

ABSTRAK

Skripsi dengan judul “Wacana SARA Dalam Pemberitaan Pilgub DKI Jakarta 2017 (*Critical Discourse Analysis Norman Fairclough*) Pada Portal Berita Online *Tribunnews.com*” ini ditulis oleh Regita Farani Rahayu dan dibimbing oleh Dr. H. Nur Kholis, M.Pd dan Ibu Sukma Ayu Ragil Putri, M.I.Kom.

Penelitian ini berangkat dari kegelisahan penulis atas maraknya isu Suku, Agama, Ras dan Antargolongan (SARA) Pada Pilgub DKI Jakarta tahun 2017. Meski studi kasus mengenai Pilgub DKI Jakarta terbilang sudah lalu, namun Pilgub DKI Jakarta 2017 telah menjadi sorotan yang menarik sepanjang sejarah Pemilihan Kepala Daerah yang pernah dilakukan di Indonesia. Santer beredar kabar dari berbagai pengamat dunia politik, bahwa Pilgub DKI Jakarta tahun 2017 adalah representatif dari Pemilihan Umum (Pemilu) Presiden 2019 saat ini.

Rumusan masalah dalam penelitian ini adalah: (1) Bagaimana wacana SARA yang ditampilkan portal berita *online Tribunnews.com*?. Adapun metode penelitian ini termasuk dalam *library research*. Sumber data primer dalam penelitian ini adalah portal berita *online Tribunnews.com*. Sedangkan sumber sekunder adalah buku, jurnal, dan penelitian-penelitian lainnya yang relevan.

Hasil dari analisa data, penulis menyimpulkan: (1) Dalam pemberitaan, *Tribunnews.com* hanya mewawancarai partisipan berita (narasumber) yang mendukung interpretasinya terhadap suatu peristiwa. Dalam hal ini Norman fairclough menyebutnya *me-legitimate* pendapat narasumber yang kemudian didukung oleh banyak orang. (2) Teks berita yang berat sebelah. Dalam pemberitaan *Tribunnews.com* cenderung memberitakan satu sudut pandang saja padahal terdapat dua objek dalam pemberitaan. (3) Masih didapati unsur berita yang bersifat samar diidentifikasi. Seperti 5W1H yang harusnya ada dalam penulisan berita.

Kata Kunci: Media Online, *Tribunnews.com*, Analisis Wacana Kritis (*Critical Discourse Analysis*), Norman Fairclough, Pilgub DKI Jakarta 2017.

ABSTRACT

A thesis under the title "*SARA's Discourse in the Publication of the DKI Jakarta Governor Election 2017 (Critical Discourse Analysis Norman Fairclough) in the Tribunews.com Online News Portal*" was written by Regita Farani Rahayu and guided by Dr. H. Nur Kholis, M.Pd and Mrs. Sukma Ayu Ragil Putri, M.I.Kom.

This research departed from the researcher's anxiety over the issue of Tribal, Religion, Racial and Intergroup (*SARA*) issues in the DKI Jakarta Governor Election 2017. Although, the case studies on the DKI Jakarta Governor Election have been past, the DKI Jakarta Governor Election 2017 has become an interesting highlight throughout the history of Election Regional Head that has been carried out in Indonesia. It's widely spread out the news in the political world, that the DKI Jakarta Governor Election 2017 was a representative of today's Presidential Election 2019.

The formulation of the research problem in this study was: (1) How is the *SARA's* discourse displayed on the online portal of Tribunews.com?. The research method was included in the library research. The primary data source in this study was the online news portal Tribunews.com. While the secondary sources were books, journals, and other relevant research.

The results of data analysis, the author concluded that: (1) In news, Tribunews.com only interviewed news participants (resource persons) who supported their interpretations of an event. In this case, Norman Fairclough called it legitimating the opinion of the resource person who was later supported by many people. (2) News text that was biased. In the news from Tribunews.com, it tends to preach only one point of view even though there are two objects in the news. (3) There was still a faintly identified element of news. Just like 5W1H which should be existed in news writing.

Keywords: Online Media, Tribunews.com, Critical Discourse Analysis, Norman Fairclough, DKI Jakarta Governor Election 2017.