

IDEOLOGICAL REPRESENTATION OF NONMAINSTREAM MEDIA THROUGH POLITICAL NEWS TEXT ANALYSIS

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ABSTRACT

The purposes of this study are 1) ideological representation through diction of political news discourse 2) describe ideological representation through topic selection in political news discourse, 3) describe ideological representation through description of the content of political news texts on non-mainstream media.

This research is a qualitative research. The source of the data for this research is political news from the online media *tirto.id.com*. The data collection technique used is the note-taking technique. The method of analysis using the pragmatic equivalent method. The validity of the data used in this study is content and semantic validity. The reliability used is intrarater and peer.

The results of this study include three things. First, the representation of ideology through the diction of political news discourse on non-mainstream media *Tirto.id* in the form of positive, neutral, and negative ideologies. Second, the representation of ideology through topic selection in political news discourse on non-mainstream media *Tirto.id* there are ten topics about positive ideology, seven topics about neutral ideology, and four topics about negative ideology. Third, the representation of ideology through the description of the content of political news texts on the non-mainstream media *Tirto.id* that appears in the form of: representation of a positive image of the government, representation of the government's firm attitude, representation of support for government policies, and representation of criticism of government policies.

Kata Kunci: *ideological representation, title representation, topic representation, content representation.*