



# SCOPE

## Journal of English Language Teaching

| p-ISSN 2541-0326 | e-ISSN 2541-0334 |  
<https://journal.lppmunindra.ac.id/index.php/SCOPE/>



Article

## The Resignation Reporting News of The President's Staff Via Online Media: A Norman Fairclough Critical Discourse Analysis

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### KEYWORDS

CDA Norman Fairclough;  
 The Resign of President Staff;  
 Online Media.

### A B S T R A C T

The current research analyses the critical discourse on news broadcasting of president staff resigning Adamas Belva Syah Devara (ABSD) in online news mass media. Those are Detik.com, Kompas.com CnnIndonesia.com, CNBCIndonesia.com, Nasionaltempo.com, Kumparannews.com, Liputan6.com, VOAIndonesia.com, MediaIndonesia.com, and Republika.co.id. The method used was qualitative descriptive. Then data were analyzed using a content analysis procedure guided by the CDA theory of Norman Fairclough that involved text analysis, discourse practice, and sociocultural practice. The result displayed 1) text analysis exposed that eight online media broadcasted the news based on open letter made by ABSD and two rest media need openness and transparency of ABSD's polemics, 2) discourse practice described the eight of them agree with following ABSD's statement while two others tried to express other issues surrounding the main issue of staff resignation, and 3) sociocultural practice revealed the emergence of a polemic in the conflicts of interest Skill Academy as a part of ABSD's Ruangguru that becomes the partner of Pre-employment card. The implication of this study is necessary for CDA toward news content broadcasted on the online media, and tight filtration is a must. Besides, the written and displayed news should be on the fact toward the reader. Additionally, how the media should act as a source of public information should be neutral and impartial. Hence, the presented informed news is objectively and accurately displayed.

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### INTRODUCTION

Mass media is a medium used to disseminate news or information to viewers, listeners or readers. As Harris and Taylor (2008) argued, the mass media is a culture that refers to the cultural industry thesis. In other words, what the produced information in the mass media may lead to opinions or perceptions that create discourse and shape the culture of the news delivered. The mass media channel ideas that other people have and share with

others, and what the mass media do is to draw attention to the important culture on how it is presented, captured, discussed or argued. In other words, the mass media create people. Besides, the mass media create the experience of living with people, a common sense of culture, and acceptable varieties of subcultures. The mass media have three broad ranges of cultural ideas. At first, it plays a role in directing attention to proper codes of behavior in society and how to talk about them. The

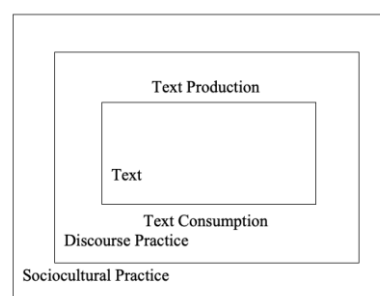
second range tells what, who, and why counts in their world. The last field discusses telling people's opinions. For instance, what people "like themselves" think about others (Turow, 2009). In other words, what is reported in the mass media has its ethnicity or characteristics in presenting it.

One of the online mass media is online news media. Online news media currently is interactive, convenient, accessible, searchable, provided hyperlinks, and facilitated multimedia (Chan and Leung, 2005). As Song (2007) notified the displayed news in the online medium is more attainable since low cost and well-established commercial news organizations. Thurman (2008) added online news may publish and promote independent news-related content. Quandt (2008), asserted, in the online setting, news offers different senses for the audiences such as from types of writing, producing, linking, and interacting. Lim (2006) elucidated that news presentations online can influence one publisher to another. Fletcher and Park (2017) pointed online news may participate in delivering information in a quick way. Therefore, in this respect, online news media has myriad benefits from the features, communicative platform, and meaningful information outlet.

In critical discourse analysis (henceforth CDA), three basic properties contain in the aspects of relations, dialectics, and transdisciplinary (Fairclough, 2010). The intended relationship is the relationship between relationships. For example, when people make communication and relations (i.e., talk and write) and communicate with one another, it describes the relationship between concrete communication events, such as conversations, newspapers, articles, etc. CDA is a rational analysis of the relationship between discourse and objects, elements, and events and discourse analysis of internal relations. The study of the relationship can occur between disciplines such as Linguistics, politics, Sociology, and others.

The three-dimensional framework proposed by Fairclough is text, discourse practice, and sociocultural practice. The method of discourse analysis includes the processes of production, distribution, and consumption. The features of this framework summarize important principles for critical discourse analysis; that text analysis should be artificially transparent to the study of institutional practices and discourses in which the embedded text is available (Fairclough, 1995).

Jorgensen and Phillips (2012) deployed that CDA has two dimensions of discourse. At first, communication events refer to the language used, such as articles, videos, interviews or politicians' speeches. The second dimension is the sequence of discourse. It is the configuration of all the types of discourse used in social institutions or social settings. The following is a three-dimensional model of CDA, according to Fairclough in Jorgensen and Phillips (2012), in which the language used in communication events consists of: 1) text (conversation, writing, visual images, or a combination of both), 2) discourse practice involves the production and consumption of texts, and 3) sociocultural practice (See Figure 1.).



**Figure 1.** The Three-Dimensional CDA Framework by Norman Fairclough (1995)

These involved three dimensions in discourse analysis, specifically regarding communicative events. Then the study focuses on: (1) the linguistic features of the text, (2) the processes related to the production and consumption of texts (discourse practice), and (3) broader sociocultural practice conductively and culturally (sociocultural practice) (Jorgensen and Phillips, 2012). Critical discourse analysis reveals inquiry in shaping meaning in which exploration becomes a strength. Many aimed problems are at the globalized world system, which shows resilience and imbalances. CDA provides a tool for moving complexities across educational networks, practices, and world systems in which inequalities exist on a global scope. Since the reflexive tendencies of CDA are rooted in the constitutive relationship between discourse and the social world and a place, it continues to grow, change, and respond to problems from different perspectives, different understandings, and expectations of actors their actions (Rogers, 2011).

The practice of discourse through the produced, created, consumed, accepted, or interpreted text is an important form of sociocultural practice that contributes to the social constitution of the world, including social identity and social relations. Discourse practices in everyday life

(i.e., text production and consumption) reproduce and change social and cultural places. Therefore, some social phenomena are not necessarily of a linguistic discourse character. The purpose of critical discourse analysis is to explain the linguistic discourse dimension of the phenomena and processes of social and cultural change in recent modernity (Jorgensen and Phillips, 2012).

Fairclough's approach in Jorgensen and Phillips (2012) on the form of text orientation in CDA seeks to combine three traditions, as follows: 1) Detailed textual analysis in the field of linguistics (including Michael Halliday's functional grammar), 2) Macro-sociological analysis of practice social (including Foucault theory, which does not provide a methodology for the analysis of specific texts); and 3) the micro-sociological, interpretive tradition within sociology (including ethnomethodology and conversational analysis), in which treated everyday life is as a product of the actions of people following a shared set of common-sense rules and procedures.

Discourse is a term used in various fields. It means a variety of other things that refer to the formal nature of semiotic artifacts that make it 'unify' as a particular type of 'text'. Also, it relates to the way people use language and other semiotic systems. To achieve certain social actions or refer to a broader strategy of knowledge that acts to regulate what people say, write, or think (Jones, 2015). Critical discourse analysis related to digital practice (Jones, 2015) generally examines several things, as follows: 1) Text: how differences in technology display combined with semiotic elements that shape social action, 2) Context: formed, consumed, modified, and adapted social and material of situations are. 3) Action and interaction: how people engage with texts, especially what one does with one another, 4) Power and ideology: how people use texts to dominate and control others and create their version of reality.

The following are the studies of Norman Fairclough-based, both internationally and nationally. Initially, a study that adopts a corpus-based CDA analytic approach to critically explore the mediation of interpreters of Chinese discourse on its past achievements refers to Fairclough and Wodak, who scour the sociocultural practices in which the shaped social is (Gu, 2018). Next is the study of gender analysis on how discourse on the development of feminist literature and its relevance in energy poverty. Subsequently, to find out gender or femininity on the CDA of the energy poverty scholarship, the approach used in CDA in the study uses the Norman Fairclough approach that textual analysis criticizes the unequal power of gender relations through CDA (Listo, 2018). Empirical research critically analyzes "Taiker

Etude", the representation of rural environment and lifestyle – "Taiker Etude" is a Taiwanese nonfiction entertainment television program. The focus is on Taiker Etude's role as an intermediary in that sense in regulating how more and more people build new lives in rural Taiwan. The study explored the ideology and power behind the text rather than the program presented (Chueh and Lu, 2018). A study also analyzes critical discourse by linking grammatical interactions with social structures where the situation or setting is in a vulnerable location in Colombia. The CDA research approach of Norman Fairclough to explore interaction is called a "crisis". Events occur as evidence untrue, such as injustice, symbols of violence, or struggles for power (Calle-Díaz, 2019).

Moreover, the study by Katznelson and Bernstein (2017) was to determine the proportion of California 227 in English-speaking schools and measure the ratio of 58, namely Californian education for global economic initiatives. By conducting a comparative CDA between the two, proposition 227 uses bilingualism while proposition 58 uses multilingualism. The approaches applied are of two kinds, referring to Fairclough texts, production or interpretation processes, and social or cultural or historical contexts in which ideology emerges from the language created, including language as a problem, language as a right, and language as a resource (Katznelson and Bernstein, 2017).

In the Indonesian context, numerous national research published articles on CDA used the Norman Fairclough approach. For instance, a study by Choirunisa examined commodification in the Reality Show program in singing talent search for *Idola Cilik* (Little Idols) in a political economy perspective when children are exploited for profit by the program makers (Choirunisa, 2016). Next is a study that describes the representation of Indonesia through humorous material presented by Pandji Pragiwaksono in a special performance themed "*Mesakke Bangsaku*". The results represented Indonesia in three fields: religion, education, and politics (Siswanto and Febriana, 2017). There were also studies describing the textual dimension, the practice of discourse, and the socio-cultural dimension of the coverage of *Suara Merdeka Daily*, *Tabloid Tempo*, and *Harian Republika* in shaping the image of the President (Assidik, et. al., 2016).

Meanwhile, another study reveals the hegemony of *Harian Fajar* (Fajar Daily) ahead of the 2019 presidential election. The results of this study indicated the involvement of *Harian Fajar* (Fajar Daily) in hegemonizing its readers through news texts and the strong dominance of information (Pahlevi, 2018). In

addition, some studies reported the linguistic aspects used in representing the university's slogan, the relationship between the slogan text maker and the resulting linguistic elements, and the sociocultural practice situation that underline the linguistic aspects used. The study results that the linguistic features in the form of diction and word forms in the slogans of two private universities in the city of Bandung are part of a form of positive imagery. The motto is related to the ideology of capitalism adopted by the two universities. It shows the use of English in the slogan influences globalization and westernization (Kristiani Samosir et al., 2016). Another found study constructed the reality of the first hundred days of the Jokowi-JK administration in the online media *Detik.com*, *Kompas.com*, and *Republika Online*. The study results show that the news texts of the first hundred days of the Jokowi-JK administration present Jokowi as a president who may break his promises (Hasanah and Mardikantoro, 2017).

In comparison, Annas and Fitriawan (2018) examined violence packaged in gladiator fighting reports on *Line Today*. Their study results suggested reconstructing violence in gladiator fighting cases among students. The language used in the news text is packaged lightly, briefly, and easily understood by the millennial generation. Irene (2017) tried to figure out gender relations in the humor column "*Si Palui*" at the Banjarmasin Post in the same line. Their study results at the micro level show that men tended to be more dominant than women. In the meso humor level of *Si Palui*, the joked content is more in the context of men. The macros presented in the humorous story of the *Palui* show the relationship of patriarchal ideological narratives adopted from Banjar Islamic culture.

On the other hand, Restiani and Darmayanti (2019) found the representation of Indonesian politicians through the topic of conversation in the *Mata Najwa* program with the topic "The Country of Witness" that invited famous comedians Cak Lontong. The categorization results of their study were into three groups playback, flashback, and cashback. At different landscapes, Saraswati and Sartini (2017) reported the linguistic aspects used by the *Bonek* in representing the form of a sense of resistance, the form of discourse practice, and the resulting linguistic aspects as well as the sociocultural practices behind the linguistic aspects used in the 1927 Persebaya resistance against PSSI. They obtained Persebaya 1927 (as *arek Suroboyo/ Surabaya youths*), in this case, could not remain silent to restore their rights and status as a member of PSSI, even though the PSSI had disappointed him. In

addition, the Persebaya 1927 Arek-Arek's discourse also contained pragmatic elements to influence PSSI to realize their wishes.

Numerous studies have extensively analyzed the news content of mass media based on the CDA framework. However, little we know how online mass media reported the resignation of the president's staff as a part of political discourse. Therefore, this paper attempts to investigate how the variety of news delivered by ten distinct online mass media, particularly the news items regarding the resignation of the special presidential staff, Adamas Belva Syah Devara (henceforth, ABSD).

## METHOD

The research method used in this study was qualitative (Heigham and Croker, 2009). Qualitative research includes collecting mainly textual data and examining it using interpretive analysis (Creswell, 2012). Qualitative research is "interpretive" research, in which the assessment of descriptions that are appropriate to the situation or theme are categorized from the data obtained. The approach used in this study was critical discourse analysis. It refers to the thinking of Norman Fairclough (Fairclough, 1995) into the stages, as follows: 1) Focus on the social error in its semiotic aspect, 2) Identify the barriers to social wrongdoing, 3) Consider the social order that exists in social wrongdoing, and 4) Identify possible ways of getting past the obstacle. The following were the steps in the CDA research method: 1) Determine the topic of the problem, 2) Determine the problem formulation, 3) Determine research materials or data, 4) Transcribe the data, 5) Analysis (discourse practice, text, and sociocultural practice), 6) Results (Fairclough in Jorgensen and Phillips, 2012).

The news about ABSD, a special staff of the President who resigned by sending a letter dated April 15, 2020, and received by the presidential office on April 17, 2020, in his resignation letter, in general, was to avoid polemics regarding assumptions or varied public perceptions about his position as Special Staff of the President became prolonged, namely regarding the Pre-Employment Card in which Ruang Guru (a company owned by ABSD) became one of the company partners in the Implementation of the Pre-Employment Card. Then, the mass media reported his resignation on April 21, 2020.

Data were collected based on the selected topics by purposeful sampling from this study, namely articles regarding the resignation of special presidential staff (ABSD) in online mass media on April 21, 2020. They

were Detik.com, Kompas.com, CnnIndonesia.com, CNBCIndonesia.com, Nasionaltempo.com, Kumparannews .com, Liputan6.com, VOAIndonesia.com, MediaIndonesia.com, and Republika.co.id. Then the researchers searched and sorted the news item related to ABSD’s resignation on those online news mass media. The stage resulted in the documentation of 10 articles from 10 different types of online mass media.

The detailed analytical framework is as follows (Wodak and Meyer, 2001): 1) Focus on social problems that have a semiotic aspect, 2) Identification of obstacles encountered, through analysis of (the network of practices in which he is located, semiosis relationship with other elements in certain related practices, and discourse (semiosis itself) such as structural analysis, discourse sequence, interactional analysis, interdiscursive analysis, linguistic and semiotic analysis), 3) Consideration of whether the social order (network of practice) is in some sense a ‘need’ the problem, 4) Identify possible ways of overcoming obstacles, and 5) Critical reflection on the analysis (1-4).

Moreover, the current data analysis was carried out by Norman Fairclough’s Critical Discourse Analysis model, namely (a) text analysis, (b) discourse practice, and (c) sociocultural practice (Jorgensen and Phillips, 2012). First, the text was analyzed linguistically by looking at vocabulary, semantics, sentence structure, and cohesion and coherence between sentences. Second, the discourse was carried out by analyzing the production, consumption, and distribution of texts. Third, the sociocultural practice was analyzed using three levels, namely (a) situational, (b) institutional, and (c) social. At the analysis stage, a description, interpretation, and explanation were carried out on the discourse that is the source of the data. The content and analysis were described descriptively in the description stage. Furthermore, interpretation referred to interpreting the text associated with the discourse practice. Third, the explanation was by correlating texts’ production, consumption, and distribution with sociocultural practice practices that developed in society.

## RESULTS AND DISCUSSION

In this section, the results are presented based on Fairclough’s theory of critical discourse analysis which includes three dimensions, including (1) text analysis, (2) discourse practice, and (3) sociocultural practice.

### 1. Level of Text Analysis

In the dimension of text analysis, the selected headlines and news content related to ABSD’s resignations were analyzed, and the following results are as follows:

**Table 1:** News headline from *Detik.com*

**News Headlines:**

**“Stafsus Presiden Belva Devara Mengundurkan Diri” (Presidential Special Staff Belva Devara Resigns)**

**Text Analysis:**

*Memang benar, Presiden sudah menerima surat pengunduran diri dari Staf Khusus Presiden, Saudara Adamas Belva Syah Devara*

*Dari awal Bapak Presiden menginginkan anak-anak muda yang berpotensi seperti Belva untuk bergabung dalam pemerintahan sehingga bisa berkontribusi dengan gagasan-gagasan inovatif, kreatif, sekaligus memberikan ruang belajar bagi anak-anak muda terkait tata kelola pemerintahan*

*(It is true, the President has received a letter of resignation from the Presidential Special Staff, Brother Adamas Belva Syah Devara*

*From the beginning, the President wanted young people with potential like Belva to join the government so that they could contribute with innovative, creative ideas, as well as provide a learning space for young people related to governance)*

The first text analysis data (Table 1) from *Detik.com* shows the vocabulary “*it’s true*” this represents that the fact about the decline of ABSD is a fact, but then there is the word “*potentially*”, which means something produced that ABSD is considered a young generation who has good abilities by the government as indicated by innovative and creative vocabulary. However, there is a clause “*at the same time providing a learning space for young people related to governance*” in which whether the government space is used for learning if so, it requires space for learning by giving a monthly income. This should be a government position to be a place to work.

**Table 2:** News headline from *Kompas.com*

**News Headlines:**

**Belva Devara Mundur Dari Staf Khusus Presiden (Belva Devara Resigns from Presidential Special Staff)**

**Text Analysis:**

*Pengunduran diri tersebut telah saya sampaikan dalam bentuk surat kepada Bapak Presiden tertanggal 15 April 2020, dan disampaikan langsung ke Presiden pada tanggal 17 April 2020*

*Namun, saya mengambil keputusan yang berat ini karena saya tidak ingin membuat polemik mengenai asumsi atau persepsi publik yang bervariasi tentang posisi saya sebagai Staf Khusus Presiden menjadi berkepanjangan*

*Yang dapat mengakibatkan terpecahnya konsentrasi Bapak Presiden dan seluruh jajaran pemerintahan dalam menghadapi masalah pandemi Covid-19.*

*Saya merasakan betul bagaimana semangat Bapak Presiden Jokowi dalam membangun bangsa dengan efektif, efisien, dan transparan.*

*(I have conveyed my resignation in the form of a letter to the*

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*President dated April 15, 2020, and submitted directly to the President on April 17, 2020*

*However, I made this tough decision because I didn't want to prolong the polemic regarding the assumptions or perceptions of the varied public regarding my position as Special Staff of the President.*

*Which can result in splitting the concentration of the President and all levels of government in dealing with the problem of the Covid-19 pandemic.*

*I feel how passionate Mr. President Jokowi is in building the nation effectively, efficiently, and transparently)*

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The second text analysis data from *Kompas.com* (Table 2), there is a clause that states “*because I don't want to create a polemic regarding various assumptions or public perceptions*” in that clause, ABSD attempts to provide a reason that the resignation was motivated by a polemic that rolled over in the community which gave the impression that ABSD had given in and for the good of all ABSD resigns from the presidential staff. This was added when ABSD stated, “*Which can lead to a split in the concentration of Mr. President,*” in other words to show that what is being done is for the good of the President.

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**Table 3:** News headline from *cnmindonesia.com*

**News Headlines:**

***CEO Ruangguru Belva Devara Mundur Dari Stafsus Jokowi (Ruangguru Ceo Belva Devara Resigns from Jokowi's Staff)***

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Text Analysis:

*Informasi tersebut mulanya disampaikan Belva melalui akun instagram pribadinya, @belvadevara dan juga surat terbuka kepada publik. Belva yang juga CEO ruang guru tersebut mengaku telah membuat surat pengunduran dirinya sejak 15 April 2020, dan disampaikan kepada Jokowi dua hari kemudian. "Telah saya sampaikan dalam bentuk surat kepada Bapak Presiden tertanggal 15 April 2020, dan disampaikan langsung ke Presiden pada tanggal 17 April 2020. Dalam unggahan mengenai pengunduran dirinya tersebut,*

*Dengan ini, saya juga ingin menjelaskan bahwa saya tidak dapat merespons pertanyaan-pertanyaan media dalam beberapa hari terakhir karena saya ingin fokus dalam menyelesaikan hal ini terlebih dahulu*

*(Belva initially conveyed the information through her personal Instagram account, @belvadevara and an open letter to the public. Belva, the teacher's room CEO, admitted that he had written his resignation letter since April 15, 2020, and submitted it to Jokowi two days later. "I have conveyed it in the form of a letter to the President dated April 15, 2020, and submitted directly to the President on April 17, 2020. In the upload regarding his resignation,*

*With this, I would also like to clarify that I have not been able to respond to media inquiries in the last few days as I would like to focus on resolving this matter first.)*

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In the following data, there is a clause that says, “*I want to focus on resolving this first*” when ABSD states that it

will withdraw and then does not provide clarification or detailed explanation but only illustrates that the decline is for the good of all. Still, it is different when ABSD states that it wants to focus on other things. Certain related to the reasons for his resignation and did not seem open (see Table 3).

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**Table 4:** News headline from *cnbcindonesia.com*

**News Headlines:**

***Mundur Jadi Stafsus Presiden, Ini Curhat Lengkap Belva Devara (Resigning as the Presidential Staff, this is Belva Devara's full story)***

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Text Analysis:

*Mundur nya CEO Ruangguru ini tak lepas dari pemberitaan seputar kartu-prakerja (The resignation of the CEO of Ruangguru cannot be separated from the news surrounding the pre-employment card) ... Berkali-kali Belva menegaskan bahwa ia tidak mengetahui soal adanya program kartu pra-kerja bahkan tidak pernah dilibatkan dalam hal ini (Belva has repeatedly stated that she was not aware of the existence of a pre-employment card program and was never involved in this).*

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For further data, the headline said, “*the resignation of the Ruangguru CEO cannot be separated from the news about the pre-employment card*”, written on *cnbcindonesia.com*. It was reported that the reason for ABSD's resignation was the information circulating in public about the Pre-Employment Card related to the platform he leads, Ruangguru. However, ABSD denies that the decline is related to the bad information, as stated, “*Belva has repeatedly stated that he was not aware of the existence of a pre-employment card program and was never involved in this*”. The sentence explains the decline that ABSD does not want to be associated with the Pre-employment card. This pre-employment card program is a card that was raised in the context of training and coaching programs for Indonesian citizens who do not yet have skills. The card was promoted by Joko Widodo during the 2019 Indonesian Presidential election campaign. However, ABSD stated, “*Although it is short, I have learned a lot of experience and lessons from my job as the Presidential Staff. I really feel how passionate Mr. President Jokowi is in building the nation effectively, efficiently, and transparently*”. It reflects President Jokowi's superiority in governing the Indonesian state.

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**Table 5.** News headline from *Nasionaltempo.com*

**News headline**

***CEO Ruangguru Belva Devara Mundur Dari Stafsus Jokowi (Ruangguru Ceo Belva Devara Resigns from Jokowi's Staff)***

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Text Analysis:

*Wakil Ketua MPR Ahmad Basarah mengatakan kasus yang mendera dua mantan staf khusus milenial Presiden Jokowi,*

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*Belva Devara dan Andi Taufan yang mundur, menjadi pelajaran agar semua penyelenggara negara maupun pejabat pemerintahan untuk selalu menghindari penyalahgunaan wewenang (abuse of power).*

*Kasus itu, kata Basarah, patut disesalkan karena mereka adalah tumpuan bangsa dan harapan generasi milenial. "Tapi, di balik kasus yang menimpa dua orang mantan staf khusus presiden itu, ada pelajaran berharga yang dapat dipetik agar kami ambil hikmahnya untuk selalu menghindari penyalahgunaan wewenang," kata Basarah*

*Terlepas dari kekhilafan sosok Belva Devara dan Andi Taufan, kata Basarah, mereka telah dengan jujur meminta maaf mengakui kesalahan dan mengambil sikap mundur dari jabatan staf khusus milenial. "Ini sikap yang patut diapresiasi, dua anak muda ini bisa menjadi contoh bagi para pejabat yang menyalahgunakan kekuasaan harus rela mengundurkan diri," katanya.*

*(Deputy Chairperson of the MPR Ahmad Basarah said that the case of two former special millennial special staff of President Jokowi, Belva Devara and Andi Taufan, who resigned, was a lesson for all state administrators and government officials always to avoid abuse of power.*

*This case, said Basarah, should be regretted because they are the nation's foundation and the hope of the millennial generation. "But, behind the cases that happened to the two former special staff of the president, there are valuable lessons that can be learned so that we can take lessons to avoid abuse of authority," said Basarah.*

*Despite the mistakes of Belva Devara and Andi Taufan, Basarah said, they have honestly apologized for admitting their mistakes and taking a step back from the position of special staff for millennials. "This is an attitude that should be appreciated. These two young people can be an example for officials who abuse their power and must be willing to resign," he said)*

In the following text analysis data, there is a text expressed by the *Nasionaltempo.com* portal "abuse of power" (see Table 5). This statement means that there is an indication that the position or position held by ABSD as a special presidential staff is not allowed to double the opportunity, meaning taking personal projects when holding office so that it will not appear neutral in the people's eyes. In addition, there is also "regrettable because they are the foundation of the nation and the hope of the millennial generation". In this sentence, ABSD is a young generation considered worthy of occupying this position with its achievements. "There are valuable lessons that can be learned so that we can take the wisdom to always avoid abuse of authority" from the written statement directed against ABSD that what he did was an example of not taking advantage of the authority he had. "They have honestly apologized for admitting their mistake and taking the stance of stepping down from the position of special millennial staff. This is an attitude that should be appreciated, and these two young people can be an example for officials who abuse their power to

*be willing to resign."* Nevertheless, it is shown that what ABSD has done is a sign of courage and responsibility that other stakeholders can emulate.

**Table 6:** News headline from *kumparan.com*

**News headline**

**CEO Ruangguru, Belva Devara, Mengundurkan Diri Sebagai Staf Khusus Jokowi (Ruangguru's CEO, Belva Devara, resigns as Jokowi's staff)**

**Text Analysis:**

*Staf khusus Presiden Joko Widodo, Belva Devara, mengundurkan diri. Keputusan itu diambil setelah ramai polemik Ruangguru, yang dia pimpin, dianggap memiliki konflik kepentingan terkait program Kartu Prakerja. Belva menegaskan, ia sama sekali tidak pernah terlibat dalam proses penunjukan yang membuat Ruangguru, melalui Skill Academy, terpilih menjadi salah satu digital platform untuk program Kartu Pra Kerja. Termasuk soal anggaran dan mekanisme teknis.*

*(President Joko Widodo's special staff, Belva Devara, has resigned. The decision was taken after the controversy over Ruangguru, which he led, was deemed to have a conflict of interest related to the Pre-Employment Card program. Belva emphasized that he was never involved in the appointment process that led Ruangguru, through the Skill Academy, to be selected as one of the digital platforms for the Pre-Employment Card program, including the matter of budget and technical mechanism)*

The next text data from *kumparan.com*, the statement "The Ruangguru polemic, which he leads, is considered to have a conflict of interest related to the Pre-Employment Card program", was sticking out the ABSD's decline was not due to something that didn't happen. Still, one of them was a conflict of interest. It was related to the collaboration of Ruangguru with the Pre-Employment Card. However, ABSD denies it "never got involved" This statement, "Including the matter of the budget and technical mechanisms." uploaded by *Kumparan.com*, shows that the decline of ABSD was allegedly a conflict of interest, but he denied the truth.

**Table 7:** News headline from *Liputan6.com*

**News headline**

**Alasan Belva Devara Mundur Dari Staf Khusus Milenial Jokowi (Belva Devara's Reason for Resigning from Jokowi's Millennial Staff)**

**Text Analysis:**

*Sebelumnya, desakan agar Belva mengundurkan diri bergulir karena dianggap ada konflik kepentingan dalam proyek Kartu bernilai total Rp 20 triliun tersebut. Ruangguru adalah salah satu dari 8 mitra penyedia pelatihan.*

*(Previously, there was a call for Belva to resign because it was deemed that there was a conflict of interest in the Card project worth a total of Rp. 20 trillion. Ruangguru is one of 8 training partners)*

This is different from the text data from *Liputan6.com* (Table 7). It is written, “because it is considered that there is a conflict of interest in the Card project with a total value of Rp. 20 trillion. Ruangguru is one of 8 training partners” in the *liputan6.com* portal, it is explained that the number of details for the value of the Pre-Employment Card project with a fairly large number which the Ruangguru platform is part of the project. Therefore, it is natural for the general public to assume a conflict of interest and reduce the polemic, ABSD resigned.

**Table 8:** News headline from *VOAIndonesia.com*

News headline

*Stafsus Milenial Presiden Jokowi, Belva Devara Mengundurkan Diri (President Jokowi's Millennial Staff, Belva Devara Resigns)*

Text Analysis:

*Pengunduran diri ini menyusul polemik perusahaannya, Skill Academy by Ruangguru sebagai salah satu mitra kartu prakerja. Penunjukkan Ruangguru tersebut menuai kritik dari sejumlah pihak karena dinilai sarat konflik kepentingan. Belva sebelumnya telah membantah bahwa dirinya turut terlibat dalam penetapan mitra kartu pra kerja serta tidak ada konflik kepentingan dalam prosesnya. Meski begitu, dia tetap memilih mundur dari staf khusus Jokowi agar polemik tersebut tak berkepanjangan*

*(This resignation follows the polemic of his company, Skill Academy, by Ruangguru as one pre-employment card partner. The appointment of Ruangguru has drawn criticism from some parties because it is considered full of conflicts of interest. Belva previously denied that he was involved in determining the pre-employment card partner and that there was no conflict of interest in the process. Even so, he still chose to resign from Jokowi's special staff so that the polemic would not be prolonged)*

Text data reported on *voaindonesia.com* (Table 8) describes it as laden with conflicts of interest. However, ABSD denied the statement “Belva had previously denied that he was involved” ABSD kept resigning, presenting with the statement, “Even so, he still chose to resign”. This data is almost the same as previous data that ABSD’s setback avoided a prolonged polemic.

**Table 9:** News headline from *Mediaindonesia.com*

News headline

*Polemik Kartu Prakerja, Stafsus Presiden Belva Devara Mundur (Pre-Employment Card Polemic, Presidential Staff Belva Devara Resigns)*

Text Analysis:

*Setelah staf khusus Presiden Joko Widodo, Andi Taufan Garuda Putra membuat heboh lantaran mengirimkan surat kepada camat seluruh Indonesia dengan menggunakan kop surat Sekretariat Kabinet yang memohon dukungan relawan dari perusahaan yang dimilikinya yaitu PT Amarta, kini stafsus*

*milenial lainnya dituding menimbulkan konflik kepentingan.*

*(After the special staff of President Joko Widodo, Andi Taufan Garuda Putra, caused a stir by sending letters to sub-district heads throughout Indonesia using the letterhead of the Cabinet Secretariat asking for volunteer support from the company he owns, PT Amarta, now another millennial staff member is accused of causing a conflict of interest.*

Meanwhile, the *Mediaindonesia.com* platform reported on the decline of ABSD by linking Andi Taufan’s decline (Table 9). The President’s special staff created the transmission of the alleged conflict of interest for using their authority improperly. In the last part of the text analysis from *Republika.co.id* (Table 10), it is found in the clause resigning from his position in the presidential circle, which means leaving the seat of government that it is full of authority and expressly conveys the decline of ABSD “because of leaving his position due to allegations of conflict”.

**Table 10:** News headline from *republika.co.id*

News headline

*CEO Ruangguru Mundur Dari Jabatan Stafsus Presiden (The CEO of Ruangguru resigns from his position as Presidential Staff)*

Text Analysis:

*Staf Khusus Presiden, Adamas Belva Syah Devara, mundur dari jabatannya di lingkaran kepresidenan menyusul polemik keterlibatan Ruangguru yang terlibat dalam program kartu prakerja. Belva yang juga CEO Ruangguru melepas jabatannya terkait tuduhan konflik kepentingan dalam penetapan Ruangguru sebagai salah satu mitra pemerintah untuk memberikan pelatihan daring kepada peserta kartu prakerja. Menjawab itu, Belva menyatakan dalam proses pemilihan mitra pelatihan kartu prakerja tidak ada keterlibatan yang memunculkan konflik kepentingan.*

*(The Presidential Special Staff, Adamas Belva Syah Devara, resigned from his position in the presidential circle following the polemic of Ruangguru’s involvement in the pre-employment card program. Belva, who is also the CEO of Ruangguru, has resigned his position due to the alleged conflict of interest in the appointment of Ruangguru as one of the government’s partners to provide online training to pre-employment card participants. Responding to that, Belva stated that in the process of selecting a pre-employment card training partner, no involvement created a conflict of interest).*

## 2. The Level of Discourse Practice

The discourse practice covers the processing of distributing and using discourse, media profiles, editor procedures, and how media workers produce, as the case in the following online media that presents news about the decline of ABSD.



As one online news mass media, *Detik.com* is a web portal containing online news and articles in Indonesia. Unlike other Indonesian news sites, *Detik.com* has only had an online edition since August 3, 2011. It has become part of PT Trans Corporation, a subsidiary of CT Corp. *Detik.com*'s server was ready to be accessed on May 30, 1998, but it started online with a full presentation on July 9, 1998. July 9 was finally designated as the birthday of *Detik.com*, which was founded by Budiono Darsono (former *Detik* journalist), Yayan Sopyan (former *Detik* journalist), Abdul Rahman (former *Tempo* journalist), and Didi Nugrahadi. At first, *Detik.com*'s main coverage focused on political, economic, and information technology news. After the political situation began to subside and the economy improved, *Detik.com* also decided to attach entertainment and sports news.

Further, *Kompas.com* is a web portal containing online news and articles in Indonesia. *Kompas.com* is one of the most popular news sites in Indonesia. Unlike other Indonesian-language news sites, *Kompas.com* only has an online edition and relies on advertising revenue. Even so, *Kompas.com* is at the forefront of breaking news. Since 1995, *Kompas.com* has been part of *Kompas Gramedia*.

Moreover, *CNNIndonesia.com* was launched on October 20, 2014, with Yusuf Arifin as chief editor. With the slogan "we are here to spread the word", this website presents national, international, economic, sports, technology, entertainment, and lifestyle news with the owner PT Trans News Corpora.

Meanwhile, the news portal *CNBC Indonesia* was launched on February 8, 2018. Owner of Trans Media and NBC Universal. With the leadership of Chairul Tanjung. This website presents the market, investment, news, entrepreneur, sharia, tech, and lifestyle.

*Nasionaltempo.com* (formerly *Tempointeraktif*) is an online news and article web portal founded by PT *Tempo Inti Media, Tbk*. News content is divided by types of news, including national, metro, business, sports, technology, lifestyle, international, arts and entertainment, celebrities, and automotive. *Nasionaltempo.com* was established in 1996 by Yusril Djalinus, Bambang Bujono, S. Prinka, and Saiful B. Ridwan under the name *Tempointeraktif*. Previously, PT *Tempo Inti Media, Tbk* has spawned the weekly magazine *Tempo*, which was banned twice during the New Order era. The *Tempo Media* group's activity after experiencing the ban began with the creation of the *Tempointeraktif* website, which eventually became a pioneer of internet news in Indonesia.

Indonesia's collaborative media platform is a forum for reading, creating, and sharing various news and information. Launched in January 2017, *kumparan.com* was built as the first platform in Indonesia to implement technology-based journalism that enables interaction for all its users. Owner of PT *Dinamo Media Network* with President Commissioner Budiono Darsono. Content from this platform Trending, Video, Collection, Crispy, Opinion & Stories, News, Entertainment, Techno & Science, Woman, Automotive, Business, Food & Travel, Mom, Soccer & Sports.

Next, *Liputan6.com* is a site that provides a wide selection of information for its users. PT *Kreatif Media Karya* founded this site on August 24, 2000, also a subsidiary of *Elang Mahkota Teknologi*. *Liputan6.com* presents various topics, from information on politics, business, lifestyle, culinary, and sports news.

Another online news mass media is *VOAIndonesia.com*, the largest US international multimedia news organization providing 45 languages in countries with limited press freedom. This website was founded in July 2001. The news presented includes Science and Technology, Lifestyle, Sports, Economics and Business, and Politics. Meanwhile, *mediaindonesia.com* is an online newspaper owned by the *Media Group*. This website was founded in 1999 by presenting news topics including economics, infographics, international, megapolitan, archipelago, sports, politics, and law.

Finally, online news mass media data is *Republika.co.id*. *Republika* is a national newspaper created by the Muslim community for the public in Indonesia. The publication is the culmination of a long effort among Muslims, especially young professional journalists led by former *Tempo* journalist Zaim Uchrowi, who has taken various steps. The presence of the Indonesian Muslim Intellectuals Association (ICMI), which BJ Habibie then chaired, was able to break through the government's strict restrictions on publishing permits at that time, allowing these efforts to bear fruit. *Republika* was first published on January 4, 1993. In 1995, *Republika* opened a website on the internet.

Related to the news headline and news content on ABSD's resignation, the first online news media in this discussion is *Detik.com*, founded in 1998 which PT Trans Corporation owns, reporting on political, economic, entertainment, and sports news where this media reports about ABSD's resignation according to an open letter written by ABSD on the Instagram platform.

Furthermore, the online media *Kompas.com* was founded in 1995, including news on politics, economy, technology, sports, automotive, lifestyle, health, property, travel, and education. This media coverage illustrates that the decline of ABSD is as stated by ABSD in its open letter. The next online media is *CnnIndonesia.com*, founded on October 20, 2014, with Yusuf Arifin as editor-in-chief. With the slogan “we are here to preach”, this website presents national, international, economic, sports, technology, entertainment, and lifestyle news with the owner of PT Trans News Corpora. The news is presented with pros and cons, where pros and cons are presented in the context of ABSD, namely resigning to avoid conflict of interest polemics. In contrast, the non-transparent system selects institutions for partners recruited by the Pre-Employment Card.

The next media is the *CNBC Indonesia* news portal, launched on February 8, 2018. Owner of Trans Media and NBC Universal. With the leadership of Chairul Tanjung. This website presents the market, investment, news, entrepreneur, sharia, the lifestyles. Presenting news about ABSD at the beginning of the news raises the polemic of ABSD’s withdrawal, but the rest of the content is very similar to an open letter written by ABSD. The next online media, *Nasionaltempo.com* (previously named *Tempointeraktif*) is an online news and article web portal founded by *PT Tempo Inti Media, Tbk*. News content is divided by types of news, including national, metro, business, sports, technology, lifestyle, international, arts and entertainment, celebrities, and automotive. *Nasionaltempo.com* was founded in 1996 by Yusril Djalinus, Bambang Bujono, S. Prinka, and Saiful B. Ridwan. The news presentation is processed with content that confirms the reasons for ABSD’s resignation and questions and provides advice and examples for the younger generation as ABSD did. The next online media, *Kumparan.com*, is an Indonesian collaborative media platform as a forum for reading, creating, and sharing various news and information. Launched in January 2017, *Kumparan.com* was built as the first platform in Indonesia to implement technology-based journalism that allows interaction for all its users. Owner of *PT Dinamo Media Network* with President Commissioner Budiono Darsono. The content from this platform is trending, videos, collections, crisps, opinions & stories, news, entertainment, techno & science, women, auto, business, food & travel, mom, soccer & sports. At the beginning of the news presented, this report describes what ABSD has stated in an open letter of its decline. Still, at the end of the news, it is announced that the nominal can trigger a

controversial conflict of interest which is suspected to be the cause of ABSD’s withdrawal.

*Liputan6.com* is an online media that provides various information options for its users. *PT Kreatif Media Karya* founded this site on August 24, 2000, also a subsidiary of *Elang Mahkota Teknologi*. *Liputan6.com* presents various topics, from information on politics, business, lifestyle, culinary, and sports news. The processed news raises criticism of the decline of ABSD but does not dominate the overall content which is mostly informed according to the open letter of ABSD withdrawal. *Voaindonesia.com* is part of VOA, the largest US international multimedia news organization providing content in 45 languages in countries with limited press freedom. This website was founded in July 2001. The news presented includes Science and Technology, Lifestyle, Sports, Economics and Business, and Politics. The news that was informed showed that he favored ABSD’s decline that his actions had nothing to do with the conflict of interest that was hotly discussed. The presentation presented in its entirety summarizes what ABSD wrote in its open letter.

*Mediaindonesia.com* online newspaper was owned by *Media Group*. This website was founded in 1999 by presenting news topics including economics, infographics, international, megapolitan, archipelago, sports, politics, and law. *Republika.co.id* is a development of *Republika*, a national newspaper created by the Muslim community in Indonesia. The publication is the culmination of a long effort among Muslims, especially young professional journalists led by former *Tempo* journalist Zaim Uchrowi, who has taken various steps. The presence of the Indonesian Muslim Intellectuals Association (ICMI), which BJ Habibie then chaired, was able to break through the government’s strict restrictions on publishing permits at that time, allowing these efforts to bear fruit. *Republika* was first published on January 4, 1993. In 1995, *Republika* opened a website on the internet. The introduction and content are presented like an open letter distributed by ABSD. However, at the end of the news, the nominal is given as a partner if it is included in the Pre-Employment Card and seven other recruited partners.

### 3. The Level of Sociocultural Practices

Sociocultural practice includes (a) situational, (b) institutional, and (c) social. The three aspects are presented in the social context outside the media and affect how a discourse exists in the media. Sociocultural practices, such as situational, institutional, and social levels, influence media institutions and discourse.

Situational level, related to the production and context of the situation. Institutional level, related to institutional influence internally and externally. The social level is related to more macro situations, such as the political system, the economic system, and the cultural system of society.

**Table 11.** Sociocultural practices of the analyzed news headlines

Online mass media	Sociocultural practices
<i>Detik.com</i>	Special Staff of President Joko Widodo (Jokowi). Cabinet Secretary Pramono Anung Ruangguru Pre-Employment Card Coordinating Minister for the Economy Airlangga Hartarto
<i>Kompas.com</i>	Special Staff of President Joko Widodo Ruangguru Pre-Employment Card Coordinating Ministry for the Economy and Management of Pre-Employment Cards (Project Management Office (PMO)) Ruangguru's Skill Academy Profile
<i>Cnnindonesia.com</i>	Coordinating Ministry for the Economy and Management of Pre-Employment Cards (PMO) Member of Commission IX DPR RI from the National Mandate Party (PAN) Faction Saleh Daulay
<i>CNBC Indonesia</i>	Ruangguru CEO Coordinating Ministry for the Economy and Management Pre-Employment Cards (PMO)
<i>Nasionaltempo.com</i>	Deputy Chairperson of the MPR Ahmad Basarah Law No. 30 of 2014
<i>Kumparan.com</i>	Special staff of President Joko Widodo Coordinating Ministry for the Economy and Implementing Management (PMO) Pre-Employment Card
<i>Liputan6.com</i>	President Joko Widodo's Millennial Special Staff Skill Academy by Ruangguru Job Creation Program to help MSMEs (UMKM).
<i>VOAIndonesia.com</i>	Cabinet Secretariat letterhead Ruangguru CEO Presidential Special Staff Pre-Employment Card Coordinating Minister for the Economy
<i>Mediaindonesia.com</i>	Ruangguru CEO Coordinating Ministry for the

Economy and implementing management of the Pre-Employment Card (PMO)  
Pre-Employment Card  
Tokopedia, Skill Academy by Ruangguru, Maubelajarapa, Bukalapak, Pintaria, Sekolahmu, Pijarmahir, and Sisnaker.

In the context of the first social practice in the online *media detik.com*, the situation shown is when ABSD resigned on April 15, 2020. The institutions presented were adding confirmation from the Cabinet Secretary Pramono Anung that the setback made by ABSD was the right thing. In addition, this media also presents the coordinating minister for the Economy Airlangga Hartarto where what ABSD said about his involvement as the owner of *Ruangguru* had nothing to do with the verification process for the Pre-Employment Card partners, in other words, showing the partiality of this online media in what ABSD stated that there was no conflict of interest over his resignation. Social issues were raised; it was the emergence of polemics over conflicts of interest in the collaboration of *Ruangguru* partners with the Pre-Employment Card. The social practice presented by the online media *Kompas.com* describes the situation of submitting a letter from ABSD on April 15, 2020, and submitted directly to the President on April 17, 2020, through his Instagram account and also the situation of the Covid-19 pandemic, which is one of the factors for the letter of decline. ABS. The linked institution is the *Ruangguru* platform as the chosen partner in the Pre-Employment Card program. In addition, the Coordinating Ministry for the Economy and Management of Pre-Employment Cards (PMO) also presented the same statement as ABSD regarding its non-involvement in the policy of selecting *Ruangguru* partners with the Pre-Employment Card. The sociocultural practice that was raised was the alleged involvement of ABSD as a special staff of the President for the election of the platform he led.

Furthermore, the sociocultural practice presented by the online media *Cnnindonesia.com* in the context of the situation presented on the date of submission of the resignation letter on April 15, 2020, and submitted to the President on April 15, 2020, also shows the connection with the Covid-19 pandemic as one of the factors in his resignation. The institutions presented in this media include ABSD as a special presidential staff who was allegedly involved with the Pre-Employment Card but was denied by the Coordinating Ministry for the Economy and Management of the Pre-Employment Card (PMO). However, Saleh Daulay, a member of Commission IX DPR RI from the National Mandate Party

(PAN), asked for transparency in selecting Pre-Employment Card partners. A sociocultural practice raised by the public's suspicion of a conflict of interest with ABSD as the owner of the Ruangguru platform and being a partner of the Pre-Employment Card. Next is the sociocultural practice in the online media *Cnbcindonesia.com*. This situation shows the date of submitting the resignation letter, which was April 15, 2020, last week, and submitted directly to the President as of April 17, 2020. The situation of the corona pandemic was one of the causes of his resignation. Institutionally displayed is an explanation from the Coordinating Ministry for the Economy and Management of the Pre-Employment Card (PMO), which verifies that ABSD has no conflict of interest with the Pre-Employment Card. ABSD also mentioned the name of Mr. President Joko Widodo for the opportunity to become a special staff of the President. The social display displayed is the news of the election of *Ruangguru* as a Pre-Employment Card partner.

Then the sociocultural practice reported by the online media *Nasionaltempo.com*, the situation presented was the decline of ABSD. The institution was presented by Deputy Chairperson of the MPR Ahmad Basarah to warn all government officials to remain vigilant against abuse of power. He also mentioned the contents of Article No. 30 of 2014 concerning Government Administration by stating to improve the quality of government administration, agencies, and or officials' the government is using its authority based on the general principles of good governance. However, he also appreciated ABSD's resignation as an honest, responsible, and exemplary step for other government officers and staff. The social media reported as a case of conflict of interest with ABSD. The next sociocultural practice written by *Kumparan.com* shows the decline of ABSD by attaching an open letter made by ABSD. Institutions linked in ABSD's writing as special presidential staff are suspected of having a conflict of interest with the Skill Academy owned by *Ruangguru* with the Pre-Employment Card. The Coordinating Ministry for the Economy and Implementing Management (PMO) was present to take sides with ABSD's objection to a conflict of interest. The social issues that arose were conflicts of interest circulating in the public as a polemic discussed.

*Liputan6.com* reported the next sociocultural practice. The situation presented was the submission of ABSD's resignation letter on April 15, 2020, and submitted directly to the President on April 17, 2020, and the conditions of the Covid-19 pandemic. The institution was

started by the CEO and Founder of *Ruangguru*, or the Millennial Special Staff of President Joko Widodo or Jokowi is ABSD. In addition, the relationship between Skill Academy by *Ruangguru* as one of the Pre-Employment Card partners was also shown. The social issue was the polemic of the ABSD company over the conflict of interest. Next is the sociocultural practice presented by the *voaindonesia.com* media in the situation. They were the resignation of ABSD and the company's polemic Covid-19 pandemic. Institutions linked in the news to Andi Taufan Garuda Putra as the leader of *PT Amarta*, who also previously resigned due to using the letterhead of the Cabinet Secretariat asking for volunteer support. ABSD was CEO of *Ruangguru* and was selected as a Pre-Employment Card partner. The coordinating minister for the Economy, Pramono, also showed his support for what ABSD wrote in its open letter. Sociocultural practices are presented in cases of alleged conflicts of interest.

On the online mass media *Mediaindonesia.com*, sociocultural practices were found in its report regarding the decline of ABSD by attaching the date April 15, 2020, and submitted directly to the President on April 17, 2020, and the Covid-19 pandemic situation as one of the factors behind the decline. The institutions involved in the publication were ABSD himself as special staff for the President, his *Ruangguru*, and the Coordinating Ministry for the Economy and Management of the Pre-Employment Card (PMO), which confirmed what ABSD had written in its open letter. The sociocultural practice in the news is the public's negative perception of the alleged conflict of interest committed by ABSD. Further, sociocultural practices contained in the *Republika.co.id* media, when ABSD made a letter of resignation dated April 15, 2020, and submitted it directly to the President on April 17, 2020. Institutions linked to ABSD as CEO of *Ruangguru*, Coordinating Ministry for the Economy and implementing management The Pre-Employment Card (PMO) as the party confirming what ABSD stated, and *Tokopedia*, Skill Academy by *Ruangguru*, *Maubelajarapa*, *Bukalapak*, *Pintaria*, *Sekolahmu*, *Pijarmahir*, and *Sisnaker* as partners who were chosen to be the Pre-Employment Card partners. The existed sociocultural practice is the polemic of public perception of the conflict of interest that is accused of ABSD.

A plethora of the previous studies empirically has examined the CDA that employed Fairclough's reference theory. This section discusses the divergences or gaps compared to the previous studies with the current investigation. For instance, in the international coverage,

Gu (2018) reported providing the present perfect tense in delivering news represented discursively lead to a stronger level of accomplishment, positive self-portrayal and political legitimization. Listo (2018) emphasized that pivotal energy poverty discourse communities proceeded to construct women and gender equality in ways that were problematic, and had implications for the way that policy was schemed, and involvement work was practiced. Chueh and Lu (2018) observed that Taiker Etude's (a nonfiction television program in Taiwan) as a representation of the rural idyll which portrayed and reflected the middle-class perspectives; Calle-Díaz (2019) analyzed on peacebuilding in the classroom interaction that intended to unfold the perpetuation of symbolic classroom violence. Katznelson and Bernstein (2017) revealed the bilingual education that might escort to hegemony in the form of neoliberalism as one of the tools in the context of the election.

Meanwhile, in the national sites which analyzed CDA in the Fairclough's framework, such as Choirunisa (2016) declared a commodification in the reality show little idol singing talent that was assumed in the fruitless such as mitigating child experiences times, indirect exploitation tool, and as a bridge to mount currency. Siswanto and Febriana (2017) obtained the representation of Indonesia in the politics, religion, and education that was packaged in the *Stand-Up Comedy* as the platform to enhance audiences' nationalism. Assidik, et. al., (2016) discovered the positive, negative, and ambivalence to the images of the President's news reported by *Suara Merdeka Daily*, *Tempo Tabloid*, and *Republika Daily*. Pahlevi (2018) came across the involvement of *Fajar Daily* in hegemonizing its readers through news texts and the strong dominance of information in the 2019 presidential election. Samosir, et. al. (2016) interpreted the use of English in university slogans as an influence of globalization and westernization. Hasanah and Mardikantoro (2017) acquired the news texts of the first hundred days of the Jokowi-JK administration presented Jokowi as a president who broke his promises, a president controlled by supporting political parties, and a president who was bold and decisive. Annas and Fitriawan (2018) selected six news stories from the media *Kumparan.com*, *Liputan6.com*, and *Okezone.com* to reconstruct violence in the case of gladiator fighting among students. Irene (2017) deciphered the humor column "Si Palui" with gender relations where men dominate which was influenced by Banjarmasin socio-cultural factors. Restiani and Darmayanti (2019), in the comedy context in *Mata Najwa's* show, disentangled Indonesian politicians were as an analogy as *Si Unyil* and *Pak Ogah*. Saraswati and Sartini (2017) exposed Persebaya 1927's banner that the texts implicated the resistance against PSSI which implied

in the social agents, social structures, and sociocultural practices.

Theoretically, from the findings of the previous relevant studies, there are similarities, namely referring to CDA pertaining to Norman Fairclough that were applied in the diverse aspects. However, in terms of the content and discussion, there were unfound studies that substantially discuss ABSD's (president's staff) resignation on the online news setting, for it might be on the grounds that they do not want to escalate polemics or negative perceptions seen by the public.

## CONCLUSION

This current analysis discovered three dimensions (text analysis, discourse practice, and sociocultural practice) from ten collected online news mass media concerning the expressions of presidential staff's resignation. Out of eight from ten online mass media reported news about ABSD's resignation based on the letter he uploaded on his Instagram account. Further, two of these news media indicated presenting the main issue by showing agreement and coming up with other correlating issues. For example, online news mass media *cnnindonesia.com* drew up the news about the prominence of transparency in the selection process for Pre-Employment Card partners. Meanwhile, *Nasionaltempo.com* advocated avoiding abuse of power in government. In discourse practice, eight media confirmed that ABSD was not involved in a conflict of interest, namely *detik.com*, *kompas.com*, *cncindonesia.com*, *kumparan.com*, *liputan6.com*, *voaindonesia.com*, *mediaindonesia.com*, and *republika.com*. In sociocultural practice, it is discussed the situation of the decline of ABSD and the Covid-19 pandemic; at the institutional level, partners related to the Pre-Employment Card were also presented, PMO confirmed that there was no involvement, but two media, namely *Nasionaltempo.com* and *cnnindonesia.com*, which brought members of the DPR and deputy chairman of the MPR to counsel applying transparency and prudence towards the use of authority.

The implication of the results of this study is the need for CDA for news content that is informed by online media and can carefully filter what is written and presented to readers. Moreover, the media may act as a source of public information that should be neutral and impartial. Therefore, informed news can be presented objectively and accurately. This study is realized that there were still many shortcomings. Consequently, further research can be carried out with Norman Fairclough's CDA to report in online news media with diverse topics with a larger amount of data that collects more than one framework to CDA theory.

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