	In-depth interview
Social analysis: is the study of how a person or event is produced and reproduced, as well as how discourse emerges in society.	Library study, historical research

Table 2: Van Dijk's Discourse Analysis Scheme Conclusion

The schematic, which belongs to the superstructure discourse structure, is another component of the text's subsequent dimension. The schematic depicts the general structure of a text if the topic conveys significance in a broad sense. The introduction, body, and conclusion of a whole news text are examples of the general categories into which schematic elements are typically arranged. By showcasing two primary kinds of schemes, both media effectively convey a sequence of events pertaining to the TGB effect. The first is a summary denoted by two elements: the title and the lead (news lead). The story, or the news's main content, comes in second. Both media use the headline's function while choosing their titles¹⁸ (news headline) by condensing and summarising the news or narrative, in addition to its purposes of promoting the news and enhancing the newspaper's pages. Every news story has two sections: the lead, also known as the news lead, and the body, also known as the news body. Lead is the news synopsis that responds to the creation of a sequence of events that includes 5W+1H (*who, what, where, when, why, + how*). The other portions will be simple to deliver once the lead is secured, which is why journalists view this section as crucial.

Keeping with the news material series, it also has two subcategories: the situation and the events that are taking place. The second is remarks made by the figures or parties shown in the discourse text, either directly from the figures the journalist quoted or in the form of inferences the journalist drew from a variety of sources regarding the remarks made by other figures. Suara NTB only offers one subcategory in the form of direct quotes from journalists, whereas The Lombok Post employs two subcategories in its news content exclusively about TGB's inauguration. Nonetheless, in the overall news samples, both Suara NTB and Lombok Post create the discourse on the TGB effect by presenting news with titles that illustrate the events and respond to the 5W+1H formula shown in the news lead. This way, the news content also offers supplementary and supporting information from the news lead, allowing readers to grasp it quickly.

Semantics, syntax, stylistics, and rhetoric form part of the microstructure, which is the last component in the text element. from the data's conclusion in the semantic element that

¹⁸ Anwar Khaidir, *Fungsi dan Peranan Bahasa: Sebuah Pengantar* (Yogyakarta: Gadjah Mada University Press, 1990), 11.

is represented by the context, specifics, purpose, and assumptions. Overall, the background in the news samples from Suara NTB and Lombok Post portrays a sombre tone since it is a discourse element that can be used to support the ideas in the text, and the background of the events being described shows the direction the text is taking. The control over what information the communicator will provide, including the choice of which information is expounded on in length or not, is related to the details of a discourse. The material provided throughout the essay presents a favourable picture of TGB and even offers further specifics about how TGB's character is portrayed. The aspect of intention then looks at whether or not the message is expressed explicitly. Based on the data findings, Lombok Post and Suara NTB's reporting on the TGB effect demonstrates that the news is presented in an uncomplicated way throughout the sample, enabling readers to understand the content without any ambiguous (explicit) impressions because useful information will be freely shared. Another strategy that might help the communicator project a particular image and bolster the claims made to support the content is the use of preconceptions. Because assumptions are regarded as reliable, this cannot be avoided when reporting the TGB effect. The published text appears plausible because aspects are employed to offer a broader basis on a national scale, thus there is no need to dispute the impact of TGB's move.

Next up is the syntactic component, which covers pronouns, sentence structure, and coherence. A deductive pattern, which draws implications from the general to the individual, is employed in the news reporting of the TGB impact. The propositions can therefore be positioned in the reporting so that some appear at the start of the news sentence and others at the end. This kind of placement obviously has the power to affect meaning since it draws attention to specific elements that are meant to be highlighted. Cause and effect demonstrate the coherence of this news discourse, making the information in the news text interconnected and producing an easily comprehensible discourse. *'ia, dia, and beliau'* are third-person singular pronouns that are used in the text of news reports about the TGB effect. Journalists utilise pronouns in this section to show a person's position in the conversation while preventing word repetition in the phrases that follow.

The way a writer uses language as a medium to communicate meaning is known as stylistics. The diction or vocabulary choices, sentence structure, figures of speech, and imagery employed in the work are all examples of Sobur's linguistic style. Pleonasm and synecdoche are stylistic features that are revealed when data is presented using the TGB effect news text.

The use of more words than necessary is known as pleonasm. Pleonasm and redundancy are frequently confused, however there is a difference: redundancy is a linguistic fault brought on by the use of superfluous words. Repetitive words are meant to be used for words that are not essential to a statement; hence, if they are not utilised, the sentence's meaning remains unchanged.¹⁹

The three Suara NTB news stories use pleonasm writing, particularly in the statement "grandson of the National Hero, TGKH. M. Zainuddin Abdul Majdi."²⁰ "Chairman of the DPD Perindo Party for East Lombok Regency, Syamsuddin"²¹, "Chairman of PB NWDI,

¹⁹ Markhamah dan Atiqa Sabardila, *Analisis Kesalahan dan Karakteristik Bentuk Pasif* (Surakarta: Muhammadiyah University Press, 2014), 148.

²⁰ SUARANTB.com, "TGB Resmi Dilantik sebagai Ketua Harian DPP Perindo | SUARANTB.com," 6 Agustus 2022, <https://www.suarantb.com/2022/08/06/tgb-resmi-dilantik-sebagai-ketua-harian-dpp-perindo/>.

²¹ SUARANTB.com, "'TGB Effect' Mulai Dirasakan Perindo di NTB, Banyak Tokoh Ikut Gabung | SUARANTB.com," 13 Agustus 2022, <https://www.suarantb.com/2022/08/13/tgb-effect-mulai-dirasakan-perindo-di-ntb-banyak-tokoh-ikut-gabung/>.

Dr. TGB, KH. M. Zainul Majdi²², and "conveying, socializing, inviting".²³ If we expand on one of the aforementioned sentences, as explained in the explanation that follows (Table 3):

- a. The "grandchild of a National Hero" then gave his explanation for joining the Perindo party on that particular day. (Correct).
- b. After that, "TGKH. M. Zainuddin Abdul Madjid" gave his explanation for joining the Perindo party. (Correct).
- c. The "grandchild of the National Hero, TGKH. M. Zainuddin Abdul Madjid" then gave his explanation for his decision to join the Perindo party at that time. (Pleonasm).

If elaborated:

Stylistics: word choice used in news texts	The news article's pleonasm language is seen in the statement "On that occasion, the grandson of the National Hero, TGKH. M. Zainuddin Abdul Madjid, then revealed his reasons for choosing to join the Perindo party and leaving the Golkar Party."
Stylistics: word choice used in news texts	The news has a pleonasm language, specifically in the phrase "This was acknowledged by the Chairman of the DPD Perindo Party of East Lombok Regency, Syamsuddin, who mentioned that since the people of East Lombok knew that TGB had officially joined Perindo and became the national daily chairman of the Perindo DPP."
Stylistics: word choice used in news texts	"The Chairman of the PB NWDI, Dr. TGB, KH. M. Zainul Majdi instructed all regional administrators of the NWDI Province throughout Indonesia to collaborate with the DPW or DPD of the Perindo Party in their respective regions." is one instance of the news article's pleonasm language.

Table 3: Suara NTB News Coverage

Pleonasm is a type of emphatic figure of speech that is distinguished by the use of denotative words, which are already known to have obvious meanings, but are emphasised by the sentence that follows. In Abid²⁴ How might redundant words show up in writing? Pleonasm is another term for the use of superfluous words. He claims that pleonasm can

²² SUARANTB.com, "TGB Instruksikan Pengurus NWDI Seluruh Indonesia Gabung dan Menangkan Perindo | SUARANTB.com," 20 September 2022, <https://www.suarantb.com/2022/09/20/tgb-instruksikan-pengurus-nwdi-seluruh-indonesia-gabung-dan-menangkan-perindo/>.

²³ Administrator, "TGB Kerahkan Kader NWDI Genjot Elektabilitas Perindo - Lombok Post," TGB Kerahkan Kader NWDI Genjot Elektabilitas Perindo - Lombok Post, diakses 22 Mei 2024, <https://lombokpost.jawapos.com/politika/1502792645/tgb-kerahkan-kader-nwdi-genjot-elektabilitas-perindo>.

²⁴ Holy Abid, *Pendekar Bahasa* (Yogyakarta: Basabasi, 2019), 43.

arise for a number of reasons. First of all, the speaker is not conscious that their words have too much meaning. Secondly, it is created accidentally rather than because they are unaware of the overly strong meaning of the words used. Third, it is purposefully constructed as a linguistic style to highlight significance. The question is whether pleonasm figures of speech are necessary for journalistic language, particularly in direct news reporting. Abid²⁵, In his book "Journalistic Language and Composition," Rosihan Anwar claims that the hallmarks of journalistic language are succinctness, directness, clarity, and aesthetic appeal. The purpose of journalistic language is to communicate more effectively by removing superfluous words. Therefore, when writing news, journalists must refrain from using pleonasm.

In addition to the pleonasm style, the Lombok Post's coverage of the TGB's inauguration also included synecdoche as a rhetorical technique. In previous times, synecdoche was a figure of speech in which a component is mentioned to symbolise the whole, or vice versa. There are two possible kinds of synecdoche: pars pro toto and totum pro parte.²⁶ A representation of language known as "sinekdok pras prototo" uses a certain aspect of an object to symbolise the entire thing. A figure of speech known as sinekdok totem pro parte, on the other hand, gives the entire element for a portion of the object or circumstance.²⁷ An example of synecdoche may be found in the news article "He believes that all political parties have the same goal, which is to advance the nation."²⁸ Because the word "nation" refers to the whole but is only meant for a single nation, the statement above demonstrates synecdoche totem pro parte. In the meantime, neither of these media's reportage of the TGB impact contains any rhetorical devices.

Stylistics: word choice used in news texts	The news story has a synecdoche, particularly in the line "He believes that all political parties have the same goal, which is to advance the nation."
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Table 4: Lombok Post Coverage

This has a strong connection to Ball-Rokeach and DeFluer in Sobur²⁹ Because media can expand meanings and combine new terms, it is evident that language use will have an impact on the creation of particular meanings. The selection of words and the way reality is presented can demonstrate how reality is constructed, with language serving as both the key component and the main tool for describing reality.

Social Cognition Schemas in TGB Effect Reporting

Based on the findings according to the depiction of the four schemas of social cognition elements, the discussion can be presented as follows:

Person scheme: In this instance, TGB is seen by both media as a well-known individual with undeniable impact. His political career is undeniable, and he is a leader in the religious

²⁵ Abid, 44.

²⁶ Ulin Nuha Masruchin, *Buku Pintar Majas, Pantun, dan Puisi* (Yogyakarta: Huta Publisher, 2017), 16.

²⁷ Nur Indah Sholikhati, *Ultralengkap Pribahasa Indonesia Majas* (Yogyakarta: Anak Hebat Indonesia, 2019), 106.

²⁸ Administrator, "TGB Resmi Jadi Ketua Harian Nasional Partai Perindo - Lombok Post," TGB Resmi Jadi Ketua Harian Nasional Partai Perindo - Lombok Post, diakses 22 Mei 2024, <https://lombokpost.jawapos.com/politika/1502791445/tgb-resmi-jadi-ketua-harian-nasional-partai-perindo>.

²⁹ Alex Sobur, *Analisis Teks Media* (Bandung: PT Remaja Rosdakarya, 2006), 90.

world with significant public support. Because of the public's demand for TGB's political actions, news of his party move was automatically covered by the Lombok Post and Suara NTB. Both the news items that were published and the interviews that were done by media sources reflected this viewpoint. While the Suara NTB journalist represented TGB as a leader of community organisations within NTB, the Lombok Post journalist presented TGB as a religious and capable political person.

Both media's self-scheme for covering the TGB effect does not support any one group or person's interests. However, Suara NTB is a little more narrative and tends to concentrate solely on the person featured in its news, whereas Lombok Post tends to be more direct in its news material. For example, Lombok Post's news headline about TGB taking over as the DPP Perindo's Daily Chairman was direct and included interviews with TGB and Hary Tanoesoedibjo. Conversely, Suara NTB did not include Hary Tanoesoedibjo's statement and instead concentrated solely on the TGB inauguration process. Notwithstanding these variations, it is evident that every media outlet packages the news from a different point of view.

As a community leader, the grandson of a national hero, and the leader of a powerful Islamic organisation, TGB is portrayed in the role scheme by both media channels as a person who can draw public attention. It does not exclude the possibility that other politicians may be impacted by journalists' opinions of TGB's capacity to influence the public. Journalists frequently examine political gestures at this point in order to cast doubt on them.

Journalists comprehend the events they observe in the field by using the event schema. In this instance, it is undeniable that journalists include viewpoints, attitudes, and even opinions, but they do so after taking a number of steps. The first step in the selection process for journalists is to filter the information that will be made into news, compare it to other news or information, and use discourse that can be selected. To be able find news sources that meet the demands of the public, journalists undertake evaluation activities in this selection and sorting process. The replication of information comes next. Third, the conclusion by looking at the local transformation associated with the event to be displayed and the complicated reality expressed succinctly.

It is impossible to resist introducing opinions, perspectives, and even presumptions into news writing, according to the interview results from the prior presentation. It is indisputable that news items with the same title may differ in content and viewpoints since journalists use their five senses to record events, which inherently involves their cognitive processes. The inclusion of ideas or opinions in news articles is not totally reliant on the subjectivity of journalists; rather, these perspectives are unbiased and grounded in information or field facts. To put it another way, facts shouldn't be combined with the opinions that are effective in news writing. Why might news articles contain viewpoints or opinions? Because journalists, like everyone else who records an event, will interpret it.

Subjectivity in the news creation process will result in distortion in Kadri. According to Al-Zastrouw, news distortion comes in three different forms. The first is the simulacrum pattern, which is an attempt to fabricate a fictional world in news and report presentations. This pattern creates a reality that is phoney but real news. The second is the pattern of distortion, in which misinformation circulates and occasionally deviates from the original meaning, analysis, or remark. Third, news that just uses a single aspect of complicated facts and data to create news is known as the reductive pattern. To put it another way, this pattern

is known as one that eliminates extraneous surrounding elements to concentrate solely on one subject.³⁰

Thus, it is evident that the development of certain meanings is implied by the usage of particular languages. In addition to being a tool for conceptualisation and storytelling, language is the primary component used to describe parts of reality. Regarding this issue, mass media, and especially its communicators, frequently take part in a variety of activities that contribute to the construction of reality, the results of which will have a substantial impact on how meaning or perceptions of a given reality are formed. Lexical or linguistic choices are one of the actions. For instance, if a word, term, or symbol has a social connotation, it will unavoidably draw public attention even if the mass media just reports on it.³¹

In Mass Communication, Kadri³² added that disparities in how the same subject is covered by the media suggest that different media outlets have different goals. Journalists employ criteria and considerations based on news value, news categories, and the philosophy of neutrality when choosing news. The criteria and metrics used to evaluate a journalist's work in the field are referred to as the news's value. A journalist can choose which reality to report on and how to write about it by using the aforementioned criteria. Finally, journalists are urged by the need of impartiality in news to avoid combining facts and opinions.

The language chosen by a particular media outlet might reveal its stance towards a variety of problems (as well as towards a particular organisation or person). Language can be used to describe a person or group's flaws and shortcomings (misrepresentation) as well as to put them in a more favourable light (representation). As a result, media representation and misrepresentation are language practices. Therefore, it is necessary to evaluate the language used in the media in relation to how it portrays reality for the public to read.³³

Additional attention is focused on the person, role, and event schemes from the four schemes previously mentioned through the TGB effect coverage by these two media outlets, Lombok Post and Suara NTB. because the community and journalists are portrayed in a way that is consistent with the news being covered. The journalists' presumptions regarding the consequences of TGB switching to the Perindo party and the movement of other politicians and religious leaders as a result of TGB's choice.

When journalists are reconstructing news, their mental states are always linked to social cognition. As a result, these two media outlets portray TGB as having good attitudes and behaviours in their coverage of the TGB effect. However, the editors and journalists from both media sources are not constrained by any particular organisational links, with the exception of news that has good features. in that the news that is published is, in fact, impartial, objective, and as it is.

Social Analysis in Reporting the TGB Effect

a. Practice of Power

As previously mentioned, TGB's figure, who has the ability to actively influence the masses not only for the NTB community but also to have a national impact, is unquestionably inextricably linked to the exercise of power mentioned in the TGB news findings, which instructed NWDI administrators to support Perindo's electability.

³⁰ Kadri, *Komunikasi Massa: Membedah Media Massa dengan Perspektif Kritis*, 67.

³¹ Sobur, *Analisis Teks Media*, 91–92.

³² Kadri, *Komunikasi Massa: Membedah Media Massa dengan Perspektif Kritis*, 70.

³³ Kadri, 21.

In this instance, in addition to the association with TGB's position as a public figure with obvious authority, the news reports about the influence of religious and political leaders relocating to Perindo make this figure's persuasive attitude evident. As evidenced by the findings data, this can indirectly influence changes in attitude and belief through the TGB effect news. In Morissan, Hovland and his associates³⁴ discovering that, in comparison to communications from sources with low credibility, those from high credibility sources cause a larger shift in opinion. Because credible sources who fit the requirements to be regarded as well-known, authoritative, and superior are occasionally preferred by the media.

The political communication system, which includes political institutions and their political communication components, is inextricably linked to the exercise of power through the previously described reporting. The second is media organisations and their political communication facets. Third, how the general public feels about political communication. Fourth, communication elements that are pertinent to political culture. With a comparatively broad reach and concurrent timing in the current information era, mass media institutions like newspapers are thought to have the capacity to greatly organise the production, reproduction, and distribution of knowledge, which serves to bolster the claim that the media plays a crucial role in the process of political marketing.³⁵

b. Access Influences Discourse

According to the justification given above, it is impossible to deny the relationship between media and business, which undoubtedly involves media with an interested party. For good reason, this is in the purview of professionalism as defined by Press Law Number 40 of 1999, which allows the press organisation to operate as an economic entity in addition to its roles as a medium of information, education, entertainment, and social control. Economic organisations are a subset of social organisations that control how everyday needs are met through the production, distribution, and consumption processes.

Depending on the circumstances, changes will take place when the media became an industry. Media convergence, which is the merger of several media into a single network for a single goal, is one of the solutions and alternatives the media must find in order to thrive due to the plethora of options available to marketers. The media proprietors' understanding of the public's demands and reliance on the media may be the cause of this convergence.³⁶

The media industry and media corporations make up media business institutions. Media companies are private businesses that operate domestically in order to generate a profit. The media industry, on the other hand, is a collection of vendors selling comparable or identical goods. The cable television industry, for instance, refers to businesses involved in cable television. They participate in economic processes, namely media market transactions, as mass media business institutions. Like other media transactions, the media industry's operations revolve around the fierce competition between supply and demand in terms of quantity and quality. It indicates that here is where the media sector and other non-media industries are similar. The media product and its content constitute the media supply aspect. Even if individuals are purchasing the text and images that are carried by sheets of

³⁴ Morissan, *Psikologi Komunikasi* (Bogor: Ghalia Indonesia, 2013), 235.

³⁵ Gun Gun Heryanto, *Media Komunikasi Politik* (Yogyakarta: IRCiSoD, 2018), 245.

³⁶ Astrid Ayu Septaviani, *Idealisme dan Bisnis Media* (Surabaya: CV Garuda Mas Sejahtera, 2014), 109.

paper that are packed with printed ink, the media itself is a commodity that is exchanged in the print industry.³⁷

Mutual-symbiotic connections between politicians and the media are the term used to describe interaction patterns such as the one shown above. There are two specific justifications for the significance of the media-politician interaction. First, a lot of political decisions that impact the public's quality of life will be made by politicians. The second reason is that politicians use the media as a crucial information source when making political decisions.³⁸

This is consistent with the justification given by Suara NTB editor Muhammad Azhar during the interview. Therefore, special news—that is, advertising news—does not get excluded from any news item that is published, provided that it does not contain SARA (ethnic, religious, racial, and intergroup concerns). The media typically receives the content of news ads as both a prepared script and a raw script. The editor will subsequently evaluate the prepared script prior to publication. In the meantime, the interested party will provide the media complete control over the raw news script so they can process it. Prior to publication, these news scripts will be verified with the relevant parties. It is quite impossible to dispute the existence of mass media as one of the primary channels that can be employed in political communication in the current era of political marketing.³⁹

The researcher discovered the advertising news after reading the Suara NTB news story "Following TGB's Footsteps, Chris Migrates from Golkar to Perindo." The last paragraph of the news script, which typically contains the journalist's initials and an asterisk, can be used to identify if the news that was published was an advertising or an original piece of journalism(*).

Ditanya lebih lanjut terkait dengan target politiknya di Perindo, apakah dirinya akan maju di bertarung di Pileg 2024 nanti. Chris mengatakan dirinya tidak tertutup kemungkinan untuk tampil di Pileg, meskipun sampai saat ini dia masih belum memutuskan untuk itu. **(ndi/*)**.

Image 2: Star symbol in the news text advertising in Suara NTB reporting

CONCLUSION

Both of Lombok Post and Suara NTB focus on topics based on facts discovered in the field, as evidenced by the way their news reporting is constructed using news text elements such as macro structure, superstructure, and micro structure. Consequently, news coverage is not restricted to local news requirements; it can even influence regional news. given that the topic at hand is one with the potential to have a significant public influence and that the person being discussed has an intriguing political history that the media still tracks. There is no indication of prejudice towards any organisation or person in the coverage provided by any media channel.

³⁷ Udi Rusadi, *Kajian Media: Isu Ideologis dalam Perspektif Teori dan Metode* (Depok: PT. RajaGrafindo Persada, 2015), 39.

³⁸ Kadri, *Komunikasi Massa: Membedah Media Massa dengan Perspektif Kritis*, 75.

³⁹ Heryanto, *Media Komunikasi Politik*, 246.

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