

REPRESENTATION OF MEDIA IDEOLOGY THROUGH TEXT ANALYSIS OF GOVERNMENT POLICY NEWS IN ECONOMIC AND SOCIAL AFFAIRS

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ABSTRACT

This study aims to 1) represent media ideology through news headlines, 2) ideological representation through news topic selection and 3) ideological representation through content descriptions of government policies in economic and social fields.

This research is a qualitative research. The data source of this research is news of government policies in the economic and social sectors on online media in Kompas, Media Indonesia, and Republika. The data collection technique used was the note-taking technique. The analytical method using the pragmatic matching method.

The results of this study are as follows. *First*, the representation of media ideology through the diction of news discourse titles on economic and social government policies, the three online newspapers generally describe objective information that occurs in the implementation of economic and social policies. Positive ideological representation marks news headlines containing government policies, and neutral ideological representations mark news headlines in the form of criticism or information related to the realization of government policies. The third diction of economic and social news headlines represents not found that represents the disapproval or inaccuracy of government policies in the economic and social fields, but it illustrates the existence of several unsuitable social and economic policy applications that are neutral in which there are criticisms. *Second*, the theme chosen by Kompas is very comprehensive, ranging from physical development strategies, economic and state financial policies, export-import policies, monetary policies, tax collection policies, policies related to maritime affairs to policies related to human resources both physical and non-physical. meanwhile, Republika only discussed policies related to tax increases, BPJS increases, import policies, excise policies and bureaucratic policies. Meanwhile, in Media Indonesia there was less discussion related to government policies. Here only discussed tax policies, import policies, and bureaucratic policies, especially in the BUMN environment. *Third*, a detailed analysis of media texts found the dominant argumentative and descriptive use of the title sentence. With argumentative and descriptive texts, readers are invited to understand all work programs and government steps that will be carried out over the next five years. Argumentative text contains a detailed explanation accompanied by supporting arguments to convince the reader, while the description text provides an explanation of the object being intended.

Kata Kunci: *Representation of media ideology, government policy, economy and social*