

**ANALOGY DEGRADATION IN THE INFORMATION OF THE TEMPE IS AS THIN AS ATM CARD IN DETIK.COM USING CRITICAL DISCUSSION ANALYSIS IN FOUCAULT PERSPECTIVE**

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**Abstract**

This article was made to describe the results of research on the use of language, about the way the media constructs a discourse, the constellation of power that occurs in the process of production and reproduction of meaning in the news about Tempe as thin as ATM card that reported by Detik.com. The method used in this research is descriptive, namely, the method that describes the status of the phenomenon to an object to be researched. This type of research is qualitative research because the data of this research is news that has been transcribed. Observation and documentation techniques are used to collect data in this research. While the data analysis technique used in this research is based on AWK Foucault's theory which has two main focuses namely power genealogy analysis and knowledge archeology analysis. From the data analysis that has been done, some conclusions can be described. First, the news made by Detik.com has an argument and descriptive nuance that explains Sandiaga Uno's statement regarding the size of Tempe which is almost the same as ATM card. Second, Detik.com tends to report on the size of Tempe rather than the point of the statement that spoken by Sandiaga Uno. Detik.com, in its news, did not explain that the Tempe is as thin as ATM statement was an analogy, seemed to lead public opinion that Sandiaga Uno had made a lie on the discovery that there was thin Tempe as thin as ATM, so the public judged negatively on Sandiaga Uno's statement.

**Keywords:** *Critical Discourse Analysis, Tempe as thin as ATM, degradation*

**PRELIMINARY**

The role of the media today is very dominant in social life, state life and plays a major role in shaping the various lifestyles of the current generation. The mass media that has been dominated by electronic media and also online-based mass media can shape various opinions and views of the people about something. In addition, the role of social media that exists today also strengthens the mass media in the distribution of various information. Information and news made by mass media is very easy to spread very quickly because there are roles of social media users who participate in spreading the news that they consider necessary to be disseminated.

As is known together, currently known as Industry 4.0 which has characteristics such as the use of technology tools that are so dominant, the use of cloud-based computers (cloud

computing) and all things assisted with internet technology. According to Ananta (2018, p.31) reveals that the term Industry 4.0 was first popularized in Germany in its discussion of computerization of manufacturing or the inclusion of various computer technologies in the manufacturing industry. This phase of the revolution is a real and truly happening change in society, and the impact is felt in changes in people character, lifestyle and also the way people communicate with each other. Industry 4.0 also influences how news is sought, produced and distributed. If in the era of the glory of print media, an event that occurs in the afternoon or evening, then new news can be read the next day in the paper, or at least several hours after the event if witnessed through television media. Very different from the present situation, an event that occurs can be quickly produced into news and quickly spreads in the community.

Current technological conveniences felt by the community and the existing generation have caused changes in the way the media produce news, causing changes in how the public or readers read and enjoy the news. The current generation is seen as a generation that prefers to read short news (newsflash) rather than reading a long story. This is due to not only the diminishing literacy culture among present-day generations but also the tools or media used to read the news that are dominated by mobile devices such as smartphones. As if capturing what is needed by the reader, the mass media also does not make long news, if even long news is usually cut into some short news with the main news being the news index.

In addition to changes in the way reading and how to enjoy news from the mass media, the current generation also turns out to be a generation that does not like the writings that put forward various existing literary elements and semiotics about signs and markers such as parables or analogies others. Technological advances that enable humans to collect so much data into big data that can be explored, processed and distributed make the current generation prefer news full of data rather than news that has a number of analogies. Therefore, the present generation tends to see the news title and its contents in text literally without examining the deeper meaning contained in it.

Various news that is crowded in the community today is news related to politics, it is understandable because in 2018-2019 is a period of various political activities carried out in particular the election of the president and members of the legislature or in popular terms referred to as political years. News coverage in the media is increasingly massive because of the role of candidate's supporter who feels the need to spread the news that reports positive issues about the candidates they support and reports on negative news about the opponents of the candidates they support. Some time ago, there was some news that was widely reported in the community such as news about Tempe as thin as ATM (Automatic Teller Machine), news about "Sontoloyo" politicians, the appearance of Boyolali and others.

The current habits of people who read the news by word for word only make the stories that are read in text only without understanding the meaning contained in the title or content of the news. Supposedly, it requires an analysis of the title and content of the news in depth by considering various aspects that exist. Critical discourse analysis is the right tool to look deeply at some of the news mentioned, in this paper, the author will present a critical discourse analysis of news about Tempe as thin as ATM that was reported by Detik.com online media..

Reviewing the discourse itself, there are several opinions from several experts regarding discourse. Discourse in the view of Roger Fowler in Eriyanto (2005, p.

2) is communication from the point of view of trust, values and categories that enter it. Trust here represents a worldview, an organization or representation of experience. Foucault also said the same thing, according to him the term discourse or discours, in Foucault's perspective in Eryanto (2005, p. 56) states that discourse is not just a series of words, but something that produces something else. Therefore, the discourse analysis should consider language events by looking at the language in two aspects, namely terms and meanings.

This is contrary to structuralism which only sees language as a system and does not consider speaking experience as a language event. Foucault discourse is ideological articulation of reality formed by competing groups. Therefore, discourse is ideological construction which is used to legitimize, maintain and fight for power. From some of the meanings it can be concluded that critical discourse analysis is not only talking about linguistics from a text but paying attention to other things around it, such as who the writer of the news is, who attends to incline towards power and other social practices in society. According to Foucault in Darma (2009, p. 83) reveals that discourse is a tool for the interests of power, hegemony, domination of culture and science.

In the analysis of genealogical power, the task of a genealogist is to examine a series of discourses formed; analysis of the historical relationship between power and discourse. According to Foucault in Ritzer (2003, p. 78) the genealogical process examines a series of discourses, analyzes historical relations between power and discourse and not investigates a conspiracy through the awareness of its actors. The object of this research study lies in the archive (document), which is an accumulation of the existence of discourse. Sobari (2017, p. 166) revealed in Foucault's thought that he had a slice with Van Dijk to reveal media alignments through genealogical elements as well as certain hegemony in the content of the discourse.

Analyzing the discourse on reporting on Tempe as thin as ATM that reported by Detik.com according to the author is very suitable by using the approach of critical discourse analysis

from Foucault, because in addition to discussing its linguistic aspects, Foucault's discourse analysis makes it possible to discuss other aspects, especially the news to be analyzed closely related to politics that are synonymous with power.

## **METHOD**

The research method used in this paper is descriptive, which is a method that describes the status of a phenomenon to an object to be studied. This type of research is qualitative research, this is due to the data studied in the form of news that has been transcribed. Observation and documentation techniques are used to collect data in this study. According to Anggito (2018, p.153) states that documentation is one method of collecting qualitative data by looking at or analyzing documents made by the subject itself or by others about the subject. In this case, the document is defined as facts and data stored in material in the form of documentation. Most of the data available is in the form of letters, diaries, reports, photos, and so on. The main nature of this data is not limited to space and time so that it gives an opportunity for researchers to know things that have happened in the past.

Meleong in Herdiansyah (2010, p. 143) presents two forms of documents that can be used as material in documentation studies, namely daily documents and official documents. While the data analysis technique used in this study is based on the theory of Foucault's critical discourse analysis which has two main focuses, namely genealogical power analysis and archaeological analysis of knowledge.

The data or news examined is news titled: Sandiaga: Current Tempe Size as Thin as an ATM Card that published by online media Detik.com on September 7, 2018.

## **RESULTS AND DISCUSSION**

Before conducting a discourse analysis on news as thin as ATM, which was reported by Detik.com online media. First, it's important to be informed about the full contents of the news will be submitted to be analyzed. News that have title Tempe as thin as ATM with news content as follows:



*Bakal cawapres Sandiaga Uno menyebut harga sejumlah bahan pokok, salah satunya tempe, terus meningkat. Menurut Sandiaga, karena harganya meningkat, ukuran tempe saat ini setipis kartu ATM.*

*"Kita sangat khawatir, prihatin dengan keadaan ekonomi dan kita ingin menyuarkan aspirasi rakyat. Tempe katanya sekarang sudah dkecilkan dan tipisnya udah hampir sama dengan kartu ATM," kata Sandiaga di kediaman Prabowo Subianto, Jl Kertanegara, Kebayoran Baru, Jakarta Selatan, Jumat (7/9/2018).*

*Selain tempe, Sandiaga menyebut harga tahu naik. Ia menceritakan saat seorang penjual tahu di daerah Duren Sawit, Jakarta Timur, yang curhat soal kenaikan harga tahu.*

*"Tahu, Ibu Yuli di Duren Sawit kemarin jualan tahu semakin kecil ukurannya karena dia tidak bisa menaikkan harga, karena nggak akan laku, karena daya belinya. Nah, ini yang jadi kekhawatiran kita," terang Sandiaga.*

*Untuk itu, dalam rapat tingkat ketum parpol koalisi Prabowo-Sandiaga malam ini juga dibahas soal kenaikan harga sejumlah bahan pokok. Ia menyebut koalisi Prabowo ingin memperhatikan rakyat, terutama mengenai masalah ekonomi.*

*"Karena saya yakin apa yang ada dibenak rakyat sekarang adalah masalah ekonomi. Koalisi Prabowo-Sandi ingin bersatu dengan rakyat dalam bahu-membahu untuk memperkuat ekonomi kita," kata eks Wagub DKI Jakarta itu. (zak/zak).*

Before analyzing the discourse on the news above using the Foucault approach, the writer first looks at the linguistic factor that focuses on the word "Tempe as thin as ATM". Literally, when comparing the headline in which there is the sentence "Tempe as thin as ATM" with what is said by the news source, Sandiaga Uno, which states that:

*"Tempe katanya sekarang sudah dkecilkan dan tipisnya udah hampir sama dengan kartu ATM".*

So what was written by Detik.com became wrong. This is because the meaning of "as" in the large dictionary of Indonesian means: the same. The grammatical process of the prefix can be interpreted as stating information such as. That is, Detik.com said that there was a Tempe that have size same as ATM card, while according to Sandiaga said that there was a Tempe which have size that was close to or almost the same as an ATM card. This is a busy subject matter in the community because they assume that what Sandiaga Uno conveyed is a lie or in other words the reader is invited to agree that there is a Tempe with the same size as an ATM.

The discourse analysis above, of course, does not only see one sentence, the sentence "Tempe as thin as ATM" only, but see one conversation or paragraph fully. If see fully and suppose the sentences "*sekarang sudah dkecilkan dan tipisnya sudah hampir sama dengan kartu ATM*" and change to "*sudah setipis ATM*". Then will be get new sentence that sounds "*Kita sangat khawatir, prihatin dengan keadaan ekonomi dan kita ingin menyuarkan aspirasi rakyat. Tempa katanya sekarang setipis ATM*". Then, if view fully the phrase "as thin as ATM" is an analogy or figure that describes how the economic situation is difficult, rising prices, including the basic ingredients of tempeh, which causes the size of Tempe to be smaller. The use of ATM as a measuring instrument or indicator of Tempe size is to emphasize that there are difficult conditions and the high cost of the raw material for making tempeh. That is, it cannot be directly translated as the real condition that there is a Tempe with the same size as an ATM. The same can be compared with the example of the phrase "This morning's air is so cold, as cold as the North Pole" which means that the temperature of this morning is so cold, and to illustrate how cold the air is due to the temperature in the north, in fact, the temperature is called numerically not the same as at the north pole below freezing..

Critical discourse analysis through Foucault's approach looks at other aspects related to power or with power, there are three things that are in focus, namely archaeologist, genealogist and also the relationship between power and knowledge. When viewed from an archaeologist's perspective, the news about Tempe as thin as ATM Card is a story that wants to illustrate that the vice-presidential candidate Sandiaga Uno is giving a picture that the economy is difficult so there Tempe as thin as ATM Card.

Genealogically, the news about Tempe is as thin as ATM is political news, originating from people who are in fact contemplating in politics namely being a vice presidential candidate. Therefore, news as thin as ATM cannot be separated from a political point of view as a social practice as conveyed by Foucault. The author considers that there is a meaning of the news about Tempe as thin as ATM so that it is widely discussed by the public as readers. The author considers that the news writer in terms of language delivered as if inviting readers that Sandiaga Uno said that in Indonesia there is Tempe that is

the same size as an ATM. In fact, tempe that is as thin as an ATM does not exist and invites readers to believe that what Sandiaga Uno said is a lie.

As also stated by Foucault, that the analysis of media texts can also be used to dismantle how the media constructs a discourse. Critical discourse analysis emphasizes the power constellation that occurs in the production and reproduction process of discourse. The political year that is currently happening is very closely related to the media in providing various matters relating to politics. Media that should be a social control, especially for the government and the authorities, in fact, tend to support indirectly the existing government.

This also happened to Detik.com, explicitly declaring independent media, but if it was traced to who owns Detik.com the author assumed that Detik.com tended to be closer to the authorities. According to Santoso (2016, p. 133) Chairul Tanjung made the acquisition of Detik, com through TransCrop. Chairul Tanjung himself is a giant business owner of CT Group which oversees many businesses including banking clearly in need of government support, even before it was reported and the survey results showed that Chairul Tanjung was one of the strong candidates for vice presidential candidates. It is thus difficult to separate the alignments of a media such as Detik.com. This partisanship of the ruler has a very strong impact on the news produced and reproduced. In other words, there is a message that is not directly conveyed in writing a story. As explained by the writer, there is an impression that what Sandiaga Uno has to say about tempeh which is the same as ATM is hoax news.

*Selain tempe, Sandiaga menyebut harga tahu naik. Ia menceritakan saat seorang penjual tahu di daerah Duren Sawit, Jakarta Timur, yang curhat soal kenaikan harga tahu.*

*"Tahu, Ibu Yuli di Duren Sawit kemarin jualan tahu semakin kecil ukurannya karena dia tidak bisa menaikkan harga, karena nggak akan laku, karena daya belinya. Nah, ini yang jadi kekhawatiran kita," terang Sandiaga.*

The explanation of the previous sentence suggests the issue of price increases other than tempeh, namely tofu. If it is examined in terms of archeology, the two types of goods that are experiencing an increase in prices made from soybeans are currently happening. The government imported soybeans from abroad at the same time soybean farmers in Indonesia experienced the onslaught of imported products had long been a matter of the complaint. The reason is that the commodities they plant almost always lose competition in terms of price and quality, so the industry is reluctant to absorb. Of course, every decision has a basis for political alignments and interests. If genealogically analyzed the media that reports on the issue use coordinative endocentric phrases, namely taking the same or equal type of word. This can be seen in the sentence except for tempeh, tofu also rises. There are words tempeh and



tofu. Even though the real issue is about rising soybean prices. However, what is more highlighted to be submitted to the public is about the analogy of Tempe as thin as ATM Card..

Media detik.com also raised a statement other than Sandiaga Uno, namely the statement of Ms. Yuli, which strengthened the price increase of knowledge, which seemed a metaphor for refusing the issue to support media genealogy so that it could be accepted in society. Bu Yuli's expression, is a universal genealogy for market participants, that with the increase in raw material prices, sellers will choose the option to shrink their products, rather than raising prices to the same size. This is a basic principle in economic strategy.

*Untuk itu, dalam rapat tingkat ketum parpol koalisi Prabowo-Sandiaga malam ini juga dibahas soal kenaikan harga sejumlah bahan pokok. Ia menyebut koalisi Prabowo ingin memperhatikan rakyat, terutama mengenai masalah ekonomi.*

*"Karena saya yakin apa yang ada dibenak rakyat sekarang adalah masalah ekonomi. Koalisi Prabowo-Sandi ingin bersatu dengan rakyat dalam bahu-membahu untuk memperkuat ekonomi kita," kata eks Wagub DKI Jakarta itu. (zak/zak).*

The last sentence of the ATM-thin news coverage was concluded with a covert campaign statement. If we consider from each sentence each statement expresses the vision and mission that will be carried out by the government opposition with the position of the media that reproduces the meaning of the statement denotatively. The quotation statement was not directly confirmed by the media in the following sentence "*He called the Prabowo coalition wanting to pay attention to the people, especially regarding economic issues*". Meanwhile, the expression of Sandiaga is precisely elaborated in the following sentence "*... wanting to unite with the people together to strengthen our economy*". The word paying attention to the word unite and strengthening has different indicators and meanings, if the word 'pay attention' is an initial action that indirectly wants to be involved or still be a theory, while diction wants to be genealogically united is a choice of words that indicate that there is no power to be together because Sandiaga Uno has not been a vice president.

For this reason, at the end of the sentence there are dictionaries which merge to position themselves as part of Indonesia with the choice of the word 'strengthen our economy'. Speaking of campaigns, each opposition certainly has the same right to voice its political strategy, one of which is the criticism that will be voiced through language. Each language delivered will certainly be in the spotlight for each opponent. The author has the opportunity to highlight the analysis of critical discourse from the news

that took place and become a news polemic for months because acceptability always intersects due to the degradation of analogies in society, especially our people who currently face the industrial era 4.0.

## **CONCLUSION**

News that is spread through various networks supported by internet technology is spread so fast and has a very high effect on the lives of existing communities. At present, it is very difficult to find news with high independence values that have no connection with the authorities (government) or those who want to rule (outside of government). The captured news is interpreted according to the interests of each party. Not a bit of news that contains analogies is translated as data, so competing to find data that can be a rejection. As with the news about Tempe as thin as ATM, one party said that this is an analogy to describe a difficult economic situation, while the other side that Tempe is as thin as an ATM is interpreted not as a figure but a denotative sentence, which finally assumes that the speech or discourse delivered by the source news is an untrue news. This clearly shows that there is a degradation of the analogy on how to read information or news. But what needs to be more worrying is if it is interpreted as an analogy or not a sentence in a news tailored to the wishes of the authorities or parties who are contemplating an achievement of power. Need an in-depth analysis of digesting the news, analyzing every word and sentence that is delivered so that anyone who reads the news will get the right new information so that he becomes a smart reader as a form of an advanced and personable state.

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