

# WACANA PRIVATISASI DALAM INISIASI UNIVERSITAS KELAS DUNIA

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## ABSTRACT

*Privatization of education has become an issue that has emerged since the era of political reform in the early 2000s which has also penetrated the problem of education reform, including the management of higher education institutions (PT). The shift in the management format from a Public Service Agency to a State-Owned Legal Entity (PTN-BH) is considered a form of education privatization. Using texts owned by 12 PTN-BH, this study tries to see the rhetoric used by each institution management in their transformation. By using a corpus approach and transitivity as well as deixis analysis, this research is further elevated to the discourse level by linking it with relevant social theory. Lexical analysis shows that there is a discourse on achieving international reputation and recognition in quantitative terms in the form of standards, indicators, and rankings to obtain funding from activities in the form of research, collaboration, and publications. The dominance of actors and goals in transitivity analysis leads to the text talking about a series of events and experiences. Meanwhile, the number of temporal deixis indicates the vision and mission of the text makers to be known and classified as a world-class university (WCU). Intertextuality can be seen from the uniformity between the texts analysed and the tagline of the institution that is the actor as well as the contractual work culture that appears in all institutions with the achievement of key performance indicators as a measure.*

Kata Kunci: *world class university, critical discourse analysis, transitivity, deixis, intertextuality*