

Ideologi media atas konstruksi distinction pejabat negara : analisis wacana distinction Dahlan Iskan pada harian Koran Tempo = Ideology of media on construction of state official's distinction : discourse analysis on Dahlan Iskan's distinction in the Koran Tempo daily / Nurul Islam

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Abstrak

ABSTRAK

Penelitian ini bermaksud melihat proses produksi berita di Koran Tempo sebagai arena media yang diintegrasikan dengan pemikiran Bourdieu melalui strategi distinction dan akumulasi kepemilikan kapital oleh aktor politik. Strategi tersebut sebagai konsepsi yang melanggengkan praktek dominasi aktor sekaligus sebagai politik-pencitraan. Fokus penelitian ini merupakan usaha untuk memahami bagaimana proses produksi berita melalui konstruksi distingsi Dahlan Iskan dan bagaimana ideologi media dalam proses tersebut. Analisis wacana kritis dan juga in-depth interview digunakan sebagai metode untuk memperoleh data tentang praktek simbolisasi melalui kapital simbolik, demikian pun distinction, dalam proses konstruksi praktek dominasi Dahlan Iskan atas pejabat negara lainnya, sebagai pejabat negara yang berbeda dan nyeleneh. Tesis ini menunjukkan bahwa akumulasi kepemilikan kapital melalui faktor relasi sosial dan kapital sombolik melalui distinction Dahlan menjadi praktek wacana dan usaha legitimasi bahwa Dahlan merupakan pejabat negara yang merakyat dengan maksud politik-pencitraan. Kemudian masyarakat memahaminya sebagai suatu tindak-laku yang tidak lazim dan hal itu menjadi nilai berita. Wacana tersebut sejatinya merupakan doxa yang diciptakan oleh Dahlan untuk membentuk suatu dominasi atas yang lain. Hasilnya menunjukkan bahwa teks berita distinction Dahlan merupakan bentuk strategi kekuasaan dalam melanggengkan dominasi yang terselubung bagi sang aktor melalui penampilan nyata atau presentasi politik yang dikonstruksi oleh Koran Tempo yang didasari oleh relasi sosial dan kepemilikan kapital simbolik Dahlan Iskan. Serta, ideologi pragmatis Koran Tempo atas pemberitaan melalui strategi eksploitasi tindakan Dahlan yang tidak lazim sehingga menarik khalayak media untuk membacanya. Ideologi tersebut sejatinya menumbuh-kembangkan praktek bisnis media, sekaligus secara tidak langsung melanggengkan kekuasaan sang aktor Dahlan Iskan melalui simbolisasi teks berita.

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ABSTRACT

This research aims to get the process of news production in the Koran

Koran Tempo Daily as a journalistic field which is integrated in Bourdieu's thought by the concept of distinction and with the accumulation of actor's own capitals of state official or political professional. The strategy of distinction is the conception that has preserved the domination of political actor, due to the political presentation or as political-imaging. It becomes the content of media which is biased to self-interest of media. For Shoemaker and Reese, it is affected by journalists, routines of media, organization form from media, extra media and ideology of media. The motives of this study make serious efforts to understand the process of news production by means of the construction on distinction of Dahlan Iskan and to explain ideology of Koran Tempo on its process. Critical Discourse Analysis of Fairclough and in-depth interview which both of them are used as methods for getting data about practice of symbolization by way of its process on his distinction. Dahlan is the state official having the different doings or nyeleneh, and dissimilar political professionals with the others. This thesis indicates the accumulation of actor's capitals through the factor of social relation and symbolic capital by means of Dahlan's distinction to be discourse practices and to attain a certain aim the legitimation that Dahlan is the state official who is to be close to the people, and with it make image of politics. The community has understood it as a different action in which already-made-explicit doings of the other political professionals and it is to be trending topic of news. Indeed, Discourse of Dahlan's distinction for strategy of politics is doxa, is created by Dahlan to shape domination on the others. In conclusion, it refers to text of Dahlan's distinction as the strategy of dominance within making covert practice of him, by way of political presentation constructed by Koran Tempo, which is based by his own capital of symbolic and of social relation with Koran Tempo. Along with the pragmatic module of Koran Tempo for reporting news by the strategy of exploitation to Dahlan's action which is not usually from the others, with the result that it interests public to consume it. That ideology gives the form of business practice for Koran Tempo, at one below it makes dominance of Dahlan by social capital as the asset of relation and symbolization within text.