

CRITICAL DISCOURSE ANALYSIS ON FOREIGN MEDIA NEWS RELATED TO INVESTMENT SCAMS: AN ANALYSIS OF VAN DIJK'S MODEL

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CRITICAL DISCOURSE ANALYSIS ON FOREIGN MEDIA NEWS RELATED TO INVESTMENT SCAMS: AN ANALYSIS OF VAN DIJK'S MODEL

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Abstract: Van Dijk's model of critical discourse analysis on foreign media news about "These young Indonesians became rich through 'investment platforms'. They've now been charged with fraud". Van Dijk model consists of macrostructure, superstructure and microstructure. These three structures are used to analyze the discourse of the news text. The results of this research are: 1. The macrostructure of the text describes the theme of "investment fraud" in which there are some important points that are stated which refer back to the big theme; 2. The superstructure of the text explains the theme of the news and the scheme or order of news that is displayed in the news text. The theme or topic are found in the title, while the content and the closing of the news is found in the body of the text news; 3. The microstructure of the texts contain several elements of discourse, namely semantic aspects, syntactic aspects of stylistic aspects (lexicon) and rhetorical aspects (graphics, metaphors and expressions). The conclusion of this research confirms that Van Dijk model can be used to analyze the discourse of the news text by using critical discourse analysis.

Keywords: *Critical discourse analysis, fraud, mass media*

INTRODUCTION

The development of technology has brought changes to mass media. Mass media is now presented in a new form, which is in the form of digital media or better known as online media. Unlike the conventional forms of media that use print and electronic media, online media requires certain devices which are computers and the internet. These devices are used to send and receive information. Online media consists of various forms, they can be news portals, websites, online radio, online TV, websites and so on (Kurniawan, 2005). Compared to conventional media, the information contained in online media is more quickly spread and consumed by the public. This is because most people already have access to the devices needed to be able to access online media which are computers and internet connections.

The shift in habits from conventional to digital brings significant changes to people's lifestyles and habits. Supported by the rapid distribution of information using online media, people become more aware and up-to-date on the news that is happening around them. In addition, the community has also become more active in participating in

online discussions related to an issue or news. This shifts the role of society, which was once the subject of passive communication, now turns into the subject of active communication. This change is often referred to as the cyber community. With the existence of a cyber community that adapts to the convenience of online media, people are encouraged to be more active in interacting and communicating. In addition, the scope of communication and dissemination of the news has also become wider and more transparent (Bungin, 2008). Because of the tremendous impact on society as previously explained, it will be interesting to see how online media constructs a news story about something that is actually consumed by the community in actual and factual terms. This also happens to the phenomenon of fraud cases under the guise of investment in Indonesia.

At the beginning of 2022, the Indonesian people were excited by the term "crazy rich" which had been sticking out since the beginning of the year. Quoting from the Urban Dictionary, the definition of Crazy Rich is a term for people who are very rich. they usually also show the image of wealth on social media. From there, Indonesians began to refer to influencers who flaunt their wealth on their social media as Crazy Rich. From those influencers, there two names that gone viral in Indonesia, they are Doni Salmanan and Indra Kesuma. These two influencers often show off their wealth on their social media. They claim that all of their wealth obtained from trading by using online platform. which they then promote. From several influencers, the 2 biggest names who eventually became suspects in the fraud case under the guise of investment were Doni Salmanan and Indra Kesuma.

Kesuma and Salmanan showed their wealth as successful traders on Binomo and Quotex. Those are binary option trading apps that allow users to bet on a stock's rise or fall within a strict time limit to be in with a chance to win a fixed monetary amount (Llewellyn, 2022). Different from the success shown by Kesuma and Salmanan, people who have already entered into trading because they are consumed by their promotions on social media, they actually lose in large numbers. From this irregularity, the two influencers were finally reported on the basis of allegations of fraud. Both of them now face charges of fraud, online gambling, money laundering and violating Indonesia's Electronic Information and Transactions Law (UU ITE) by spreading so-called fake news. At press conferences in March, Kesuma and Salmanan apologised for their actions,

expressing hope their arrests would serve as a warning to other would-be investors (Llewellyn, 2022).

This news was spread and blown up massively by the media. Almost every mass media, whether in print, electronic or online, is reporting this news continuously until the case is finally decided. Not only local media reported this news, but foreign online media also reported this issue on their website. One of the foreign news portals that also included this case is ABC News. ABC News is a public news service produced by the Australian Broadcasting Corporation which the broadcasting covers both local and world affairs (ABC News, 2022). ABC News published an article about the investment scam in Indonesia done by Salmanan and Kesuma entitled, “These young Indonesians became rich through 'investment platforms'. They've now been charged with fraud”.

This phenomenon makes researcher interested in analyzing the content on the news is in foreign online media is presented. Therefore, this paper is written based on that issue. The theory that is used to analyze this article is Critical Discourse Analysis by Van Dijk. Van Dijk (1997) said that linguistic or the text dimension is not only present words, sentences, and paragraphs, but also an expression of the media with a particular language and certain rhetoric.

LITERATURE REVIEW

A. Mass Media

Mass media is an organization that exists in the community and has the task of finding, storing, processing and publishing journalistic works in the form of sound, images, writings, graphics and data both in print and electronically (Wibawa, 2020). In general, the media is not neutral because in the body of the media there are many parties involved so that a news can be broadcast. Departing from the assumption that the mass media is not neutral, the researcher uses critical discourse analysis to analyze the content of the news in the mass media. Based on the results of several studies related to media coverage, the media does not only function as a distributor of information. Information distributors need to have neutrality and objectivity. However, this is still not fully fulfilled by the mass media. In the end, the mass media also plays a role in constructing reality, accompanied by views, partiality, and bias against certain groups (Alfaritsi, Anggraeni, & Fadhil, 2020). In other words, mass media coverage or what is now better known as online media contained in writing will form a discourse.

B. Critical Discourse Analysis

Fairclough (1997) defines discourse as the use of language either orally or in writing as a form of social practice. Meanwhile, Van Dijk (1985) explains that discourse can be understood as an action that depends on and cannot be separated from context, historical context, elements of power and ideological practice. Kridalaksana (2008) added that what is meant by discourse is the most complete unit in the highest grammatical hierarchy. In the form of language contained in writing in online news, discourse contains a complete concept, idea, and thought so that it can be understood by the reader (Humaira, 2018).

Discourse analysis is an analysis of how texts develop in socio-cultural practice. According to Van Dijk (1985:4-8) discourse can be understood as an action, considering the context, historical context, elements of power and ideological practice. According to Hawtorn (Eriyanto, 2000: 2) discourse is linguistic communication that is seen as an exchange between speakers and listeners, as a personal activity whose form is determined by its social goals.

METHOD

This study uses a descriptive approach and is presented qualitatively to analyze more deeply about the discourse contained in Doni Salmanan and Indra Kesuma's reporting of fraudsters under the guise of investing in foreign online media. Djajudarma (2006) explains that the qualitative method is a procedure that produces descriptive data both orally and in writing that develop in society. This is different from the quantitative approach method which usually produces data in the form of numbers. Qualitative research usually uses non-numerical data or is more descriptive in nature so that it can be explained more factually and accurately if it is used to analyze data related to a phenomenon.

More specifically, this study uses a critical discourse analysis to analyze the text. Critical Discourse Analysis uses language in a text which will then be linked to a context for a specific purpose (Eriyanto, 2000). This research uses critical discourse analysis theory which was initiated by Teun A. Van Dijk. Van Dijk explains in his theory that discourse analysis does not stop at the structure of the text, but the structure of the discourse shows the ideology and meaning contained in the text. Critical discourse

analysis analyzes the cognitive aspect based on the assumption that the text has no meaning, but the meaning is given by the language user. So the text will have a social context. Basically every text is produced through prejudice, awareness, knowledge or a certain event (Eriyanto, 2012).

This research is divided into three stages: data collection stage, data classification stage and data analysis stage. At the data collection stage, researcher searched for and recorded news on the topic of. After finding some suitable news, the researcher then classified it as data that could be used and data that could not be used. In the final stage, namely data analysis, the researcher analyzes the text according to three dimensions of CDA by Van Dijk: text, social cognitive and social context. To strip these text dimensions, researcher implement Van Dijk's classification, which are macrostructure, superstructure and microstructure.

FINDINGS AND DISCUSSION

This section contains the analysis of the text by using Van Dijk model.

A. The dimension of the text: Macrostructure

The first dimension of the text, according to Van Dijk's division of text dimensions, is the macrostructure. At the macrostructure level, Van Dijk mentions that the content is a theme or topic in the news/article text. The themes and topics in this news can be seen in the following table:

TABLE 1: Macrostructure

Theme/topic	The theme of the article in the ABC News website is "These young Indonesians became rich through 'investment platforms'. They've now been charged with fraud"
Sub topic	Heading 1: "Victims file complaint to police" Heading 2: "Police say 'flexing' used to lure investors"

Based on table 1, the macrostructure of the article entitled, "These young Indonesians became rich through 'investment platforms'. They've now been charged with fraud". The main topic of the news can be found in the title. It can be found that the perpetrators of

the investment fraud are still young. By mentioning adjective “young”, the discourse maker wants to underline this information for the readers. It could also indicate that young fraud perpetrators are quite rare. Therefore, discourse makers feel the need to emphasize the word "young" in the theme of this news. The discourse maker also wants to state a satire by saying they become rich by using investment platform. After that, they connect that with the next sentence which says that they are charged with fraud. This statement also contain message for the readers that get-rich-quick scheme doesn't exist.

The theme/topic of the news is also supported by some subtopic which is shown by the headings of the text. The first heading is “Victims file complaint to police”. The purpose of the first sub topic is to show that the young fraud perpetrators already have victims. The second subtopic is “Police say 'flexing' used to lure investors”. In this sentence, the discourse maker wants to describe how the fraud perpetrators carried out their actions and how the victims could be deceived and did what was instructed by the fraud perpetrators.

B. The dimension of the text: Superstructure

The **superstructure** dimension is focused **on the scheme** of the text which consists of introduction, content and closing. These three parts are needed so that the text can be understandable. In shorts, the introduction contains how the lifestyle of the fraud perpetrators where they can waste their wealth on things that are not important. Then, the content shows the poor condition of the victims. They even need to deal with stress and depression because of debt. For the closing, the discourse maker give suggestion for the readers on how to respond to situation like this. The details of each explanation can be found in table 2 below:

TABEL 2: Superstructure

Introduction	<p>The discourse of this text start with these sentences:</p> <p>“When social media influencers Indra Kesuma and Doni Salmanan appeared on an Indonesian television program to show off their wealth in January, the studio audience laughed and applauded hearing about their "flexing" .”</p> <p>The main idea of that sentence is then followed by this sentence to show how much money they have and how easily for them to earn those money.</p> <p>“Mr Salmanan said he earned \$3 million per month, and once gave \$100,000 to an online gamer, just because he was bored.”</p>
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	<p>The discourse maker uses the word ‘flexing’ in the first sentence. Flexing means showing off their wealth like money, luxury cars, luxury things, expensive clothes, etc. The discourse maker shows that flexing in Indonesia can also be an entertainment because people who watch them are laughed and applauded. Not only that, the discourse maker also reinforces that discourse by adding the second sentence above. Giving \$100,000 to an online gamer is unreasonable, especially with the reason of boredom. It must be anomaly for someone to give \$100,000 out of boredom. The discourse maker wants to underline this part of the information to build the satire.</p>
Content	<p>After giving the information about how easily for Salmanan and Kesuma to throw away their money out of their boredom, this part of the text gives information about the exact opposite condition of the victims. One of the victims is Maru Nazara which is explained in the sentence below.</p> <p>“Meanwhile, one of their alleged victims, Maru Nazara, watched on from home. "I was very angry, but at the same time worried," Mr Nazara said.”</p> <p>“Mr Nazara was one of thousands of Indonesians who started binary options trading on a self-described "investment platform" app, called Binomo after watching Mr Kesuma's YouTube videos.”</p> <p>The condition of the victim is explained by these sentences. In the introduction, the discourse maker illustrates the life of the fraud perpetrator while here in these sentences, the discourse maker hit the readers with the opposite condition of the victims. The discourse maker intends to affect the psychological factor of the reader with two different circumstances of the perpetrator and the victim. After the readers understand the different situation, they are given further evidence to validate the crime of the perpetrator.</p>

	<p>“Later, in his report to police, Mr Nazara said he noticed repeated irregularities, like the app freezing when he won, or his bid value automatically clicking five times.”</p> <p>The irregularities faced by Nazara is the evidence of how the investment platform cheated him so that he lost a lot of money. If the platform runs fairly, he would not file this case to the police.</p> <p>“In six months, Mr Nazara alleges he lost around \$50,000 and was left in debt to his relatives. "I felt ill due to stress and fell into depression for three months because I lost all my capital," he said.”</p> <p>In the next sentence, the discourse maker wants to further exploit the the sadness felt by the victim of this crime. From having a dream of getting profit from the investment platform as what are shown by Salmanan and Kesuma, the victim must deal with stress and depression because of a huge debt. The discourse maker is trying to construct the image of Salmanan and Kesuma as predators who eat people's wealth by deceiving them</p>
Closing	<p>In the closing discourse, there were suggestion that is inserted for the readers. This is placed at the end of the text with the aim of providing a conclusion about what the reader should do in dealing with cases like this.</p> <p>“In response to the alleged fraud, the daughter of one of Indonesia's richest men, Grace Tahir, posted a video on YouTube that went viral.”</p> <p>“Ms Tahir told the ABC the point of the parody skit was to raise awareness with the Indonesian public about the risks of social media posts about how to make money quickly.”</p> <p>By mentioning ‘the daughter of one of Indonesia’a richest men’, the words spoken by her already had a different weight. This is because of the family background she comes from. In her words, she implies that making money quickly can only be found in a parody. In reality, it would be very rare to happen.</p> <p>“University of Indonesia media and communication academic Whisnu Triwibowo said the digital literacy of the Indonesian</p>

	<p>people was still low and more government intervention was needed.”</p> <p>"Even in Europe where the digital literacy is already high, they have internet laws," Dr Triwibowo said.</p> <p>In the last suggestion, the discourse maker brings an expert's comment to give further suggestion. This suggestion is not intended for the people but the Indonesian government.</p>
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C. The dimension of the text: Microstructure

An analysis of the microstructure could be done by semantic, syntax, stylistic, and rhetorical aspects as described in the following table 3 as follows:

Semantic	<p>The irony shown by the lifestyle of the fraud perpetrators and the victims. From the first sentence the news writer tries to show the ridiculousness of the perpetrators' behavior. Salmanan gave \$100,000 to online gamer out of his boredom while Kesuma bought \$180,000 electric car just because he couldn't sleep. Irony after irony are brought up by the news writer in the writing like this sentence:</p> <p style="padding-left: 40px;">“...just a month after appearing on the television show, Mr Kesuma became the first binary options trading affiliate to be arrested by the Indonesian National Police.”</p> <p style="padding-left: 40px;">"I also want to ask for your prayers, all Indonesian people, so that [any] sanctions against me can be eased," he said.”</p>
Syntax	<p>In terms of syntax, there are some conjunctions found in the text. The conjunctions are used to connect and linked the sentences.</p> <p style="padding-left: 20px;">1. But "I was very angry, but at the same time worried," Mr Nazara said.</p> <p>But is used to show contradiction in the sentences. In that sentence, angry and worry are shown in the same sentence which describe the feelings of the victim.</p>

	<p>2. Meanwhile Meanwhile, one of their alleged victims, Maru Nazara, watched on from home.</p> <p>Meanwhile in this sentence is used to show the irony of the conditions between the perpetrators and the victims.</p> <p>The next word is in reality. In reality here is having functionality as so, therefore, then, hence, etc. all of these expression is used in a sentence to show the relation between the sentence with the previous sentence. In reality means that the previous sentence indicates something not relevant to reality or indicates that something is not true.</p> <p>¹ "In reality, DS [Doni Salmanan] does not trade on the website and is only an affiliate to benefit from the members,"</p>
Stylistics	<p>List of words that are frequently used in the text:</p> <ol style="list-style-type: none"> 1. Fraud 2. Police <p>It indicates that the main discourse in the text is connected to these words.</p>
Rhetoric	<ol style="list-style-type: none"> 1. Graphic The news provides the readers with many pictures related to the content to give a perfect illustration about each of the events regarding the fraud investment case. 2. The style that the writer used to write this text is irony. The writer likes to show a certain situation and condition, then provide the exact opposition of that particular condition. the most obvious thing is the financial situation and lifestyle of the perpetrators and the victims

CONCLUSION

In the production of news text ³ "These young Indonesians became rich through 'investment platforms'. They've now been charged with fraud", the writer arranges the

text neatly. The text begins with a good title, then continues with a narration that gives the reader an idea of what has happened. In his explanation, the author also includes elements of humor from the perpetrators of fraud by showing strange and unnatural behavior that probably should not be done if the person is making money in a normal way. By using critical discourse analysis from Van Dijk, it is found that the discourse that the author wants to construct to the readers is about the crime of fraud perpetrators under the guise of investment. In the text it is explained that they capture victims by flexing, or displaying their wealth and claiming that the property was obtained from investment. In fact, the money they get and enjoy in a vain way is the money from the victims that have lost while using the 'investment platform'. The writer may have been astonished by the shameless behavior of the perpetrator. This is indicated by their request to pray for them not to be punished for too long.

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