



REPRESENTATION OF INEQUALITY IN ACCESS TO EDUCATION: A CRITICAL DISCOURSE ANALYSIS OF THE NEWS OF "FORMER CHICKEN COOP BECOMES SCHOOL" (NORMAN FAIRCLOUGH'S APPROACH)

REPRESENTASI KETIMPANGAN AKSES PENDIDIKAN: ANALISIS WACANA KRITIS TERHADAP BERITA “BEKAS KANDANG AYAM JADI SEKOLAH” (PENDEKATAN NORMAN FAIRCLOUGH)

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Abstract

This study aims to analyze and identify how the news of "Former Chicken Cage Becomes School" represents the inequality of access to education with the framework of Norman Fairclough's critical discourse analysis. This study adopts a descriptive qualitative method using Norman Fairclough's critical discourse analysis (AWK) as the main framework. Data is collected through documentation and recording of news texts from relevant online media. Data analysis was carried out sequentially covering Fairclough's three dimensions: microstructural analysis (word choice, sentence structure, rhetorical strategy), mesostructural analysis (the practice of production and distribution of news texts), and macrostructural analysis (social and ideological relationships that underlie discourse). The results of this study reveal the complex representation of inequality in access to education through critical discourse analysis (AWK) on the news "Former Chicken Cage Becomes School" with the Norman Fairclough approach. Microstructurally, word choice and sentence structure build a narrative of struggle and implicit criticism of the system. At the mesostructural level, local MATAMAROS.COM strategic media frame this issue as an urgent social issue, including publication during National Education Day 2025 to maximize impact. Macrostructurally, the news reflects structural inequality due to geographical/economic marginalization, reinforces the ideology of "unsung heroes," and highlights the power imbalance. This descriptive qualitative research concludes that the news is a strong linguistic construct, aiming to mobilize public opinion on inequality in access to education, while reflecting the issue of unequal development and the role of actors in social justice.

Keywords: Critical Discourse Analysis (AWK), Norman Fairclough, Online News.



Abstrak

Penelitian ini bertujuan untuk menganalisis dan mengidentifikasi bagaimana berita "Bekas Kandang Ayam Jadi Sekolah" merepresentasikan ketimpangan akses pendidikan dengan kerangka analisis wacana kritis Norman Fairclough. Penelitian ini mengadopsi metode kualitatif deskriptif dengan menggunakan analisis wacana kritis (AWK) Norman Fairclough sebagai kerangka utama. Data dikumpulkan melalui dokumentasi dan pencatatan teks berita dari media daring yang relevan. Analisis data dilakukan secara berurutan meliputi tiga dimensi Fairclough: analisis mikrostruktural (pilihan kata, struktur kalimat, strategi retorik), analisis mesostruktural (praktik produksi dan distribusi teks berita), dan analisis makrostruktural (hubungan sosial dan ideologi yang melatarbelakangi wacana). Hasil penelitian ini mengungkapkan representasi kompleks ketimpangan akses pendidikan melalui analisis wacana kritis (AWK) terhadap berita "Bekas Kandang Ayam Jadi Sekolah" dengan pendekatan Norman Fairclough. Secara mikrostruktural, pemilihan kata dan struktur kalimat membangun narasi perjuangan serta kritik tersirat terhadap sistem. Pada tingkat mesostruktural, media lokal MATAMAROS.COM strategis membingkai isu ini sebagai masalah sosial mendesak, termasuk publikasi saat Hari Pendidikan Nasional 2025 untuk memaksimalkan dampak. Secara makrostruktural, berita tersebut merefleksikan ketimpangan struktural akibat marginalisasi geografis/ekonomi, menguatkan ideologi "pahlawan tanpa tanda jasa", dan menyoroti ketidakseimbangan kekuasaan. Penelitian kualitatif deskriptif ini menyimpulkan bahwa berita tersebut merupakan konstruksi linguistik yang kuat, bertujuan memobilisasi opini publik terhadap ketimpangan akses pendidikan, sekaligus mencerminkan isu pembangunan tidak merata dan peran aktor dalam keadilan sosial.

Kata Kunci : Analisis Wacana Kritis (AWK), Norman Fairclough, Berita Daring

1. INTRODUCTION

The problem of unequal access to education is one of the crucial issues that are still faced by various countries, including Indonesia. This phenomenon of representation of inequality often appears in news and public discourse, reflecting the disparity in obtaining proper educational facilities. Empirically, it is widely found that certain regions still experience limited infrastructure and educational resources, while theoretically, this inequality of access is rooted in an unequal distribution of resources and policies that do not fairly accommodate the needs of all levels of society. In today's digital era, mass media has undergone major changes in the way they convey and distribute information to the public. The speed of dissemination and ease of access are the main advantages of online media compared to traditional media. However, the presence of online media does not guarantee that the information presented is objective and neutral. In reality, the media not only serves as a news presenter, but also as a tool that shapes public opinion through the language used in the news (Hasan et al., 2023).

In the context of news, especially those that highlight social issues such as education, the narrative that is built becomes very dominant and strategic in shaping an image and influencing people's perception of the reality of inequality (Nasution et al., 2025). The language used in the news is not only intended to be informative, but also persuasive. Word selection, sentence structure, and emphasis on certain aspects of the text, such as in the news "Former Chicken Cage Becomes School", indirectly show how inequality of access to education is represented and can shape the mindset of readers regarding the issue. (Mudiawati et al., 2023) based on Norman Fairclough's critical discourse analysis approach, it can be



analyzed how hidden messages are presented behind the media's representation of the issue of educational inequality.

This phenomenon confirms the position of the media as a shaper of views that are able to reproduce a picture of reality through certain discourse strategies. Therefore, it is important to analyze news texts such as "Former Chicken Cage Becomes School" to uncover how inequality in access to education is represented and disseminated subtly through language. In the discourse analysis study, the disclosure of the representation of inequality in access to education that has been discussed previously is included in the category of critical discourse analysis (CDA). Within the framework of the CDA, language is seen as a non-neutral medium; rather, it is used for specific purposes and practices, including ideological practices and the triggering of socio-cultural situations that surround a discourse.

Norman Fairclough argues that critical discourse analysis refers to the use of language that causes social groups to interact, and often, fight in proposing their respective ideologies. This concept assumes that discourse can produce unbalanced power relations between various groups, such as social class, gender, or majority and minority groups, where these differences are then represented in social practices (Nurlatifah & Hamdani, 2023).

According to (Masitoh, 2020) Critical discourse analysis places language as an important factor, namely how language is used to uncover and analyze power inequality that occurs in society. Therefore, discourse analysis is used to unravel the power that exists in each language process: the limits of what is allowed to be discourse, the perspective that must be used, and the topic being discussed. With this kind of view, the discourse sees language as always involved in power relations, especially in the formation of subjects, and various representational actions contained in society.

Fairclough's approach in (Riza, 2021) analyzing texts is considered complete because it seeks to unite three interrelated traditions or dimensions:

1. Textual (Microstructural) Dimension: This dimension focuses on the intrinsic analysis of the text itself. These include how representation (the way things are described), relationships (the relationships built between discourse participants), and identity (how identities are constructed or positioned) are manifested in lexical choices, grammar, and sentence structure in the news.
2. Dimension of Text Production and Consumption Practices (Mesostructural): This dimension investigates the processes by which texts are produced, disseminated, and consumed. This includes aspects such as the institutional context of the media (e.g., the role of MATAMAROS.COM as a local media), the journalist's agenda in choosing viewpoints and sources, and how audiences interpret and respond to the text.
3. Dimension of Sociocultural (Macrostructural) Practice: This dimension places the text and its practice in a broader social context. It looks at how the discourse is related to the larger socio-political situation, institutions, and sociocultural structures, including dominant ideologies, the distribution of power, and the historical implications of the representation of inequality of access to education.

The main objective of this study is to analyze and identify how the news of "Former Chicken Cage Becomes School" represents the inequality of access to education with the framework of Norman Fairclough's critical discourse analysis. The novelty of this study lies in the application of critical discourse analysis of the Norman Fairclough model specifically to news that represents the condition of education in Bara Hamlet, Tompobulu District, Maros Regency. This research is expected to provide a deeper understanding of how the media



actively constructs and disseminates representations of inequality of access to education in society through the practice of discourse in news.

2. RESEARCH METHOD

This study adopts a qualitative research method using critical discourse analysis (AWK) developed by Norman Fairclough as the main scalpel. This qualitative approach focuses on the general principles that underlie the realization of the meaning of social phenomena in society, as expressed by Burhan Bungin (2007: 23). This research is presented in the form of a descriptive description, so it is classified as a descriptive qualitative research method.

The descriptive method aims to collect, analyze, and present information data accurately, in order to provide a clear picture of the object of the research and draw conclusions. In this context, Fairclough's critical discourse analysis seeks to describe the process of analysis of news texts/language related to the issue of inequality of access to education in various media.

Data collection was carried out by the method of documenting and recording news texts from selected online media sources, then the development stage of analysis instruments based on the theoretical framework of Norman Fairclough was carried out. This instrument includes notes on the structure of the text, the use of language, and the social context behind the news. Furthermore, data analysis was carried out through the stage of in-depth reading of the text, identification of discourse elements such as *choice of words*, sentence structure, and rhetorical strategies, as well as interpretation of the ideological meaning and power relations formed. The analysis procedure is carried out sequentially, starting from microstructural analysis to understand the deepest parts of the text, then moving on to mesostructural analysis which involves the practice of production and distribution of news texts, and finally to macrostructural analysis which examines the social and ideological relationships behind the selection of issues and the construction of discourse.

3. RESULTS AND DISCUSSION

This discussion will outline the analysis of critical discourse on the news of "Former Chicken Cage Becomes School" using the Norman Fairclough approach. The analysis will be divided into three main dimensions: the text dimension (microstructural analysis), the dimension of the text production and consumption practices (mesostructural analysis), and the sociocultural practice dimension (macrostructural analysis).

1. Text Analysis (Micro)

Microanalysis of a text focuses on the choice of words, phrases, and sentence structures to uncover how meaning is constructed and influenced. In the news "Former Chicken Cage Becomes School," careful linguistic choices also shaped readers' perception of the condition of education in Bara Hamlet, Tompobulu District, Maros Regency.

a. Lexical Choices and Connotations

This news uses an effective sentence structure to convey its message and provoke a reader's reaction. In this news, the choice of words used deliberately provokes the emotions and imagination of the reader. The phrase "Under the house of a former chicken coop" immediately associates a place of learning with shabby, unfeasible, and dirty conditions. The word "used" further emphasizes that the place was once not for humans, let alone for education, showing the deplorable degradation of its function.

Furthermore, the description "No walls, no partitions, not even floors. Only red soil and a single slate" use parallel structures that reinforce the impression of extreme



absence and scarcity. "Red soil" highlights the unpreparedness of infrastructure, while "single whiteboard" symbolizes the limitation of key resources in the teaching and learning process. Coupled with the "crumbling boards" that inherently contain the connotations of old, fragile, unstable, and dangerous, depicts the physical condition of the school on the verge of collapse.

However, in the midst of this gloomy picture, the contrasting phrase "Small dreams are being put together". This phrase is in sharp contrast to the physical condition that is lacking. "Little dreams" refer to the innocent hopes and ambitions of children, and "strung together" implies diligent effort and togetherness, albeit in limitations. This contrast evokes a sense of compassion and awe. The reporter's explicit assessment of "Far from decent" further confirms the minimum standards that the school's conditions do not meet.

Finally, Suryadi's use of the term "illiterate" is particularly strong, not only referring to the inability to read, but also implying lag, limited access to information, and the potential for continued poverty, highlighting the long-term impact of educational absenteeism. Although not explicitly mentioned as a "hero without merit", the image of honorary teachers who are paid Rp600 thousand per month (paid every three months) without proper facilities, implicitly reinforces the image of extraordinary devotion in the midst of unfair conditions.

b. Sentence Structure and Its Effects

The opening sentence, "Under the house of a former chicken coop, small dreams are being assembled," immediately attracted attention. The unexpected juxtaposition between a squalid location ("under a former chicken coop") and hope ("little dreams are being pieced together") creates a powerful contrast that immediately puts the reader in an emotional mood and makes them want to know more.

Repetition is also used effectively, as in the phrase "without walls, without partitions, even without floors." This repetition of the word "without" intensifies the picture of deprivation and absence, emphasizing the limited conditions faced by the school.

The use of direct quotes from Alfin and Suryadi not only increases the credibility of the news, but also allows readers to connect emotionally with the experiences of the perpetrators. Quoted Alfin, "If a chicken passes by in the middle of a lesson, it's normal. But the hardest part is because we all joined. So you have to listen to other class lessons as well," straightforwardly highlighting the absurdity and difficulty of their learning situation. Meanwhile, Suryadi quoted, "Many of their parents cannot read and write. I don't want that to happen again," showing deep motivation and concern for children's futures, evoking reader empathy.

The sentence "This school is not the fruit of a state program. He grew from the determination of a village boy named Suryadi," straightforwardly showing tension or conflict. It highlights the gaps in the system and implicitly criticizes the absence of the state's role in the provision of basic education facilities, while appreciating Suryadi's extraordinary personal initiative.

c. Discourse Implications

Micro, these word choices and sentence structures collectively build a discourse of inequality and struggle. News writers deliberately choose evocative words to evoke a sense of sympathy and urgency in the reader. The detailed depiction of the physical condition of concern is not only for information, but to suppress public awareness of



the reality of education in remote parts of the country. The language used also subtly criticizes the system's failure through the prominence of Suryadi's personal initiative and the worrying condition of honorary teachers.

This micro-analysis shows that this news is not just a factual report, but a linguistic construct designed to mobilize public emotions and opinion on the issue of inequality in access to education.

2. Analysis of Text Production Practices (Meso)

An analysis of the practice of text production (meso-level) in the context of Norman Fairclough examines how these news texts are produced, including the institutional context, the role of journalists, the selection of sources, and the agendas that may influence their formation. It takes a deeper look at the "behind the scenes" of news creation.

a. Institutional and Media Context

Local media such as MATAMAROS.COM, located in Maros Regency, South Sulawesi, have a crucial role in reporting on local issues. As a local media, MATAMAROS.COM is likely to have a primary mission to raise issues that are relevant and have a direct impact on the local community. This is a strong reason why they chose to report on the condition of schools in Bara Hamlet, which incidentally is within their coverage area. This kind of news directly touches the lives of local readers, building a stronger resonance compared to national media that may focus on broader issues.

MATAMAROS.COM audience tends to be more specific and geographically bound. Therefore, local issues such as the state of education in remote areas, although they may be considered "small" by the national media, will be very relevant and interesting to their readers. This news not only provides information, but can also trigger discussions and actions at the community level.

Geographical proximity also gives MATAMAROS.COM an edge in access and resources. They are most likely to have easier access to remote locations such as Bara Hamlet, as well as local resources such as students (Alfin), school initiators (Suryadi), and local officials (Head of the Maros Regency Education Office). This proximity allows them to do more in-depth coverage, gain a first-hand perspective from the field, and present a story rich in detail and emotion to their readers.

b. The Role of Journalists and the Determination of Viewpoints

Journalist Asty Utami played a very important role in shaping this news narrative, especially by choosing a prominent "human interest" point of view. This approach allows news to not only report facts, but also to evoke the emotions and concerns of readers. Journalists deliberately highlight characters like Alfin and Suryadi, focusing on their personal struggles. This editorial selection aims to evoke readers' empathy, making them emotionally connected to the experiences of children learning in limited conditions and the persistence of an honorary teacher who fights for education.

One of Asty Utami's main strategies is to highlight the sharp contrast between the physical condition of the school and the children's enthusiasm for learning and the sincerity of the teachers. This juxtaposition creates a strong emotional impact, making the reader feel the irony and at the same time admire the spirit of never giving up in the midst of limitations. Through this narrative, journalists also insert veiled criticism. By raising Suryadi's initiative which is "not the fruit of a state program" and



highlighting the worrying condition of honorary teachers, Asty Utami implicitly criticized the government's slow or inadequate response in providing proper educational facilities and teacher welfare. This shows that there is an agenda to encourage accountability and change at the policy level.

c. Sourcing and Framing

The selection of sources in this news is very strategic and effective in framing the issue of education in Bara Hamlet. Journalists carefully select various parties to provide a comprehensive perspective and strengthen the narrative they want to convey. Students (Alfin): Provide a hands-on perspective from a difficult learning experience. His quote about "if a chicken passes by in the middle of a lesson, it's normal" powerfully highlights the absurd of everyday reality and adds a personal and authentic touch to the story. It arouses the reader's empathy for the conditions that children face.

Initiator/Teacher (Suryadi): Representing the voice of the community and selfless devotion. His motivation was to prevent "many of their parents from being illiterate. I don't want it to happen again" gives a strong moral reason behind the school's existence. Suryadi became a symbol of local hope and struggle. Head of the Education Office (Andi Patiroid): Representing the official response from the government. Pathoroi's statements about "priority programs" and "immediate budgets" can be framed as promises that require oversight, or as evidence that this news has managed to attract the attention of officials. The placement of Pathorai's quote at the end of the story can also be a way to provide a "solution" or "hope" in the midst of a picture of the problem, although it still implies the need for concrete action from the authorities.

The framing of this news tends to be "social issues" and "urgent needs." This news not only reports the existence of schools in former chicken coops, but frames them as a representation of systematic educational inequality. As such, this news demands attention and action from various parties, underlining that the condition is not just an isolated incident but a reflection of a larger problem.

d. Effect of Publication Time

MATAMAROS.COM's decision to publish this news on National Education Day 2025 was not a coincidence, but rather a very deliberate and strategic editorial decision. Publishing news that tells the sad condition of schools in Bara Hamlet on a day that should celebrate the progress of education actually highlights a contrasting reality. This significantly increases the relevance and impact of the message you want to convey. Celebrations become more meaningful when juxtaposed with the real challenges that are still faced in the field.

The publication on this special date serves as a bitter reminder that behind every celebration, there are still many great challenges in achieving equitable and quality education across the country. This could be a media effort to encourage critical reflection among readers and, more importantly, among policymakers. The goal is that the momentum of National Education Day is not only a ceremonial event, but also a time for evaluation and commitment to improvement.

Overall, the practice of producing news texts in this MATAMAROS.COM shows a deliberate editorial decision. This media aims not only to report facts, but also to evoke emotions, highlight injustices, and encourage action. The diverse selection of sources, the journalists' humanist and critical viewpoints, and the strategic timing of publication all contribute to the creation of a strong and urgent narrative about the state of education in



remote areas. This is an example of how local media can play an active role in driving social change.

3. Analysis of Socio-Cultural Practices (Macro)

An analysis of sociocultural practices (macro level) in the framework of Norman Fairclough examines how these news texts reflect and at the same time shape broader social structures, dominant ideologies, and the distribution of power in society. It looks at the big context in which this news appears and what its implications are for education issues in Indonesia.

This news fundamentally represents a profound structural inequality in access to education in Indonesia. The location of Bara Hamlet, which is "10 kilometers from SD Induk and 50 kilometers from the city of Maros" with terrain "almost impossible for small vehicles to pass" and "no public transportation," is not just a geographical detail. This is a reflection of some systemic problems:

a. Representation of Structural Inequality

The existence of the relatively developed "city of Maros" (center) and the isolated Hamlet of Bara (the outskirts) indicate the failure of equitable development. Resources and infrastructure tend to be concentrated in urban areas, leaving remote areas in minimal and disadvantaged conditions. This creates a wide gap between amenities and opportunities in the center and on the periphery. The conditions of education in the former chicken coop are a direct consequence of geographical and economic marginalization. Children in Bara Hamlet are not only physically far from decent facilities, but are also trapped in a cycle of poverty where "the only one helps the parents in the garden" due to economic limitations. In situations like these, education is often second choice or even inaccessible at all, reinforcing the cycle of intergenerational poverty.

Although not explicitly mentioned, the fact that children have to study under the houses of former chicken coops, while there is a better (albeit distant) parent school, implies the existence of systemic discrimination in the allocation of educational resources. Children in Bara Hamlet do not get the same facilities as children in other areas closer to the center. This shows that the existing system does not fully guarantee the right of every child to a decent education, regardless of geographical location or economic status.

b. The Role of Ideology in Educational Discourse

This news text also clearly reveals several ideologies at work in the educational discourse in Indonesia, showing the tension between normative ideals and the reality on the ground. Normatively, education is the right of every citizen. This is the basic principle adhered to. However, the conditions depicted in Bara Hamlet brutally show that this ideology has not been fully realized. The existence of children studying under former chicken coops, without adequate facilities, directly challenges normative claims about equitable access to education. This news forces us to see the gap between what should have happened and what actually happened.

The story of Suryadi who teaches without pay, as well as the condition of honorary teachers who are paid very little (Rp600 thousand per month, paid every three months), strongly strengthen the ideology of "unsung heroes". This ideology associates the dedication of teachers, especially in remote areas, with sacrifices without proper reward. Although it contains positive values about service, on the other hand, it can maintain the status quo where teachers in remote areas remain less appreciated



financially, but are expected to have a high spirit of service. This becomes a sad irony in the education system.

The response of the Head of the Maros Regency Education Office, Andi Patiroidi, who promised the construction of permanent classrooms and included them in the "priority program" or "main APBD next year," reflected the development ideology held by the government. However, this promise can also be seen as rhetoric that often comes up when issues are brought to the surface. This kind of statement requires close scrutiny from the public and the media to ensure its implementation, so that it does not become a mere political promise without real action.

c. Distribution of Power and Agency

This news discourse clearly highlights the unequal distribution of power and the role of various agents involved in education issues in Indonesia. The State, through the Education Office, has the primary power and responsibility to provide a decent education for all its citizens. However, this news sharply highlights the slowness of their intervention. The fact that this school is "not the fruit of a state program" and will only be recognized as a "distant class" in 2023 even though Suryadi has been teaching since 2018 shows a lack of proactivity and responsiveness from the authorities. This indicates that there is a gap between the responsibilities carried out and the implementation in the field.

Suryadi, as a "village boy" who took the initiative to establish a school, represents the power of the agency from civil society. These kinds of grassroots initiatives often fill the void left by the state. The existence of these schools proves that agents at the local level have the capacity to create change, albeit on a small scale and with limited resources. This shows a strong spirit of mutual cooperation and concern at the community level.

MATAMAROS.COM, as a media, uses its power to direct public attention to marginalized issues. By publishing this news on National Education Day, the media takes on the role of a "watchdog" that reminds us of the real challenges on the ground. This has the potential to influence the policy agenda and encourage accountability from the authorities. The media, in this case, acts as a voice for those who are marginalized and as a driver of change. On a macro level, this news is an artifact of a larger social discourse on social justice, unequal development, and the role of various actors (state, society, media) in addressing inequality. It highlights that the problem of education in Bara Hamlet is not just an isolated incident, but is a manifestation of a broader social, economic, and political structure that needs to be addressed. This story is a reflection of

4. CONCLUSION

Based on Norman Fairclough's analysis of critical discourse on the news of "Former Chicken Coop Becomes School", it can be concluded that in the analysis of Text (Micro), the text uses provocative choices of words and phrases such as "under the house of the former chicken coop" and "without walls, without partitions" to evoke empathy and highlight the contrast with children's "little dreams". The language chosen is not just the presentation of facts, but a linguistic construct that is deliberately formed to mobilize public emotions and opinion, as well as criticize the system's failures. The analysis of the practice of text production (meso level) of local media MATAMAROS.COM choosing a human interest perspective, highlighting Suryadi's struggle and supported by sources from students, teachers, and officials. News publications on National Education Day reinforce the role of the media as a watchdog



and driver of accountability, demonstrating a strong editorial agenda for social change. In terms of analysis of sociocultural practices (macro level), this news represents structural inequality due to geographical and economic marginalization, where educational facilities are centralized in urban areas, leaving remote areas in limitation.

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