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Critical Discourse Analysis of Teun A. Van Dijk's Model against Online News "The Decline in Refinery Profits Threatens to Increase Oil Prices"

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ABSTRACT

This study aimed to describe the dimensions of the text of the Teun A Van Dijk' model in the text discourse online news "the decline in refinery profits threatens to increase oil prices". The rise of online media news coverage regarding the decline in refinery profits threatening the increasing oil prices interests the researchers in analyzing the discourse because the author considers that no mass media is completely neutral and objective. This research used a qualitative descriptive method with Teun A Van Dijk's theoretical framework of critical discourse analysis, because the Van Dijk's model also looks at the social cognition of the unit of observation and the social context in which the unit of observation occurs. The result of the research revealed that most of the dimensions of the text structure were met. Social analysis that is obtained was the decrease in refinery profits will cause new problems in public social life. For the textual analysis of macrostructure elements, the topic described a common theme of this online news which is "petroleum". In this news discourse, several elements of the microstructure were found in the form of background, detail, intent, coherence, conditional coherence, sentence form, and presuppositions.

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Keyword

Critical Discourse Analysis; Teun A. Van Dijk; Online News; Refinery; Oil Price

مستخلص البحث

هدفت هذه الدراسة إلى وصف أبعاد نص نموذج Teun A Van Dijk في نص الخطاب الإخباري على الإنترنت "انخفاض أرباح المصافي يهدد بزيادة أسعار النفط". صعود التغطية الإخبارية على الإنترنت بشأن تراجع أرباح المصافي التي تهدد ارتفاع أسعار النفط، يثير اهتمام الباحثين في تحليل الخطاب لأن المؤلف يرى أنه لا توجد وسائل إعلام محايدة وموضوعية تمامًا. استخدم هذا البحث أسلوبًا وصفيًا نوعيًا مع الإطار النظري لتحليل الخطاب النقدي لـ Teun A Van Dijk، لأن نموذج Van Dijk يبحث أيضًا في الإدراك الاجتماعي لوحدة الملاحظة والسياق الاجتماعي الذي تحدث فيه وحدة الملاحظة. أظهرت نتيجة البحث أن معظم أبعاد بنية النص قد تحققت. التحليل الاجتماعي الذي تم الحصول عليه هو أن انخفاض أرباح المصافي سبب مشاكل جديدة في الحياة الاجتماعية العامة. من أجل التحليل النصي لعناصر البنية الكلية، وصف الموضوع موضوعًا مشتركًا لهذه الأخبار على الإنترنت وهو "البترو". في هذا الخطاب الإخباري، تم العثور على العديد من عناصر البنية المجهرية في شكل الخلفية، والتفاصيل، والنية، والتماسك، والتماسك الشرطي، وصيغة الجملة، والافتراضات المسبقة.

تحليل الخطاب النقدي؛ Teun A. Van Dijk؛ أخبار على الإنترنت؛ مصفاة

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INTRODUCTION

Mass communication according to Bittner is a message communicated through mass media to a large number of people (Imran, 2012). This definition implies that mass communication is essentially a process of communication carried out by a mass media organization to an anonymous wide audience (SusyLOWATI, 2019). Discourse games are often targeted for consumption by many people. Therefore, mass media is the most effective medium of conveying information in the form of discourse to the public, both by individuals, groups, or government agencies. (Humaira, 2018; Musyafa'ah, 2017; Payuyasa, 2017). The mass media has a power that cannot be denied in today's information age, which is the power in constructing reality. The mass media has the power to cover various issues and bring them up so that it becomes an interesting public conversation. (Heryanto, 2018:44).

According to Saussure, our views and perceptions of reality are constructed by other words and signs used in social contexts. This view is reinforced by Paul Watson that the concept of truth embraced by the mass media is not the true truth, but something that people consider to be the truth (Alfaritsi et al., 2020). The mass media looks as if to be the one that determines truth. Thus, newsreaders have a tough task in responding to a news story. At least, the reader must have sufficient ability to filter news until it is close to the truth by looking at the news received not from one point of view only (Sari, 2019; Hasibuan, 2019).

One of the topics covered by the mass media on the www.cnbc.com page is the news about declining refinery profits threatening the increase in oil prices. Analysts say that in the spring, a predetermined wave of refinery maintenance is likely to have an impact on price declines (Bradshaw et al., 2019). High oil prices tend to reduce consumers and lower profit margins for refineries, which have turned raw materials into gasoline, diesel, and aircraft fuel (Colgan & Van de Graaf, 2017). Reuters data shows that in recent weeks the profit margins of refineries at major refining hubs on the US coast of the Gulf of Mexico and northwestern Europe appear to have seen drastic declines of more than 50 percent (Bradshaw et al., 2019). This has led to increase expectations that the operating levels of some refineries will be reduced. Oil prices have increased by more than 50 percent since June, while OPEC production and other producers from abroad have been reduced, causing world crude stockpiles to decline (Ederington et al., 2019). This caused crude oil inventories to drop drastically in 2017.

The rise of news in the mass media about the discourse makes researchers interested in analyzing the discourse. Teun A's critical discourse analysis technique. Van Dijk considers that no mass media is entirely neutral (Musyafa'ah, 2017). Because mass media is not just a free distributor of information, but mass

media is a subject that constructs reality, accompanied by views, support, and bias of ownership of certain groups to the media and dominate non-dominant groups (Fathan, 2018). Mass media is actually in the middle of a social reality that is full of interests, various facts, and conflicts (KhosraviNik & Unger, 2016). This is confirmed by research conducted by Cenderamata and Darmayanti (2019) which states that there are differences in the content of the news in four online media; detik.com, liputan6.com, tempo.com, and tribunnews.com. Each media presents the same news topic with different framing according to the motivation and idealism of the media.

Many discourse analysis models have been introduced and developed by several experts, but Van Dijk's model is the most widely used (Thobroni et al., 2021). This may be due to Van Dijk elaborating the discourse elements so that they can be used practically (Fitriana, 2019). Based on Van Dijk's view, critical discourse analysis is not only on the structure of the text because the structure of the discourse shows several ideologies, meanings, and opinions. In uncovering the hidden meaning in the text, an analysis of cognition and social context is needed (Mogashoa, 2014). The cognitive approach is based on the assumption that the text has no meaning, but that meaning is given by the language user, or rather the mental awareness process through the language user (Al-Saeedi, 2020), who are language learners who take advantage of learning the language (Nikmah, 2019). Primarily, every text is generated through prejudice, awareness, knowledge, or a certain event (Eriyanto, 2001: 260).

Therefore, the researcher wants to conduct a critical discourse analysis of the Teun A. van Dijk model on online news that the decline in refinery profits threatens to increase oil prices, which aims to describe the dimensions of the text of the Teun A. Van Dijk model in the text of online news discourse "the decline in refinery profits threatens to increase oil prices.". In this research, the novelty element of this research will be found, namely later the research will increase public awareness about certain news issues and shape public opinion. In order to create intelligence and maturity of thinking in sharing or receiving information, as well as to create positive opinions that can build an image or reputation for the institutions or organizations concerned.

METHOD

This study aimed to analyze how CNBC Arabia discourse about the decline in refinery profits threatens to increase oil prices. Following this objective, this study used a descriptive qualitative research method. A qualitative research method is a research procedure that produces descriptive data in the form of

written and spoken words about the nature of individuals, circumstances, symptoms of certain groups that can be observed (Moleong, 1994: 6). The qualitative-descriptive analysis in this study will be adapted to the theoretical framework of Teun A Van Dijk's critical discourse analysis. Therefore, the data analysis technique used an interactive model, as proposed by Miles & Huberman (2007:19-20), which consists of three analysis components, which are data reduction, data presentation, and conclusions drawing or verification.

The data processed was a news discourse in the media of *cnbcarabia* entitled "The decline in refinery profits threatens to increase oil prices". The subject in this study was *cnbcarabia*. While the object of this research was the discourses of decreasing refinery profits threatening the increase in oil prices. The analysis was carried out on three dimensions that became the object of research, namely the dimensions of the text, social cognition and also the social context (Haryatmoko, 2016). The text dimension is the arrangement of the text structure contained in the text. Social cognition is the view, understanding and mental awareness of making texts that make up the text. While the social context is knowledge about the situation that develops in the community that is pleased with a discourse (Aliyah, 2009).

Meanwhile, activities in qualitative data analysis are carried out interactively and continuously until complete, so that the data is saturated. The size of the data saturation is indicated by the absence of new data or information. Activities in the analysis include data reduction, data display, and conclusion drawing and verification (Miles & Huberman, 1984).

RESULTS & DISCUSSION

Social Analysis in Online News "The Decline in Refinery Profits Threatens to Increase Oil Prices"

The social analysis looks at how the text is further linked to the social structure and knowledge that develops in society over a discourse. The Organization of the Petroleum Exporting Countries (OPEC) is responsible for the recent rise in crude oil prices, which has caused refinery profits to decline. Analysts point out that in the spring, a predetermined wave of refinery maintenance is likely to have an impact on price declines. High oil prices tend to reduce consumers and lower profit margins for refineries, which have turned raw materials into gasoline, diesel, and aircraft fuel.

Reuters data showed that in recent weeks the profit margins of refineries at major refining hubs on the US coast of the Gulf of Mexico and northwestern Europe appear to have fallen by more than 50 percent. This has led to increase expectations that the operating levels of some refineries will be reduced. Oil

prices have risen by more than 50 percent since June, while output from OPEC and other producers from abroad has been reduced, causing world crude stockpiles to decline. The increasing oil demand that is not matched by an increase in its production causes a country to be threatened with an energy crisis. The decline in oil reserves is caused by two main factors, they are the exploitation of oil for years and the lack of exploration or geological surveys to find the latest oil reserves (Purwatiningsih & Masykur, 2012). This caused crude oil inventories to drop drastically in 2017.

However, oil refineries around the world continue to run at a level of stability to meet demand and maintain strong margins. The gap between rising oil prices and decreasing refining margins has increased oil stockpiles. If the consumption of oil continues to increase but is not balanced with the availability of existing oil, oil resources will be scarce. The impact that has occurred from the current imbalance between oil production and consumption, one of which is an increase in fluctuating oil prices (Dalimunthe & Rusydian, 2016)

In the last quarter of last year, the refinery reached its highest record because it managed to produce large amounts of oil at 81.5 million barrels per day. According to data from the International Energy Agency, this resulted in an oversupply of fuel and delivery to storage tanks after a year of vacuum. FGI, the agency for energy analysis and research, noted that fuel stocks in Europe, Singapore, and the United States increased by 27.5 million barrels in the first two weeks of this year.

Wood Markanzie stressed that rising oil prices are expected to lead to an increase in fuel stocks in the coming weeks. As happened in other countries mentioned (Nizar, 2012) from the demand side, the behavior of oil prices is influenced by world economic growth. Experience shows that the increase in demand for oil which then pushed up the price of oil was preceded by a fairly high global economic growth. This causes shipping companies to reduce the use of oil fuel and replace it with cheaper fuel. A European businessman said that oil refining profit margins appeared unstable. Consumers are asking for lower operating levels. The price of crude oil also affects the operating costs of refineries which consume more than 5 percent of raw materials when operating their units. The decline in crude oil prices will provide an opportunity for oil refineries to obtain larger margins because fuel prices do not fall immediately and demand remains (Widyastuti & Nugroho, 2020).

Refineries are expected to find support in the coming months, with planned closures of refinery maintenance activities that workers demand during the summer. However, it is likely to put further pressure on crude oil prices as demand slumps, while crude supplies should remain available. This year, most refineries in the Middle East especially Saudi Arabia will be closed for

maintenance, resulting in large quantities of fuel being pulled from the market causing margins around the world to increase.

The decline in refinery profits will cause new problems in the social life of the people in the country. Such conditions seem to make the people experiencing hardship more because it is difficult to run the economy, especially in the realm of household income. The cost of living is increasing, while in some countries it is not accompanied by an increase in job opportunities that allow the people to be increasingly squeezed by their economy.

Textual Analysis

The textual analysis in this article according to Van Dijk's theory includes macrostructure, superstructure, and microstructure, with the following description.

Macrostructure

The topic describes the general theme of this online news, which is "petroleum". The topic was supported by an explanation of refinery profits and the threat of rising oil prices. Each of these subtopics supports, strengthens, and even forms the main topic. This is Van Dijk's idea which is based on the view when journalists cover an event and view a problem based on a certain thought.

The macrostructure explains the global meaning of a text. In this case, the text is the theme of a news story (Nurlaily, 2019). The text can be observed based on the topic or theme contained in the news (Mukhlis, et al, 2020). In this macro structure, the views of journalists are expressed on how to see an event or phenomenon which is then appointed as an opinion in the news. The macrostructure of online news declining refinery profits threatens to rise in oil prices was raised in the middle of the news. The topic is an illustration of what journalists want to express in their reporting. This was done by journalists by inserting an explanation about the temporary state of reduced production of OPEC and other producers from abroad, followed by the consequences of this situation.

Superstructure

This superstructure in Van Dijk's view is seen as a whole coherent (Nurlaily, 2019). What is revealed in the first superstructure will be followed and supported by other parts of the news (Wirahyuni & Sudiana, 2020). As expressed in the following *lead*:

"The Organization of the Petroleum Exporting Countries (OPEC) is responsible for the recent rise in crude prices so that oil refinery profits decline."

The above discourse will be followed and supported by other parts of the news structure, which is *body* or body news.

"Analysts confirmed that in the spring, a predetermined wave of refinery maintenance is likely to have an impact on falling prices. High oil prices tend to

reduce consumption and lower refinery profit margins, which have converted raw materials into gasoline, diesel and aircraft fuel, ...etc.”

This news text has a plot from the introduction to the end, although it is not arranged in a linear framework like writing in scientific journals. The flow of this news is as follows: 1) *the headline* which is often called the title is often also equipped with a sub-heading, 2) *deadline* which consists of the name of the mass media, the place of occurrence, and the date of the incident, 3) *the lead* which is a sentence written in the first paragraph of a news story. This section is the essence of the news “The Decline in Refinery Profits Threatens The Increase in Oil Prices” which describes the entire news in brief, 4) *the body* or news body that contains the events reported in concise, clear language. The four plots show that the parts in the news are arranged and sorted to form a unified meaning.

Microstructure

In this news, discourse found several microstructures in the form of background, detail, intent, coherence, conditional coherence, sentence form, and presupposition (Ni Putu Santhi Widiastuti, 2020). *First*, the background of events written by journalists is that the price of oil has increased by more than 50 percent since June, while the production of OPEC and other producers from abroad has decreased. This setting is used to explain the cause of the drastic decline in crude oil that year. Sometimes the main purpose or content of the news is not shown in the text but can be known through the background presented. Readers can analyze the hidden intentions that journalists really want to convey.

Second, Details. This discourse element relates to the control of the information displayed by journalists. Journalists sometimes display only partial information that journalists think is beneficial and gives a good image. Others are implicit and hidden (Anggraini, 2018). Certain aspects are explained in detail and certain aspects are not mentioned. Those things that are hidden and not explicitly written are then analyzed in discourse analysis, including by using Van Dijk's theory. The data on the findings of the detail dimensions in the news texts analyzed in this study are as follows:

- (a) A wave of refinery maintenance has an impact on price drops
- (b) Refinery profit margins in major refineries have fallen drastically by more than 50 percent
- (c) However, oil refineries around the world continue to run at a level of stability to meet demand and maintain strong margins.

Based on the quote above, it can be stated that the piece of news text benefits the writer because the reader considers it to provide useful information. Readers agree with the author that the wave of refinery maintenance has resulted in price declines. This is caused by a decrease in demand for physical oil due to

maintenance activities (*maintenance*) of oil refineries around the world. Falling oil prices and energy demand have boosted company revenues and profit margins. However, oil refineries around the world continue to run at a level of stability to meet demand and maintain strong margins.

Third, meaning. The element of "intention" discourse is almost the same as "detail", but only the element of "intent" of seeing information that benefits the communicator will be described explicitly and clearly. Such explicit information can be seen from the Reuters data which showed the profit margins of refineries at major refining hubs on the US coast of the Gulf of Mexico and northwestern Europe which appeared to have fallen by more than 50 percent. This has led to increase expectations that the operating levels of some refineries will be reduced.

On the other hand, harmful information will be described implicitly and hidden. For instance, Reuters data showed that in recent weeks profit margins for refineries at major refining hubs on the US coast of the Gulf of Mexico and northwestern Europe appear to have fallen drastically. This has led to increase expectations that the operating levels of some refineries will be reduced. This information is stated implicitly, as it is considered to be harmful for readers.

In the context of online news, the "intent" element in the discourse above shows how journalists explicitly and covertly use certain language practices to accentuate their truth base that the US Gulf of Mexico and Northwest Europe seem to have experienced drastic declines, the percentage reaching more than 50 percent. Meanwhile, it also implicitly excludes another version of the truth, namely, the percentage of drastic declines experienced by the US, the Gulf of Mexico, and northwestern Europe is not presented.

Fourth, coherence. Coherence is the relationship or relationship between words or sentences in the text. Two sentences that describe different facts can be connected so that they appear coherent (Sholihah, 2018). The propositions of "world crude oil stocks have fallen" and "crude oil inventories have fallen drastically in 2017" are two valuable facts. The two propositions become causally related when connected with the conjunction "resulting" so that the sentence becomes "world crude oil stocks have decreased resulting in crude oil inventories dropping dramatically in 2017".

Fifth, conditional coherence. Conditional coherence is characterized by the use of clauses as explanations. There are two sentences here, they are (1) "reducing the profit margin of the refinery" and (2) the explanatory sentence, which is "converting raw materials into gasoline, diesel and aircraft fuel". The two sentences are connected by the conjunction "which". The second sentence functions only as an explanatory clause (a clause), so that the presence or absence of a clause will not reduce the meaning of the sentence. The clause

becomes a mirror of the communicator's interest because he can give good/bad information about a question. As one sentence says "refinery is expected to receive support in the coming months, with the planned closure of refinery maintenance activities that workers demand during the summer". The meaning of the sentence would not change if it were changed to "refinery is expected to receive support in the coming months, with the planned closure of refinery maintenance activities".

Sixth, the form of the sentence. Sentence form is a syntactic aspect related to logical thinking, which is the principle of causality. There is a subject and a predicate in every sentence. The form of this sentence determines whether the subject is expressed explicitly or implicitly in the news text (Sobur in Yana, 2015). The form of the sentence is not a matter of grammar, but the form of this sentence determines the meaning formed by the arrangement of the sentence. In the online news text that is being discussed this time, the majority of sentences have an active structure, for example:

Analysts assert that in the spring, a predetermined wave of refinery maintenance is
s p o
likely to have an impact on price declines.

In the sentence above, the subject is expressed explicitly in the text, namely "analysts". By placing "subject" at the beginning of the sentence, the statement above looks even clearer because there are several people who give affirmations, followed by what is emphasized that there is a possibility of a decline in prices in spring caused by a wave of refinery maintenance that has been determined.

Seventh, presuppositions. In this news, presumptions have emerged as follows:

"The refinery is expected to find support in the coming months, with the planned closure of refinery maintenance activities that workers demand during the summer. However, this will likely put further pressure on crude oil prices as demand slumps, while crude supplies should remain available."

The discourse element is a statement that is used to support the meaning of a text. Whether the phrase "planned closure of refinery maintenance activities" will put further pressure on oil prices. This element is an attempt to support the opinion by providing a premise that is believed to be true. This presumption comes with a statement that is considered reliable so that it does not need to be questioned.

Social Cognition

Van Dijk's critical discourse analysis is known as social cognition. Apart from looking at it from a linguistic perspective, Van Dijk also looks at it from a social cognition perspective; see how discourse can be formed and what influences writers when writing a discourse (Sriwimon & Zilli, 2017). There are several indicators seen in this social cognition, namely knowledge, culture, opinions, and attitudes (Rogers et al., 2016; Mohammed et al., 2019).

Some of these indicators are explicitly described by the author and some are implicit. Some of these indicators are obtained from the results of research studies on social cognition and several previous studies. Critical discourse analysis of social cognition aspects is carried out by the author by presenting some explicit and implicit knowledge and culture or public beliefs that influence the creation of critical discourse such as the surrounding culture which is still obsessed with good things.

From the observation of the news text about the decline in refinery profits threatening the increase in oil prices, the researcher found that the narrative in the news text raises public awareness about the issue of rising oil prices. Public awareness is the extent of public understanding of the importance of the issue and its implications for the public. In addition, news of this rising oil price serves to shape public opinion. According to the researcher, journalists tend to form a sense of concern and concern for the audience on several issues regarding the increase in oil prices that are covered. It can invite and lead the audience to accept that the issue is more important than other issues.

In addition to the two objectives mentioned above, the news presented in this online news also presents facts in outline while still being guided by the news elements. For example, in 2017, most refineries in the Middle East, particularly Saudi Arabia will be closed for maintenance resulting in large quantities of fuel being withdrawn from the market causing margins worldwide to increase. Whether or not the closure of oil refineries in the Middle East will create uncertainty for the public, especially oil entrepreneurs. However, after the authorities conduct a thorough investigation and then inform the wider community through this online news, the wider public can find out the cause of the certainty of this.

CONCLUSIONS

Social analysis showed that the decline in refinery profits will cause new problems in the social life of the people in the country. Such conditions, as if to make the people more squeezed. Furthermore, textual analysis on macro structural elements, topic describes the general theme of this online news,

namely “petroleum”. The topic was supported by an explanation of refinery profits and the threat of rising oil prices. Each of these subtopics supports, strengthens, and even forms the main topic. Equipped with a plot from the introduction to the end, namely headline, deadline, lead, body. There are also microstructural elements that appear in the form of background, detail, intent, coherence, conditional coherence, sentence form, presuppositions. First, the backdrop for the events that journalists write about is that oil prices have increased by more than 50 percent since June, while production by OPEC and other producers from abroad has decreased. Second, the details in the news benefit the writer because the reader considers it to provide useful information. Third, the purpose is to show how journalists explicitly and implicitly use certain language practices to highlight the basis of the truth that the US, Gulf of Mexico, and northwestern Europe appear to have experienced a drastic decline. Fourth is the coherence showed by two sentences that describe different facts can be connected so that they appear coherent. Fifth, conditional coherence is indicated by the use of clauses as explanations. Sixth, the form of the sentence is not a matter of grammar, but the form of this sentence determines the meaning formed by the arrangement of the sentence. Seventh, presuppositions. The discourse element is a statement that is used to support the meaning of a text. This presumption comes with a statement that is considered reliable so that it does not need to be questioned.

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