



## Genre and ideological expressions in editorial of Medan-based newspapers

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### Abstract

This Study is aimed to describe how the genre and ideology is realized on newspaper editorial's text published in Medan as known as Surat Kabar Terbitan Medan (SKTM). Three newspapers locally published in Medan which have an editorial were used as the object of research, that is, Analisa, Sinar Indonesia Baru (SIB), and Waspada. Findings in editorial's genre are analytical exposition, hortatory exposition, review, and explanation. The ideology is realized in the form of reminding, criticizing, and appealing. The results of the research show that Medan local newspapers are still enjoying the euphoria of free press from the authoritarian press.

**Keywords:** genre, ideology, newspaper, editorials

### 1. Introduction

Indonesian Press as known as Pancasila Press has different content with the Liberal Capitalist Press. The very basic difference between these two types of press lies on social responsibility. Specifically, Pancasila press has a social responsibility to society. A news has social impact on society while the liberal capitalist press does not. This phenomenon was supported by Musyafak, (1993) stated that Pancasila Press is an issue of continuing interest. In Suharto's era uniformity of reporting was clearly provided in editorial style which most editors preferred to choose a 'middle way' or neutral in criticising government policies and performance. As a result, the press was 'under siege', curtailed by strict licensing regulations and some publication penalties. Anom (2010) [2] stated that from 1984 to 1998, the press publication licence (SIUPP) became the strength in the development of the commercial press which has led to the mushrooming of a free and accountable press. These are the policies which later became an important platform in the formation of Pancasila-based press system under Soeharto's leadership.

It is a question to the Indonesian society that the press is not a liberal press however, the content follows the liberal press. As a consequences, press in Indonesia become free to report about the privacy, life, and wisdom of a president when such work is usually done by the liberal capitalist press. Since 1998, when a process of reforms was introduced, the government dedicated the system of press licences to Ministry of Information (Hayes: 2008). After that, anybody can start a publication, and the number of newspapers and magazines in circulation has jumped from the Suharto-era total of around 400 to over 5,000". It is the situation that euphoria of free press in Indonesia had occurred as a result of reformation era. It is realized as a consequence of reformation era, media in Indonesia are deeply enjoying the situation of the use of language euphoria, where the Indonesian media is still seeking identity to become a democratic media from Political status

quo (Santosa, Priyanto, Nuraeni 2014) [23]. In fact, news is generally delivered in the form of a recording genre but there are times when the media uses exposition genres.

In reality As a matter of fact, some press in Indonesia that serves as a social control feels not yet fully meet the wishes of the community. As Journalist, its function and role of the press as social control was sometimes lost due to lack of integrity. In addition, the use of language was sometimes too politicized and even dramatized which results in the element of truth being lost. It is supported by Azlam (2016) [3] that scrutinize the content of the Indonesia's news in general during the reform era of 1998 are free to criticize government policy. The news content especially in newspapers began to impress more and more ads, and more news in control. In addition, as press officer of Pancasila, the press should also be able to filterize news casts such as violence, murder, film not to be publicized all reports vulgarly.

### 2. Research Purposes

This study is aimed to describe how the genre and ideology are realized on newspaper editorial published in Medan. It is also analyze the use of language on editorial dealing with genre and ideology.

### 3. Review of literature

The editorial is meant to influence public opinion, thrust critical thinking, and sometimes motivates the readers to take a stand or opinion. Dijk in Bell and Garret (1998:21) [4]. Newspapers' editorials can be interpreted as the voice of the newspaper owner to an event or phenomenon that is current and accured in society (Iedema (1995: 57) [15]. Editorials' news were significantly influenced by its genre and ideology as clarified as follows:

#### Genre

Genre is a special feature or characteristic of the use of a

language which is realized in the form of generic structure (generic structure). The lexicogrammar feature of a text is identical to the genre it possesses. The structure of the editorial text by genre is an identification of the genre possessed by observing the generic structure of each editorial text. Gerot and Wignel (1994) <sup>[13]</sup> defined that generic structure is a step that must be passed to achieve social goals of a text because the language user is not possible to achieve a goal by only doing one side interpretation.

Elisabeth Le. (2008) <sup>[10]</sup> elucidated the genre shown in the editorial text allows the reader to contribute by giving an opinion on an event or phenomenon that occurs in society. The reader acts as a community evaluator with the editorial social practices that occur in society. It is supported by Kuhl dan Mojood (2014) <sup>[17]</sup> that the genre of editorial text has a decisive role in the choice of authors who use metadiscourse that directs its readers to the appointment of a professional person to convince the reader as a manifestation of the persuasive writing feature. The concept of metadiscourse explains that the author is never neutral but always related to the interests, positions, perspectives and values of those who do so.

In relation to power in social media, Kelsey dan Bennet. (2014) <sup>[16]</sup> described the realization of discourse, context and power in social media. Critical Discourse Studies (CDS) in this study used the media to see how the experience and the implications of the actions of the participants online. The practice of understanding this context model, describes the complexity of the issues posed by the discourse of digital media and technology in the form of synoptic-panoptic, 'omnioptic' or 'omnioptic' of power. To support the above opinion, Belmonte (2014) <sup>[5]</sup> elaborated that newspaper editorials have been referred to as an important public "Cinderella" genre". It is a very interesting line of frequency of using certain linguistic features implemented in newspaper editorials and opinion articles. Media discourse should scrutinized of using genres to highlight the paradigms and perspectives presented on the editorial.

In particular discussion of the genre, Hyland K (2005: 88) <sup>[14]</sup> explained that the genre is given by different interactions to different audiences or readers. The discussion of the genre in the metadiscourses is driven by a curiosity about the interpersonal dimension in both academic and professional writing. The genre realization in the media is outlined by Fairclough in Allan Bell (1998: 150) <sup>[4]</sup> by explaining that the media needs several genres in the delivery of the news. This opinion synchronized to what Bonyadi (2012) <sup>[7]</sup> that explored that the genre of newspaper editorials is textually realized by certain linguistic form. It is the structures, strategies and social function that determined the newspaper editorials.

The media uses mixed genres to make the news interesting and readers or viewers have a curiosity about an event or event that is happening in the community. Belmonte (2007) <sup>[5, 6]</sup> described the description of newspaper editorials and opinion discourse. The analysis showed that the themes tackled monograph issue about newspaper opinion, to highlight the paradigms. It needs further empirical research to describe more extended multilingual corpus of newspaper opinion texts.

Recently, there are three types of macro media genres in

Indonesia that are used to express the ideology of antagonists (Santosa, *et al.* 2014) <sup>[23]</sup>. Protagonist news is usually written using the *discussion genre*, since its genre logically provides space to explore a social issue of counter-conflict on the one hand and support on the other. On the other hand, antagonistic news uses more of the *exposition genre*, since it provides space to challenge or support the status quo. The using of antagonistic news enables to use the kind of exposition genre of both analytic exposition and hortatory exposition where in the editorial text gives more opinion that a phenomenon, event, or issue is discussed. Exposition genre gives opinions or opinions to a certain phenomenon and simultaneously persuades the reader to what should or should not be due to the issue.

### **Ideology**

Ideology is a part of a social context that suggests what one should or should not do as part of a community. Ideologies in texts can be seen explicitly or implicitly. Eggins (1994) <sup>[9]</sup> resolved that ideology is a value, point of view, position or perspective that someone has consciously or not. In addition, Saedeah Shafiee (2013) <sup>[22]</sup> argues that ideology is a system of ideas that form the vast power block of social life in which language is a medium of ideological delivery. Fowler and Kress (1979) <sup>[12]</sup> also clarified that text has an ideology either explicitly or implicitly that is why ideology greatly influences language. In addition, Lemke (1990) <sup>[18]</sup> argues that in its use the language always has an ideology which in its use is never neutral. Thus, a text is never out of context of ideology. Based on the above opinion it can be concluded that the use of text never stand alone without the influence of the ideological value and ideology itself is the embodiment of what has been seen, heard and read before. Ideology is very influential in the actions, ways of thinking and interacting with someone because the ideology has some key issues that become the discussion such as factors of sex, social class, ethnicity, generation and so forth. (Martin, 1992) <sup>[20]</sup>. From the above explanation, it can be concluded that the text is the realization of ideology, and ideology can be found in the text.

Fairclough. (2010: 60) <sup>[11]</sup> described that other things to consider in ideological determination are the features, levels of language usage, along with ideologically related discourses of power. It relates to the 'meaning' which is sometimes referred to as 'content' in which the meaning is merely a lexical meaning. The lexical meaning is of course important, but equally important in the understanding of the ideology of all aspects of meaning such as presuppositions, implicatures, metaphors, coherence. Social and linguistic contexts have a semiotic construal relationship in which there are occasions where the social context determines the text and the text determines the social context. For example, the context of the situation in the social context is an element directly related to the language because of the context of the situation is the content, the participant and the mode. In relation to metafunction, the field is called the ideational function, the tenor is called the interpersonal function, while the mode is called the textual function. In relation to this social and linguistic context, Mustafa (2015) <sup>[21]</sup> defined that interrelated Ideologies construed linguistically through vocabulary and through universalization.

Another research related to Cultural Context was proposed by (Martin 1985) <sup>[19]</sup>. The realization of cultural context includes three elements of the context of the situation, namely the content field, tenor, and mode. That is, the generic structure of cultural context which include a discussion of what, with whom, and how? Next, Dijk (1996) defined that editorial is a kind of opinions consisting of mental representation, evaluative beliefs, social beliefs of newspaper editors that dealing with cognition, society and discourse. In delivering the editorials of course, which are mostly formed within contexts of social interaction in general, and through text and talk in particular. Sometimes, the ideology can be observed by the way of delivering the editorials. Ahmadi (2013) <sup>[1]</sup> examined the ideologies underlying the texts of English newspaper editorials in Iran. The result of this study showed that ideology carrying categories were identified and scrutinized on the editorial. The relationships of the newspapers with the institutions, political parties and government influenced the way the editors conveyed their ideas and thoughts about the candidates in the presidential election.

#### 4. Research Methodology

There are three newspapers in Medan namely daily newspaper Analisa, Sinar Indonesia Baru, and Waspada which serve as a source of data to be analyzed. The reason for choosing the three editorials text as sources of data because the three newspapers were the frontier published in North Sumatera comparing to the other newspapers and the three newspapers of Medan published had a wider range of readers to the villages in North Sumatra even outside of North Sumatera. The next stage was done by selecting SKTM editorial text according to the tendency to emerge as an editorial topic. Selection results show topics on politics, state regulator, and social, appear more often and represent the whole editorial

topics of SKTM. The three topics became the corpus of the analysis of genre and ideology of each editorials. The last data collection technique done in this research is interview. Interviews were conducted to the editorial authors of the three newspapers used as sources of data to support or confirm previously obtained data. In particular, the results of data analysis of editorial genre and ideological context of the newspaper were conformed by the result of the interview.

#### 5. Results and Discussion

##### Realization of genre

In political topics editorial text of newspaper based in Medan is dominated by hortatory exposition. This means that the editorial texts of the Medan News Papers in political topics tend to convey the news by reviewing or commenting on the political situation in the country. The political situation in which the political system is presidential but in practice tends to be parliamentary motivated Medan-based newspapers to comment and review the political phenomena occurring in society. Next, in topic of state organizers the editorial text as a whole criticizes the performance of state organizers who are deemed to have not fulfilled the wishes and needs of the Indonesian people. Finally, the social topics editorial texts tend to criticize, comment on and report the performance of state officials who are considered not maximized in handling situation of social hindarances such as natural disasters that occur in society.

The process of genre type analysis is done by determining the genre type of editorial text first, then determine the generic structure (generic structure) of each editorial text. After the analysis was done, it was found that the genre type of editorial text consists of genres of analytic exposition, hortatory exposition, review (criticism), and explanation. In general, the results of structural analysis of editorial text dealing with type of genre can be seen on the table below.

**Table 1:** Genre of the editorial text

Types of Genre	Generic Structure	Editorials' title	Text Description
Analytical Exposition	Thesis, Preview, Argumen, Reiterasi	<i>Tugas pemerintah Melindungi Buruh dan Pengusaha</i> (The Government must protect the Labour and Investors' needs)	All three editorials have genre analytical exposition which express opinions to these phenomena. The genre of analytic exposition text is a type of text which expresses an opinion on a phenomenon or event that the phenomenon or event is indeed like or not.
		<i>Mengawasi Verifikasi Partai Politik</i> (Controlling Political Parties's verification)	
		<i>Semua Parpol Berpotensi Gembos</i> (All Political Parties are Potentially Deflated)	
Hortatory Exposition	Thesis, [Argument] Conclusion	Penyakit Tahunan Yang tak Kunjung Sembuh (Annual disease that never cured)	The two editorials used hortatory exposition genre that express opinions to persuade the reader not to do something. Hortatory exposition texts are a text type that expresses opinions and simultaneously influences or persuades the reader that a social phenomenon or event should or should not be so. In other words this exposition of hortatory text affects the reader that something must be done or not done on a particular issue.
		<i>Pemerintah (Jangan) Plintat-Plintut Bikin dan Langgar Moratorium CPNS</i> (The government has to be consistent due to the moratorium of the civil servant recruitment)	
Review	Orientation, Interpretation Evaluation	<i>Minimnya Etika</i> (Lack of ethics)	The two editorials here have review genre. They criticize and evaluate the phenomenon of government policy. The review text is a type of text that criticizes an issue, policy or event.
		<i>Medan Rawan Bencana</i> Medan is extremely dangerous with	

	Evaluative conclusion.	natural disaster	
Explanation	General Statement, [Explanation] Comment	<i>Pilih Sesuai Hati Nurani</i> (Voting with inner self.)	These two editorials have explanation genre. They try to explain a process of how to do or how it happens of a certain phenomenon occurs in society. The type of explanatory text or comment text type is a type of text containing an evaluation or review of an issue or phenomenon. In other words the text of explanation is a text that contains about the explanation of processes or stages of an event whether natural or sociocultural nature.
		<i>Mencegah Tawuran Pelajar</i> (Avoiding students' gang fight)	

**Realization of Ideology**

The ideological context in this study is the context that discusses how ideology is realized in editorial text. In the context of ideological context in general editorial text realize the ideology with a reminding and criticizing. In the topic of ideological politics is critical, reminiscent, while the topic of state organizers and ideological social topics is critical,

reminiscent. The ideology realized in the editorial text of this SKTM is in accordance with the ideology of each newspaper. Here are the Ideology of the three newspapers.  
 Analisa: Generating People's Participation in Development  
 Sinar Indonesia Baru (SIB): Democracy, Unity and Development  
 Waspada: For the sake of Truth and Justice

**Table 2:** The ideological expression of newspapers' ideology

Newspapers' name	Newspapers' ideology	Example of the editorials	Ideological expression	Discussion
Analisa	Generating People's Participation in Development	<i>Pilih Sesuai dengan Hati Nurani.</i> (Voting with Inner self).	Once making a wrong vote, be ready to suffer for 5 years)	In this title the expressed ideology is Appealing. The realization of the ideology of this editorial is indeed a manifestation of the ideology of the newspaper. The appealing to vote based on inner self is really the implementation of the ideology of this newspaper.
Sinar Indonesia Baru (SIB)	Democracy, Unity and Development	<i>Mengawasi Verifikasi Partai Politik.</i> (Controlling Political Parties's Verification)	Qualified politicians produce qualified parties, qualified parties one of them through quality selection.	In this title the expressed ideology is Reminding. Editorial that discusses how to make qualified elections is a manifestation of the ideology of this newspaper (Democracy, unity and development).
Waspada	For the sake of Truth and Justice	<i>Pemerintah (Jangan) Plintat-Plintut Bikin dan Langgar Moratorium CPNS</i> (The government has to be consistent due to the moratorium of the candidate of civil servant recruitment)	Acceptance CPNS must be honest and open, free of KKN in line with the demands of bureaucratic reform	In this title the expressed ideology is Criticizing. The ideology of this newspaper is for the sake of Truth and Justice. The editorial discussion referred to the ideology. Criticism addressed to the government which is inconsistent with the acceptance moratorium of civil servant candidate is one manifestation of the ideology of this newspaper.

Having analyzed the expression of newspaper's ideology, below is presented the percentage of the occurrence genre and

ideology of newspaper editorials based in Medan.

**Table 3:** Realisation of Ideology in Editorial Texts

	Sub Analysis	Topic					
		Politics	Percentage	State Regulator	Percentage	Social	Percentage
Types of genre	Analytical exposition	2	22,2 %	1	11,1 %	-	-
	Hortatory exposition	-	-	1	11,1%	1	11,1%
	Review	-	-	1	11,1 %	1	11,1 %
	Explanation	1	11,1%	-	-	1	11,1%
Power Interpretation	General Concensus	1	11,1%	-	-	-	-
	Rules	2	22,2%	2	22,2%	-	-
	Norms	-	-	1	%	1	11,1%
	Habit	-	-	-	-	2	22,2%
Ideologic-al Interpret-ation	<i>Mengingatkan</i> (Reminding)	2	22,2%	1	22,2%	-	-
	<i>Mengkritisi</i> (Critisizing)			2	22,2%	1	11,1%-
	<i>mengingatkan, menghimbau</i> (Reminding/ Appealing)	1	11,1%	1	11,1%	-	-
	<i>Menawarkan solusi</i> (Offering solution)	-	-	-	-	1	11,1%

**6. Conclusions**

After a thorough discussion of the findings, it is summed up



that *genre* of the newspaper editorials based in Medan (SKTM) are analytical exposition, hortatory exposition, review, explanation. Next, the ideological context which is what should be done and not done is realized in the form reminiscent, critical, appeals. The above results shows that nowadays Medan Local Newspaper have a very significant change from the era of *orde baru* that is the press change from authoritarian into a democratic one where the press are freely to discuss, criticize, to interpret a certain phenomenon.

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