



P-ISSN 2355-2794
E-ISSN 2461-0275

Critical Discourse Analysis on Women's Position in *Prohaba Daily News* Texts

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Abstract

This research aimed to describe women's position in Prohaba Daily News texts based on Sara Mills and Theo van Leeuwen perspective of critical discourse analysis, especially the analysis of actor position, exclusion and inclusion. This is a descriptive qualitative research in which data were collected by documentation technique. The data were Prohaba Daily News texts during 2018. The data were analyzed using Sara Mills' actor position analysis model and Theo van Leeuwen's exclusion and inclusion analysis. Actor position analysis included subject position and object position. Exclusion analysis included the passivation, nominalization, and substitution of clauses. While the inclusion analysis included differentiation-indifferentiation, objectivity-abstraction, nomination-identification, nomination-categorization, determination-indetermination, assimilation-individualization, and association-disassociation. The results showed that Prohaba Daily News texts positioned female actors in subject and object position in their news texts. Women as non-marginalized subject found in three news texts. Women as non-marginalized objects found in two news texts. Women in the marginalized object position found in eight news texts. Marginalization was conducted by using exclusion and inclusion strategies. The exclusion strategy used includes the nomination and substitution of clauses. Inclusion strategies used were differentiation-indifferentiation, objectivity-abstraction, nomination-identification,

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Citation in APA style: Evianda, E., Ramli., & Harun, M. (2019). Critical discourse analysis on women's position in *Prohaba Daily News* texts. *Studies in English Language and Education*, 6(2), 273-285.

Received June 17, 2019; Revised August 24, 2019; Accepted August 30, 2019

<https://doi.org/10.24815/siele.v6i2.14783>

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nomination-categorization, and association-disassociation. In addition, the use of certain vocabularies can marginalize the position of women in the daily news text Prohaba.

Keywords: Critical discourse analysis, women position, exclusion, inclusion, news text.

1. INTRODUCTION

Today, mass media is growing rapidly. This situation is compatible with the increasing necessity for information. Mass media defined as a means of delivering messages carried by the communicator to the communicant publicly, freely, and neutral. Each mass media certainly has an ideology regarding the originality of the published news to maintain public credibility and trust in the media. However, another side of the ideological effect illustrated as a social practice that shows camouflage or false news. It has an influential role to produce and reproduce the power inequality among social classes, majority, and minority groups as well as men and women who represented as a news discourse.

Such as inequality that occurs in social classes, majority and minority groups, men and women, the inequality also found in news texts. This situation occurs due to patriarchal culture which is strongly inherent in society. Women often experience gender inequality. [Hermes \(2011\)](#), argues that it is crucial to understand the way media manifests gender because feminist and masculine constructions are part of the dominant ideology. Furthermore, [Hermes \(2011\)](#) also stated that the media gives examples and general behavior guidelines that the readers interpret since the media is inseparable from society.

In addition to the opinion by [Hermes \(2011\)](#), [Althusser \(1970\)](#) as cited in [Sobur \(2002\)](#), revealed that media is closely related to authority and occupies a strategic position because of its ability as a means of legitimacy. Mass media is one of the tools that state power exploit ideologically to build public adherence to the authorized group (ideological states apparatus). A media should be a 'watchdog' for them, however, in reality, it helps preserve the authorities because of weaknesses and unprofessional abilities. Therefore, many parties became victims of the preservation of the dominant ideology, one of them were women. So far, women in media are often portrayed as objects of violence and harassment.

Based on the inequality issue in presenting men and women in the mass media, the researchers are interested in examining the women's position in *Prohaba Daily News* text. *Prohaba Daily* is a local newspaper in Aceh that has an easy reading concept and carries criminality-related news in the hope that the information can be understood easily, quickly, and is fun for readers to follow. *Prohaba Daily* is capable of attracting the public by displaying criminal, political and legal news which written in two languages, Acehnese as the local language, and Bahasa as the national language. These two languages combination raise public interest in *Prohaba Daily News*, especially lower-middle-class society. In addition, the writer frequently finds news regarding women in *Prohaba Daily News* text written in inappropriate words and sentences thus giving the impression of degrading a woman's dignity.

Research related to critical text analysis in mass media had been conducted, either by language department students, communication science students or other experts. Analysis of texts explore how linguistic devices are incorporated to permeate power and ideology into certain social contexts (Risidaneva, 2018). Desiana (2012) conducted research related to legal case text reports in *Tempo* magazine, July 2012 edition. The results showed that in reporting legal cases, the texts contained legal ideologies that are more pro-people and justice and did not contain the power characteristics. Sari (2015) examined Acehnese women in violence-related news on merdeka.com using Norman Fairclough's critical theory. The results showed that merdeka.com news texts influenced by patriarchal ideology because each reporting packaged with men's ways of thinking and acts so that it would further highlight the concept of patriarchy. Meanwhile, Rahayu (2015) examined Arab Muslim identities in three Hollywood films. The results showed that Arab Muslims represented differently in each film, but still strongly supported the stereotypes of Arab Muslim women whose existence was not taken into account.

Based on several previous studies, none of them had examined women's position in *Prohaba Daily News* texts. Therefore, the researchers are interested in examining the women's position in *Prohaba Daily News* texts to expose gender inequality in the news texts. The researchers used critical discourse analysis models of Sara Mills (1992) and Theo van Leeuwen (1986, 1987). This study aimed to discover how *Prohaba Daily* portrayed female actors in its news texts and to find out whether female actors marginalized or described fairly.

2. LITERATURE REVIEW

2.1 Critical Discourse Analysis

Critical discourse analysis is a process of describing and explaining a studied text (social reality) which has various concerns. By using critical discourse analysis, not only the news contents can be discovered but also the motives and messages presented. Furthermore, it exposes the injustices committed and produced implicitly in news texts, which related to power, ideology, or domination.

According to van Dijk (1997) as cited in Darma (2009, pp. 49-52), critical discourse analysis used to analyze social class, politics, race, gender, hegemony, and others. Fairclough and Wodak (1997, pp. 271-280) explained the characteristics of critical discourse analysis, namely: (1) discussing social problems, (2) exposing discursive power relations, (3) expressing culture and society, (4) ideological, (5) historical, (6) exposing the correlation between text and society, (7) interpretative and explanatory.

2.2 Discourse, Text, and Context

Critical discourse analysis is closely related to discourse, text, and context. Text is all forms of language both printed and symbols that become expressions of communication, such as speech, music, pictures, sound effects, and others. While context is a situation outside the text that affected the use of languages, such as participants, the environment where text produced, and the intended function.

Meanwhile, discourse interpreted as text and context because the focus of discourse analysis is to describe the text and context as a process of communication both verbally and written.

2.3 Ideology

Ideology is one of the concerns in critical discourse analysis. This is because language (text, conversation, etc.) is a certain ideological practice. Ideology can be used by certain groups to produce and strengthen their dominance. The strategy used is to build social awareness to accept the dominance taken for granted.

News texts are considered as the dominant group media to influence and provide a picture of the domination power to appear right to the public. [van Dijk \(1997\)](#) states that ideology represented by the dominant groups is effective if the dominated group considers it as truth and justice. Because of this reason, they do a disinformation campaign through mass media. Ideology is used to regulate the actions or practices of individuals or groups to work cooperatively and correlate their problems and give a contribution to build solidarity within the group.

Based on this viewpoint, discourse is considered unneutral or unnatural but contains ideological content to dominate and influence others. Therefore, critical discourse analysis must not put interest merely to the language (text) but also focus on context. Especially how the ideology built by a group forms a discourse.

2.4 Gender

The difference between sex and gender must clearly be defined. Sex is the division of two genital forms according to biological characteristics. Sex is God's gift that lasts forever. While gender is a trait inherent in men and women that constructed both socially and culturally.

Nowadays, many people interpret sex and gender as the same thing. As a result, there are differences in treatment between men and women. [Murniati \(2004\)](#), states that gender inequality in society makes women face challenges from outside themselves. Social inequality occurs because of the treatment and attitude that shows men dominance over women.

[Sanderson \(1995\)](#) states that men's role and position over women are not natural. There are no biological factors that show men are superior to women. According to him, the superiority of men over women is due to the cultural elaboration of their respective biology. The difference between men and women is more political. Thus, masculinity and femininity are the results of socio-cultural construction.

2.5 Reality Construction Result News

News provides the most rapid report on facts or opinions, which contains important and interesting information for the public ([Effendy, 2004](#)). In newspapers, the news is interpreted as a presentation and journalistic press report in the form of facts, data and important as well as urgent events to be informed to the reader.

Media policy influences the process of creating news. News writers are supposed to concern with the audience's interest, but in reality, various interests are fighting in the media industry. The media is often in a dilemma between freedom and restraint.

As a result, the problem of news commodification emerged. Facts/reality/events presented in the news text are a result of meaning construction. The facts presented are subjective as a result of the journalists' subjectivity both in construction and their views (Eriyanto, 2002).

DeFleur and Ball-Rokeach (1989) argue that mass media have various ways to influence language and meaning, expand and replace the meaning of existing terms into new meanings, and strengthen the meaning convergence in a language system. Therefore, the use of language is influential in certain realities' construction. Besides, the way in presenting a reality also determines the structure of reality construction and the meaning that will emerge.

2.6 Model Analysis of Sara Mills and Theo van Leeuwen

In its application, critical discourse analysis has experts who introduced analytical models that can be used to analyze certain texts including Sara Mills (1992) and Theo van Leeuwen (1986, 1987). Mills (1992) is a critical discourse expert on feminist theory who focuses on women presented in news texts. Therefore, critical discourse analysis model introduced by Mills (1992) is often called Sara Mills' feminist perspective. The focus is on exposing how texts are biased in imaging women.

According to Mills (1992), the women figure in the text tends to appear as the guilty and marginalized party compared to men. With her theory, Mills (1992) focuses on how women position displayed in the texts, such as who is the subject of the narrator and who is the object of the narrative determines the structure presented in the text. This situation puts the reader on one side and influences readers comprehension of the text. Therefore, the way news and actor position placed or displayed in the news text causes one party legitimate while the other one illegitimate (Eriyanto, 2003).

According to van Leeuwen (1986, 1987), marginalization on a person or a group can be noticed by its appearance in a text. van Leeuwen (1986, 1987) states that language is a reflection of ideology. By studying the language presented in a text, ideology can be dismantled. This opinion is related to the correlation between texts and power. van Leeuwen (1986, 1987) introduced the exclusion and inclusion analysis model. Exclusion is a strategy used to exclude actors from the texts. Exclusion strategy includes passivation, nominalization, and substitution of clauses. While inclusion is a strategy to include actors in the news texts. Inclusion strategy includes differentiation-indifferentiation, objectivity-abstraction, nomination-categorization, nomination-identification, determination-indetermination, assimilation-individualization, and association-disassociation.

Both of the exclusion and inclusion strategies can be used to protect or marginalize a party. The exclusion and inclusion analysis model by van Leeuwen (1986, 1987) can be used to expose injustices in news texts. It can be used to detect and examine what strategies are used so a position of a person or group can be marginalized and realized how a person or a dominant group controls and interprets an event and its meaning, while other parties whose positions are lower tend to be the objects of the poorly described meaning.

3. METHODS

This was qualitative research with a critical approach. Badara (2012), states that qualitative research is a method used in analyzing the message content of a news text. The message is in symbols form from the main idea or theme and the content contained in the news text. This research also applied the qualitative content analysis principle, which is a method to understand the symbolic messages of the research object and concern on the context so the meaning contained in the text revealed. The context includes history, ethnic, gender, social, culture, politic, economic, and other aspects considered to influence the formation of news texts.

Data sources of this research were 12 *Prohaba Daily News* texts published during 2018. The twelve data analyzed were as follows, (1) "Reading intimate message on the cellphone, Hajija stabbed husband to die", (2) "Caught cheating, a husband doused his wife with caustic soda liquid", (3) "A grandfather gets his grandchild pregnant after being screwed five times", (4) "A house of *esmenen* retailer woman raided", (5) "An *estewe* man copulated a lunatic teen", (6) "A naked woman found dead", (7) "Jealous, DJ beat a 'cafe mommy'", (8) "Wanted, a father abused his daughter", (9) "A blonde woman stole 110 gram of gold", (10) "The initial motive of husband murdered Novi", (11) "Children predator wandering, parents broke into village hall office", (12) "Cutpo Khatijah owned 1 ounce of meth".

Data collection technique used in this research was a literature review. Moleong (2007) argues that the literature review is a technique that used written sources to obtain data. The data were collected by categorizing and classifying written sources related to the research. The data later were analyzed by using descriptive analysis techniques adjusted to the actor position analysis of Mills (1992) and the exclusion and inclusion analysis of van Leeuwen (1986, 1987) which used to explore the positioning of female actors in *Prohaba Daily News* text and examine how female actor position was marginalized in the news texts. By using this analysis, it can be found out the position of the female actors in the *Prohaba Daily News* discourse, either marginalized or treated neutrally. The steps taken in analyzing the data were as follows: (1) The researchers read and comprehend news texts. (2) Sorted out news texts that were consistent with Mills' (1992) gender perspective, which was reporting on women. (3) Marked the news texts that considered as selected news texts. (4) Classified news texts according to the actor position of Mills (1992) and the exclusion and inclusion strategies of van Leeuwen (1986, 1987). (5) Analyzed the news texts based on Mills (1992) and the analysis model of van Leeuwen (1986, 1987). (6) Described female actor position in news texts. (7) Summarized the results of data analysis.

4. RESULTS

The results showed that the *Prohaba Daily News* positioned female actors in subjects and objects position in the news text. Further explanation described as follows.

4.1 Actor Position

The actor position is actor placement in the news text. Position means who the narrator's subject is and who the narrative object is. This position determined the

meaning of written news text. From twelve analyzed news texts, women as the subject found in two news texts (1) “Reading intimate message on the cellphone, Hajija stabbed husband to die” and (2) “A blonde woman stole 110 grams of gold”. While women as the object found in eight news texts, (1) “Caught cheating, a husband doused his wife with caustic soda liquid”, (2) “A grandfather get his grandchild pregnant after being screwed five times”, (3) “A house of *esmenen* retailer woman raided”, (4) “An *estewe* man copulated a lunatic teen”, (5) “A naked woman found dead”, (6) “Jealous, DJ beat a ‘cafe mommy’”, (7) “Wanted, a father abused his daughter”, (8) “The initial motive of husband murdered Novi”. Meanwhile, women placement as both subject and object found in two news texts (1) “Children predator wandering, parents broke into village hall office” and (2) “Cutpo Khatijah owned 1 ounce of meth”.

In *Prohaba Daily News*, female actors as marginalized and non-marginalized objects also noticed. Women as marginalized object noticed in (1) “Caught cheating, a husband doused his wife with caustic soda liquid”, (2) “A grandfather get his grandchild pregnant after being screwed five times”, (3) “An *estewe* man copulated a lunatic teen”, (4) “A naked woman found dead”, (5) “Jealous, DJ beat a ‘cafe mommy’”, (6) “The initial motive of husband murdered Novi”, (7) “Children predator wandering, parents broke into village hall office” and (8) “Cutpo Khatijah owned 1 ounce of meth”. While Women as non-marginalized object noticed in (1) “A house of *esmenen* retailer woman raided” and (2) “Wanted, a father abused his daughter”. On the contrary, women placement as non-marginalized subject noticed in three news texts (1) “Reading intimate message on the cellphone”, (2) “Children predator wandering, parents broke into village hall office”, and (3) “Cutpo Khatijah owned 1 ounce of meth”.

4.2 Exclusion and Inclusion

Prohaba Daily News editor used exclusion and inclusion strategies in the news texts. The following described the exclusion and inclusion strategies in twelve *Prohaba* news texts analyzed.

4.2.1 Exclusion

Exclusion or the extracting process used to extract the actor from the news texts. The use of these strategies indirectly altered the readers’ comprehension of a news text and legitimated a certain position and comprehension. Exclusion strategy is divided into several forms, passivity, nominalization, and clause substitution. Nominalization and clause substitution strategies were found in *Prohaba Daily News* texts.

Nominalization

Nominalization is a strategy to extract or eliminate actors from news texts by substituting a verb to a noun (Eriyanto, 2003). Nominalization usage in *Prohaba Daily News* texts was noticed in the following citation:

“*Persetubuhan terjadi malam hari. ML membangunkan F dan memaksanya bersetubuh di kamar sang kakek. Sepekan di rumah itu, F disetubuhi ML lima kali. F sendiri mengaku tak berdaya. Apalagi sang kakek juga mengancam.*” [“The copulation happened at night. ML awoke F and raped her in his room. During a week, F raped by ML 5 times. F claimed that she was hopeless and threatened”] (*Prohaba*, March 10, 2018).

This citation showed the nominalization of words *copulation* and *raped*. The use of those words was incorrect because it obscured the actual meaning. It did not clearly state that ML was the perpetrator. Implicitly, the editor protected the subject by substituting the verb (to rape) to a noun (copulation). This corresponded to the statement by Eriyanto (2003) that nominalization strategy substitutes a verb to a noun. According to this statement, the clause *the copulation happened at night* should be written *ML raped F at night*. So, the subject clearly stated. Moreover, the editor also altered the active clause form to passive form clause such *F was rape by ML five times*. Supposedly, the editor wrote the word *rape* in the active form, not in passive form.

4.2.2 Clause substitution

Clause substitution is an exclusion strategy done by using the clause before the main sentence. This aimed to influence the meaning of the text. Substitution of clauses in the news text appears in the selection of news headings used, such as:

Baca SMS Mesra di HP, Hajija Tikam Suami Hingga Tewas [Reading Intimate Message on the Cellphone, Hajija Stabbed Husband to Die] (Prohaba, January 7, 2018).

Prohaba Daily editor chose to use clauses at the beginning of the headline showed that *Prohaba Daily* editor tried to attract readers' attention by initially stating the cause followed by the actors or perpetrators of the incident, Hajija, and her husband. This is considered interesting since *Prohaba Daily* editor indirectly gave readers the assumption that just because she read an intimate message on her husband's cellphone, Hajija murdered her husband. Readers were made curious about what exactly the message was. In addition, the readers' curiosity increased on the figure of Hajija's husband because the headline was not clearly stated the victim's name or husband of Hajija. *Prohaba Daily* editor simply used the nomination of the word "husband" which explained the relation between them. Raising readers' curiosity, *Prohaba Daily* editor attracted public interest to read the news.

4.2.3 Inclusion

Inclusion is a discourse strategy used to include or display actors in the news text. Inclusion strategies have several forms, including differentiation-indifferentiation, objectivity-abstraction, nomination-identification, nomination-categorization, determination-indetermination, association-disassociation, and assimilation-individualization. By using inclusion analysis in *Prohaba Daily News* texts, the use of differentiation-indifferentiation, objectivity-abstraction, nomination-identification, nomination-categorization, and association-disassociation were found. Differentiation-Indifferentiation

Differentiation-indifferentiation is a discourse strategy used to present attitude differences between two parties. This attitude differences illustrated by using two propositions (good or bad) which influenced the meaning and marginalized a party, as in the following citation. “

Saya sudah bicara baik-baik dan ingin memperbaiki rumah tangga karena ada anak yang masih kecil. Tetapi istri saya tetap minta cerai, saya marah dan langsung ke dapur mengambil rebusan air soda dan saya siram ke arah istri saya,” jelasnya [I spoke virtuously and wanted to maintain

our marriage life because we had a kid but my wife insisted to divorce. I was infuriated and went to the kitchen to take boiled soda liquid then poured it on my wife”, he explained] (Prohaba, February 3, 2018).

That citation was one of differentiation-indifferentiation form displayed by *Prohaba Daily* in the news text “ Caught Cheating, A Husband Doused His Wife with Caustic Soda Liquid”. The statement described MD as a good party and IR as a villainous party. MD spoke virtuously to IR and wanted to maintain their marriage life because they have a kid, but the IR insisted to divorce. The affair had by IR drove his anger, IR also refused to listen to him and persisted to get divorced. The situation was uncontrollable, he immediately took boiled soda water and immediately poured it to IR. By using the differentiation-indifferentiation strategy to compare the attitudes of the two actors, the readers indirectly led to excuse the crime committed by MD and considered that IR deserved it because of the affair she had.

4.2.4 Objectivity-abstraction

Objectivity-abstraction is a strategy related to the presented information in the news text. The written news gave either a concrete (objectivity) or unclear (abstract) clues (Eriyanto, 2003).

“Dalam penggerebekan tersebut, polisi berhasil menyita 50 botol minuman keras merk Sea Horse ukuran 250 ml. Berikutnya, 3 botol miras merk anggur merah ukuran 250 ml, dua kardus penyimpanan miras merk Sea Horse dan satu kantong plastik warna pink yang digunakan menyimpan miras merk anggur merah” [“During the raid, Police confiscated 50 bottles of 250 ml Sea Horse, 3 bottles of 250 ml red wine, two boxes of Sea Horse and one pink plastic bag used to store red wine”] (Prohaba, 22 April 2018).

That text citation used an objectivity discourse strategy to state the evidence found during KT arrest. The use of objectivity aimed at giving information to the readers about the raid clearly and concretely. With this evidence, it is clear that the raid told by the AKI Mahliadi was based on the facts, not only based on the AKP Mahliadi’s perspective, which might benefit one party. Therefore, *Prohaba Daily* editor considered having presented factual, balanced and trustworthy news.

4.2.5 Nomination-categorization

Nomination-categorization is an inclusion strategy that presents actors based on categories such as physical appearances, religion, status, etc. Categorization is not influential because it does not influence the meaning conveyed to the readers (Eriyanto, 2003).

SIGLI – Wanita gampong Siti Khatijah (39), seorang ibu rumah tangga (IRT) di Gampong Jimjiem, Kecamatan Keumala, Pidie, Jumat (30/ 12) sekitar pukul 12.30 WIB, diringkus personil Resnarkoba Polres Pidie. Wanita berbadan tambun itu diamankan polisi, sejenak hamba hukum mengeledah rumahnya [SIGLI - A village woman Siti Khatijah (39), a housewife (IRT) in Jimjiem Village, Keumala Sub-district, Pidie, Friday (30/12) at around 12:30 West Indonesia Time (WIB), arrested by Pidie Police Resnarkoba personnel. The fat-bodied woman secure by police, while other police ransacked her home.] (Prohaba, December 5, 2018).

That citation clearly showed the use of the categories “village woman” and “fat-bodied woman”. The categories do not correlate with what Khatijah did. Did she consume meth because she is a fat-bodied woman? such presumption was incorrect. Therefore, there was no correlation between the physical characteristics of “fat-bodied woman” and Khatijah’s crime that stored methamphetamine. Besides, the use of “village woman” and “fat-bodied woman” cannot directly marginalize all women in Jimjem village, Keumala Sub-district, Pidie, or other fat-bodied women.

4.2.6 Nomination-identification

Nomination-identification is an inclusion strategy in which the actors or events were written using clauses as an explanatory (Eriyanto, 2003). The following citation was an example of nomination-identification in *Prohaba Daily News* text.

“*Wanita berambut pirang curi emas 110 gram*” [“A blonde woman stole 110 grams of gold”] (Prohaba, September 2, 2018).

The identification of “blonded woman” usage did not give clear information to the readers regarding who the intended blonde woman was. It has indirectly marginalized blonde women because the public certainly suspected each blonde woman as the thief of the 110-gram gold. This kind of identification word should not be used because the editor already knew who the perpetrator of the gold theft was. Also, a woman’s nomination in “A Blonde Woman Stole 110 Gram Gold” headline indirectly convinced the readers that the woman was the gold theft, not a man. This certainly marginalized the woman, though it mentioned in the text that the culprits were a woman named Seni Apriliani and a man named Joy/Rudi.

4.2.7 Association-disassociation

Association is a strategy that connected the actor or case in the news with a larger group where the actor was part of. While disassociation did not correlate the actor with a larger group. Such strategy relates to a question, did an actor or party presented alone or correlated to another larger party (Eriyanto, 2003)?

“*Predator anak berkeliaran, kaum ibu geruduk kantor desa*” [“Children predators wandering, parents broke into village hall office”] (Prohaba, November 26, 2018).

The word “parents” in the headline was a form of association. The parents mentioned in the text were parents who lived in Sungai Kanan Village, Medan, but the headline did not explain which parents referred to. The use of the word “parents” in the headline seems to imply that all parents in this world broke into the office. In reality, only parents who live in Sungai Kanan village broke into the office.

5. DISCUSSION

Based on the analysis of *Prohaba Daily News* texts, it was revealed that *Prohaba Daily* editor positioned women both in subject and object position. Women were placed as non-marginalized subjects when the interviewee (news sources) was the

main actor in the case and the news was also written in the balance based on witness' testimonies and evidence. However, female actors also placed as objects that marginalized and not marginalized. Female actors occupied the position of marginalized objects when their presence in the news text reported based on other parties' perspectives in which they did not have the opportunity to present themselves according to their opinions. Additionally, female actors placed as non-marginalized objects when the news presented were in the balance based on the statements from both parties.

Furthermore, *Prohaba Daily* editor used exclusion and inclusion strategies in the text. The form of exclusion used was the nomination and substitution of clauses. While inclusion strategies used were differentiation-indifferentiation, objectivity-abstraction, nomination-categorization, nomination-identification, and association-disassociation. In addition, *Prohaba Daily* editors also used vocabularies that tend to be sensational and dramatized in their news, such as being raided, bad men, broke in, rape, abuse, and bully. Those vocabularies indirectly marginalized women as the reported objects in the news texts.

Fowler et al. (1979) as cited in Badara (2012), argues that certain linguistic choices (words, sentences, prepositions) contain or carry certain ideological values. The word form believed not to be neutral but has certain ideological implications. It can be said that *Prohaba Daily* still carried a patriarchal ideology. This patriarchal ideology influenced by our patriarchal system as stated by Darwin (2005), that it was incorrect to conclude that there was no patriarchal tradition in Indonesia. Patriarchal values had firmly rooted in Indonesian culture even though gender has long been developing as a discourse and the state has made it a mainstream of public policy. Patriarchal ideology has been rooted in the beliefs and culture since childhood. Lacan (1977) as cited in Badara (2012), states that all societies are governed by signs or symbols that interconnected with ritual roles which called "symbolic rules". If a child wants to serve well in society, he must internalize his "symbolic rules" through language so these "symbolic rules" continue to regulate the society through individual rules as long as the individual uses the language of his community and integrates gender roles and class roles. Therefore, it was common to be found in a mass media (newspaper) that presented factual and balanced news to use certain vocabularies in writing news that can marginalize a party (in this case women) whether intentionally or not, *Prohaba Daily Newspaper* was one of the examples.

6. CONCLUSIONS AND SUGGESTIONS

Based on the analysis of results and discussion, it can be concluded that *Prohaba Daily* editor placed women as subjects and objects in the news texts. Women as non-marginalized subjects found in three texts analyzed. Moreover, women also placed as marginalized objects on eight texts and non-marginalized objects in two news texts. Generally, discourse strategies in *Prohaba* news texts dominated by nomination-categorization and nomination-identification. These strategies used as a market motive to present a sensational and dramatic impression so readers interested in reading *Prohaba Daily News* texts. In addition, certain discourse strategies and vocabularies in writing news texts that marginalized the women influenced by a patriarchal ideology that inherent in *Prohaba Daily* editors.

This study was conducted with limitations. Therefore, for future research it is recommended to re-examine more language use in the media using a critical perspective since there are tremendous critical discourse analysis theories available in the literature. Using critical discourse analysis, it is realized that a language of ideology can be exploited by a person or a group to strengthen their position and weaken other parties or groups.

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