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Discursive Intertextualities of RuangGuru due COVID-19 by the Governor of Central Java

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ABSTRACT

The government decided to make temporary policies due to COVID-19 Pandemic. One of the policies is to close schools temporarily and conduct online learning. There are obstacles for people outside Java Island who have inadequate infrastructure concerning online learning, in other words, they are still struggling to apply online learning. Related to the problem in the time of COVID-19 the researchers try to analyze the news which was published by www.solopos.com entitled "Sekolah di Jateng Libur karena Corona, Belajar Pindah ke Ruang Guru?". The researcher uses Fairclough Discourse Analysis method to analyze the news. Besides, www.solopos.com wants to show concerns for its target community due to the government's unfairness. Even though it looks so common, the people of Central Java will easily know what is written not just asking questions, but also trying to convince whether, are they really using RuangGuru to help people around central Java? This research focuses on how we see what is happening in reality. The results, www.solopos.com has their personal importance which can be seen in the selection of vocabularies and their style of how they deliver to their readers, how they selected the attributes of nouns, and many discursive intertextualities which use conjunctions casualties.

Keywords: COVID-19, RuangGuru, Central Java Goverment, Discourse Analysis, www.solopos.com

ABSTRAK

Pandemi COVID-19 yang terjadi di awal tahun 2020 ini memaksa pemerintah kita membuat serangkaian kebijakan jangka pendek bagi masyarakatnya. Salah satunya adalah kebijakan yang dilakukan dalam bidang pendidikan adalah proses pembelajaran di rumah masing-masing secara online. Dalam proses pembelajaran secara online terjadi kendala tersendiri bagi masyarakat di luar Pulau Jawa yang memiliki infrastruktur yang kurang memadai. Berkaitan dengan keadaan tersebut tujuan dari riset ini adalah analisa pemberitaan www.solopos.com bertajuk "Sekolah di Jateng Libur karena Corona, Belajar Pindah ke Ruang Guru?" menggunakan metode Analisa Wacana Fairclough. Pada beritanya, Peneliti melihat didalam www.solopos.com juga menunjukkan bahwa mereka mempunyai keberpihakan kepada masyarakat akibat ketidakadilan pemerintah dalam mengambil keputusan dalam masa pandemi ini yang berkaitan dengan pendidikan. Meskipun terkesan biasa saja, masyarakat Jawa Tengah akan mengetahui bahwa berita yang ditulis tidak sekedar bertanya, tetapi juga mencoba meyakinkan apakah benar-benar menggunakan aplikasi RuangGuru? Maka urgensi dan fokus pada penelitian ini agar dapat melihat kebenaran yang sebenarnya tentang perkembangan Pendidikan yang sedang terjadi dipicu juga dengan adanya pandemi COVID-19. Hasil yang ditemukan adalah terdapat suatu kepentingan www.solopos.com yang terlihat dalam pemilihan kosakata dan gaya bahasa atau lingustik yang digunakan pada teks berita, dan atribut nomina yang dipilih serta perpindahan intertekstualitas yang banyak menggunakan konjungsi sebab akibat didalam pemberitaan media Solopos.

Kata Kunci: COVID-19, RuangGuru, Pemerintah Jawa Tengah, Analisa Wacana, www.solopos.com

INTRODUCTION

The COVID-19 pandemic forces the government to start thinking what is best for their people, various policies are made by the government as an example of social distancing and physical distancing which makes some community activities not function or run as they should (Chinmi et al., 2020). One of the activities that have an impact is included in the field of education. In recent times, the number of COVID-19 sufferers has increased very rapidly (Marta et al., 2020), forcing the government to take very drastic policies for school activities. One of the policies is to close schools. They must carry out the learning process online (Maulipaksi, 2016). The role of the government in solving problems had good records. For instance, one of the efforts was made through the Nawacita program to strengthen differences and restore the social spirit of a more harmonious Indonesian nation (Fernando et al., 2019), to the government's role in resolving a number of horizontal conflict resolutions in Kalimantan (Marta & Fernando, 2020). It was one of the examples where the government gave a good solution to their people.

In terms of technology, in this era, humans are required to be closer to technology (Marta & Christanto, 2015), and along with the development of technological advances, it requires humans to quickly adapt (Sya et al., 2020). Indonesia is a country that is trying to adapt itself to the times. Currently, there are many online learning platforms such as Zenius, Quipper, Kelase, Arkademy, and one of them is RuangGuru. The learning platform created by Indonesians, which created by two extraordinary young people named Adamas Belva Syah Devara and Muhammad Iman Usman in 2017, has long been used by Indonesian students to learn about materials which are not found in school, digitally. So, the change in learning styles from onsite to online is not a big obstacle during this COVID-19 pandemic, because most students, especially in the Java Island area, are already used to the online learning system. On the other hand, for people outside Java Island, it is still a homework for the government, because the infrastructure is inadequate to evenly carry out online learning (Jannah, 2020).

When the government finally decided to close schools and students studying online, various problems and controversies arose. Especially related to the selection of RuangGuru as the vendor chosen by the government to provide a digital-based learning platform to replace face-to-face learning activities which must be limited or temporarily stopped due to the pandemic. Even this controversy has been going on since the use of RuangGuru was discussed by the government (Bayu, 2020). One of the highlights is what happened in Central Java when the Governor of Central Java, Ganjar Pranowo, discussed a plan to use RuangGuru as an online learning tool.

Solopos (www.solopos.com) is one of the major media in Central Java Province with a "naughty" or exaggeration to discuss the online learning controversy using the title: "Schools in Central Java are closed due to Corona, and move to RuangGuru?" on Sunday, 15 March 2020. The people of Central Java know that what is being written is not a real question, but raises doubts about activities related to RuangGuru. In this case, www.solopos.com uses online journalistic techniques that can attract the attention of local readers who are familiar with their local culture (Agung et al., 2019), as well as framing that is directed at a specific goal which mass media usually use (Sya & Marta, 2019).

Researchers analyzed the news using Norman Fairclough's critical discourse analysis. Critical discourse analysis is a method which examines a discourse related to social 'stories' that play a role in the investigation, as well as questions the person's reasons for telling the story (Williamson & Johanson, 2018). Critical discourse analysis is a study of the dominant and subordinate discourses offered in society and explores ideas of resistance and dispossession of discourse among various social actors.

This means that discourse can produce an unequal power relationship between social class, men and women, majority, and minority groups where the differences are represented in social practice. This cannot be separated from the fact that culture and society are dialectically related to the discourse which is a form of social behavior (Susilo & Indira, 2018). The social practice referred to is the use of spoken and written language by journalists. Fairclough believes that social practice causes an interrelated relationship between events which are detached from perceived reality, and social structures (Cenderamata & Darmayanti, 2019). Language is formed by society from social relations and certain social contexts (Yunitasari, 2019).

METHOD

This research is in a critical paradigm using a qualitative approach based on Fairclough's Critical Discourse Analysis Method. Critical research is related to Marxism's critical epistemology in its research (Afifuddin, 2015). The critical paradigm views the existing reality as a pseudo-reality (Halik, 2018). The existing reality is not the real reality, but the result of all kinds of constructions carried out by the parties involved in it. The critical paradigm tries to define social science as a process that critically seeks to reveal the real structures of illusions, false needs that are visible from the material world intending to form a social awareness to improve and change the conditions of human life (Liem et al., 2019).

According to Fairclough Critical Discourse Analysis (CDA) is an interdisciplinary approach to discourse study that views language as a form of social practice and focuses on how social and political domination is reproduced in text and speech (Wibowo et al., 2019). Fairclough pays great attention to how to see language as an exercise of (Marta, 2015). Language causes existing social groups to fight and propose their respective ideologies. He assumed that the practice of discourse could have a belief effect (ideological).

Norman Fairclough's emphasis on conducting discourse analysis, a researcher must see the text as something that has a context either based on "process of production" or "text production"; "Process of interpretation" or "text consumption" or based on socio-cultural practices. Thus, to understand a discourse, researchers cannot avoid the context under study. To find the "reality" behind a text, it requires tracing the context of text production, consumption of text, and socio-cultural aspects which influence text-making. This confirms that a text cannot be separated from interests which are subjective or even have subjectivity (Risdianto & Malihah, 2018).

The second step is discourse analysis (mesostructured), which is the interpretation of the relationship between the discourse production process and the text. At this level, the main focus of the researcher is the aspects of text production and text consumption. Interpretation is carried out on discourse processing which includes aspects of income, distribution, and use of text. Some of these aspects have a more institutional character, while others are in the form of processes of use and dissemination of discourse. Concerning institutional processes, Fairclough refers to institutional routines such as editorial procedures involved in the production of media texts.

The third process is pursued by conducting a socio-cultural analysis or sociocultural practice (macrostructure), to describe the explanation of the relationship between the discourse process and the social process. At this level, the main focus of the researcher lies in the phenomena in which the text is created. This macro-level analysis is based on the opinion that the social context which exists outside the media affects the discourse created in the media. The room of news and journalists are not sterile fields or empty spaces, but are also largely determined by factors outside the media itself.

Ontologically, the critical paradigm sees reality as a historical-realism. A reality that can be understood was once characterized as flexible, but from time to time it was formed by a series of social, political, cultural, economic, ethnic and gender factors which then crystallized into a series of structures which are currently (inappropriately) seen as " real ", that is, natural and eternal. Furthermore, the critical paradigm is always dialogic and dialectical, methodologically (Adnan, 2018). The transactional nature of critical research requires dia-

logue between the researcher, as a research instrument and the research subjects. Discourse analysis research see the only important elements will be observed (Sopian, 2018). This research focuses more on digging in depth about the discourse in an article published by www.solopos.com on Wednesday, March 25 2020 entitled: "Schools in Central Java are closed due to Corona, Move to RuangGuru?" The researcher intends to dig deeper or look the essential about the discourse contained in the article. Furthermore, the reality of the media also plays an important role in news where internal (journalists) and external (editorial interests) play an important role in the news that is created (Kaban, 2015). It is undeniable that there are editorial interests related to the commodification of www.solopos.com which creates alignments, because the media needs a selling point for the sustainability of the company. Fernando and Marta (2018:57) explain which commodification is a value that should be like an example of culture shifting to a selling value or commodity for the benefit of companies or individuals.

RESEARCH FINDING & DISCUSSIONS

In the results and discussion section, the researcher will divide into three parts of the analysis. In the first stage, the microstructural analysis is aimed at seeing the linguistic elements of the news used on www.solopos.com where the researcher will see the discussion style used by the media. Afterwards, it is continued with the mesostructural dimension, in which the interpretation of the production process, discourse, and text becomes the basis for the analysis without removing the empirical evidence from the grammar of the news. Finally, macrostructural analysis is an explanation of the relationship between discourse processes and social processes which focus on the text of the news of www.solopos.com, where all these processes create a meaning that circulates and discursive phases in texts structure.

Figure 1. Solopos News March 15th, 2020
Source: (Saputra, 2020)

Microstructural Analysis

Based on the various linguistic elements used by www.solopos.com in reporting "Schools in Central Java are Closed due to Corona, Move to RuangGuru?" Several things mark the representation of the themes and figures involved in the news. This can be seen in several aspects, including the use of diction, the arrangement of sentences with a causal model, and the use of direct quotations from the sources.

In the critical discourse analysis carried out on the entire article, it was found that several keywords were used in producing discourse, including school, holidays, corona, RuangGuru, moving to study, learning scenarios. From some of these keywords, there is an interesting word, namely: RuangGuru. The dictionary refers to the RuangGuru, not by literally mean in the physical sense where the teachers gather and work. But it is a digital learning platform owned by one of President Jokowi's Special Staff, Adamas Belva Syah Devara. The choice of the word RuangGuru with a question mark ('?') At the back certainly invites questions: Is this a form of question or satire? The use of the question mark ('?') Is crucial. Without the question mark ('?'), The sentence will be an ordinary statement or simply inform. Meanwhile, when it is added with a question mark ('?'), The sentence has a different meaning, on how the media is questioning or even insinuating.

In terms of journalism, the title is a window display of news that represents what is in the news. It is precisely through the window that readers will glance at it, then choose to read it or not. There are at least two important things that can be seen from the title in the article. First, if the policy is taken, of course, it will have a significant effect on the continuity of the learning process for students and teachers throughout Central Java. Secondly, if it is true that the learning process is moved to RuangGuru, it will certainly cause controversy because of a conflict of interest. The process must involve significant state finances, while the CEO of RuangGuru is the President's Special Staff. A very unavoidable conflict of interest.

The article also includes several attributes for words with noun categories, such as online, positive, and new. The attribute 'online' is mentioned several times in this article, one of them in the sentence: "The Provincial Government (Pemprov) of Central Java (Central Java) is preparing online learning after deciding all schools throughout Central Java will be off for 14 days or two weeks" (source: www.solopos.com, March 15, 2020) Online diction can be interpreted as virtual, in this case, the learning process is planned to be carried out indirectly, face to face (Mahayoni, 2015) but virtually with internet technology which presupposes the adequacy of internet networks throughout Central Java because this is discouraged for becoming a new way of learning for school students throughout Central Java. The attribute 'positive' is found in one sentence, namely: "Ganjar admitted that currently his party is still tracking or tracing the physical contacts made by positive patients with the Coronavirus" The meaning of the word "positive" itself according to KBBI is certain; assertive; of course. But it can also be interpreted as indicating the presence of a disease, a certain condition. By referring to the sentence built in the article, it can be said that the Central Java government is still searching and tracking people who indicate the existence of the Coronavirus disease. Furthermore, the attribute 'new' which is attached to the noun in this article appears in the following sentence: "If there are new findings in tracking the coronavirus, schools may be closed dynamically." The word "New" itself can be interpreted as something that did not exist before. If it is attached to the noun 'finding', it means a finding that did not exist before. If you pay attention, the sentence is also a form of causal conjunction. The sentence "does not rule out the possibility that schools will be closed dynamically" is the result of the sentence "if there are new findings in tracking the coronavirus". The use of sentences with causal conjunctions has started from the compilation of the titles. Journalists compile a title with the sentence "School in Central Java is off because of Corona, Move to RuangGuru?". Besides these sentences, there are still a few sentences with causal conjunctions, including:

Table 1. Causality Conjunction Sentences

No	Sentences
1	*"The Provincial Government (Pemprov) of Central Java is preparing online learning after deciding that all schools in Central Java will be off for 14 days or two weeks. then the government has prepared online learning;*
2	*"To replace learning activities during holidays due to the Corona outbreak, Central Java Governor Ganjar Pranowo prepared an online learning scenario" due to the current Corona outbreak as a result of Central Java Governor Ganjar Pranowo preparing an online learning scenario. The conjunction "because" in the sentence also describes cause and effect;*
3	*"Teaching and learning activities [KBM] are off for 2 weeks, replaced online". The word conjunction while showing cause and effect which explains for 2 weeks the teaching and learning activities change online.*

Source: https://www.solopos.com/sekolah-di-jateng-libur-karena-corona-belajar-pindah-ke-ruang-guru-1052015

Based on some of the research data above, it can be seen that many conjunction sentences are used, even from the beginning of the writing the title has used intertextual causal conjunction which discursively has a specific purpose, namely the interests of the www.solopos.com media itself, namely economic, political and cultural interests. Also, as an objective to lead people's opinions through the reporting of RuangGuru where this opinion intends to show the media siding with an individual.

Mesostructural Analysis

This stage is a form of interpretation that aims to connect the discourse production process and text. At this level, the main focus of the researcher is the aspects of text production and text consumption. Interpretation is carried out on discourse processing which includes aspects of income, distribution, and use of text. These aspects represent the characters possessed by media institutions (Susilo & Indira, 2018). By analyzing the processes of production and consumption of text, basically we are looking at how the use and dissemination of discourse are carried out by the media institution itself. Fairclough himself emphasized that institutional routines, such as editorial procedures, which are involved in the production of media texts, are part of the practice of discourse (Maghvira, 2017).

Based on the media business in the Solo Raya area, www.solopos.com itself is an online news portal page and online articles founded by PT Aksara Solopos which also controls the

shares of PT. Solo Grafika Utama, Radio Solopos 103 FM, and Arena Sports Tabloid. Solopos.com is a part of Solopos Public Daily. The website www.solopos.com was launched on 19 September 2007 to coincide with the 10th Anniversary of the Solopos Daily. Currently, www.solopos.com is part of a media under the group of the Bisnis Indonesia Group. Now, www.solopos.com not only provides news about the Solo Raya area but national and global information.

Coming as a relatively new online media, www.solopos.com is determined to serve netizens around Semarang Raya, Madiun Raya, and Jogjapolitan with the latest information. All the information presented is packaged in an entertaining, simple, unique, and inspirational style, so that it has alluring and interactivity, presenting information differently. Establishing itself as a Creative Information Network or creative information network, so that www.solopos.com does not only provide news; but also presenting unique videos through Solopos.TV and Solopos TV Youtube Account, online shopping for Solo products through Tokosolopos.com, and space for netizens to express themselves and exist, Soloensis.com.

Solopos' vision is to be a trusted, main information provider with professional business management. Furthermore, the missions to be carried out include the following: 1). Forming competent and moral human resources; 2). Always provide balanced, accurate, and superior information. 3). The welfare of Solopos stakeholders.

Based on the description above, it can be seen that as a media, www.solopos.com is an online public daily that can influence public opinion around Solo area. The series of text production on www.solopos.com basically cannot be seen in blank space or viewed independently; rather, it is part of a production chain that institutionally involves journalists, editors, and so on. Therefore, the production of text carried out by www.solopos.com in the news' Schools in Central Java are Closed because of Corona, Move to RuangGuru? 'Must have gone through this long process and is in line with Solopos' mission to always provide balanced, accurate, and superior.

To reinforce this principle, www.solopos.com also selects reliable sources related to regional policies at the provincial level, namely the Governor of Central Java Province whose full name and title are H. Ganjar Pranowo, S.H., M.IP. As with existing journalistic ethics, the selection of sources is closely related to the capabilities and credibility of the sources (Achmad, 2016) and will also relate to how the media www.solopos.com will frame the news that will be conveyed to the public (Surahman, 2018). This is intended to strengthen; several direct quotes were also selected by the editor in this article. There are at least five direct quotes from Ganjar Pranowo. The selection of these sources is to prove that readers can have more confidence in the theme raised by www.solopos.com regarding the equaliza-

tion of the online system, where there will be a shift in the learning system to online, namely through RuangGuru or vice versa that there is a government interest in educational renewal.

Macrostructural Analysis

Analysis at this level is an explanation of the relationship between discourse processes and social processes. At this level, the main focus of the researcher lies in the phenomena in which the text is created. This macro-level analysis is based on the opinion that the social context that exists outside the media actually affects how the discourse is in the media. The newsroom or journalist is not a sterile empty space or space but is also largely determined by factors outside the media itself (Mandarani & Suwarta, 2017)

There are three things that are very influential on a media institution and its discourse, namely economy, politics (especially related to issues of power and ideology), and culture (related to values and identity) (Pirol, 2018). At the economic level, the news produced by www.solopos.com is closely related to the benefits that the company will get through this news. Not surprisingly, because www.solopos.com is an economic institution that rests on the goal of making as much profit as possible. Therefore, the selection of things that "offend" or "graze" power, namely matters relating to promises, threats, bribery, and extortion are things that can be sold in the markets of various segments of the reader (Haryono & Setyawan, 2019). In addition, readers like to read things that "flick" the government and describe social unrest (Suryono et al., 2019). The more information created by the media is able to invite many readers (one of which is by adjusting to market tastes), the advertisements will be scattered and have implications for maximizing the company's material profits.

At the political level, national issues regarding lockdown, criticism of the slow and stuttering handling, and calls for pushing the government to be harder and faster in dealing with the COVID-19 pandemic emerged at that time. As this difficult condition progressed, various news broadcasting national politicians criticizing and cornering the government was very frequent On the other hand, there were also many calls for solidarity and concern from various publics figure also came to the fore (Editor, 2020). Many media appear straightforward and courageous in publicly reporting the government's lack of response in dealing with the pandemic, including www.solopos.com. Several times, www.solopos.com has appeared more courageous in criticizing the government. At the cultural level, the way www.solopos.com chooses words cannot be separated from elements of Javanese culture. This reflects the characteristics of Solo people who mostly uphold Javanese culture (Suci, 2010), criticism does not need to be expressed in harsh words, with insults, or using striking

words. Criticism is carried out in soft words, simply by means of symbols or non-verbal language, or through satire. In this article, the question mark ('?') Chosen in the title is sufficient to describe the criticism itself. The '?' Marked in the title is sufficient to symbolize criticism of RuangGuru as an online learning organizer for students in Central Java. The news produced by www.solopos.com is closely related to the existence of the media itself in building its image as a media (Priyo Sadono & Fensi, 2015). If traced through this news, readers are led to the opinion that it provides a positive image on www.solopos.com as an active media and strengthens its existence in voicing the public interest. In addition, www.solopos.com is also considered to have the courage to demonstrate unfair practices that occur as a result of government policies, including conflicts of interest with RuangGuru.
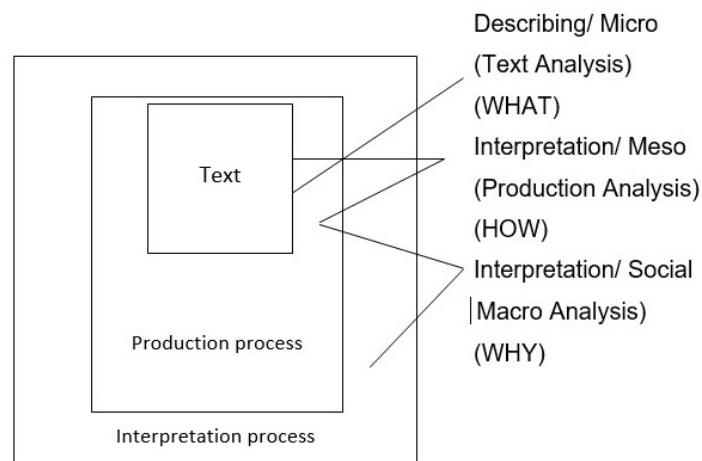

Figure 2. Norman Fairclough's Discourse Analysis Dimension
Source: (Tambunan et al., 2018)

In Figure 2, it can be seen that the dimensions of Norman Fairclough's discourse analysis are divided into three dimensions. The first is the microstructure where the analysis of the text is described carefully by the researcher in order to get an outline as a representation of the text. Second, the structure in this stage the researcher interprets the relationship between the production process and text discourse that focuses on text production and consumption. In the end, the researcher will enter into explaining the relationship between the discourse process and the social process in which the researcher focuses on the phenomenon in which the text is created, discursively. In other words, it creates discursive process on the news. This macro-level analysis is based on the social context that influences how discourse exists in the media. Why use Fairclough's theory because based on this theory the researcher can more deeply examine the linguistic dimension of reading in the media wherein this journal the researcher uses Solopos as the medium under study. To see semantics,

vocabulary, and direct sentences are also combined with social practices carried out by the governor of Central Java, making researchers interested and easier to research Solopos media which reports about the online system equalization plan. In the results of this discussion, the researcher found a very important relevance with regard to Indonesian education, wherein the era of COVID-19, the online system rose and became the main method of learning. In this case, Solopos as a media sees this opportunity as an advantage of media publication and uses the right language for its audiences.

CONCLUSION

From the analysis conducted by the researchers, it can be concluded that the news about the possibility of moving the whole school learning system in Central Java to the online learning system cannot be separated from the interests of www.solopos.com at the economic, political and cultural level. This can be seen clearly in the choice of vocabulary used in the news text, the attributes of the nouns chosen, and the intertextuality that uses a lot of causal conjunctions. Solopos through the online news portal www.solopos.com also has an interest in voicing and leading public opinion, that www.solopos.com also has sided with the community due to the government's injustice in making decisions. The conflict of interest that arose with the shift of direct learning to online learning through RuangGuru has become a discourse for www.solopos.com. The use of a question mark ('?') The title of the article reflects www.solopos.com's efforts to build discourse from the start of the article for readers to see. Furthermore, in an effort to strengthen the discourse building, www.solopos.com prefers to use a lot of direct quotes from sources and use causal conjunctions.

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discussed by other researchers. In addition, it is also hoped that this research will be able to become a reference for future researchers, developing research with more varied contexts in the future.

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