

Tampilan Kuasa dalam Teks Berita Tentang Isu-Isu di Kawasan Asia oleh CNN International: Analisis Wacana Kritis Multimodal = Power Display in News Text About Issues in Regional Asia by CNN International Critical Discourse Analysis Multimodal.

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Abstrak

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Penelitian analisis wacana kritis media massa telah berkembang cepat dan meliputi beragam topik. Walaupun demikian masih sedikit analisis wacana kritis yang mempertimbangkan menggabungkan beberapa moda, yaitu multimodalitas. Tujuan dari tesis ini menganalisis multimodalitas pada teks berita daring kawasan Asia dalam rangka menemukan tampilan kuasa. Tampilan kuasa adalah bentuk reproduksi ideologi yang tercermin dari ragam gramatika, pilihan kata, dan tampilan gambar. Data merupakan teks berita topik sosial-budaya dan keamanan. Terdapat tiga tahap analisis yaitu analisis transitivitas Halliday, 1994, penilaian Martin dan White, 2005, dan visual Kress dan van Leeuwen, 2006; Caple 2013. Hasil dari penelitian ini adalah terdapat kesamaan dari representasi analisis transitivitas yaitu mengedepankan representasi manusia dengan perbedaan jenis partisipan. Analisis penilaian menunjukkan evaluasi penghakiman dan nilai negatif yang mendominasi. Analisis visual memiliki perbedaan terhadap dua data. Teks A mengedepankan unsur pemandangan sedangkan teks B mengedepankan unsur manusia. Tidak seperti data verbal yang didominasi representasi negatif, jumlah nilai negatif gambar lebih kecil dikisaran sepertiga dari total data.

ABSTRACT

Research on critical discourse analysis of mass media have been developed rapidly and covers variety of topics. However there is still a few of critical discourse analysis which consider combining some modals which is called multimodality. The aim of this thesis is analysing multimodality of news item text of online media especially which is covering Asian region matter in order to find out the powerdisplay. Power-display is the form of ideology reproduction which is reflecting from the grammatical forms, the diction choices, and the pictures display. The data are news item text which topics are social-culture and security. There are three steps analysis which are transitivity (Halliday, 1994), appraisal (Martin and White, 2005), and visual (Kress and van Leeuwen, 2006; Caple 2013). The result of this research is some similarity on representation in transitivity analysis which is prioritizing the represent of human. Appraisal analysis shows the domination of judgement evaluation and negativity. Visual analysis shows the different result on two data. Text A proposes landscape features meanwhile text B proposes personalisation features. Unlike verbal which is dominated by negative representation, the numbers of negativity of images are less about a third part from all data.