

LANGUAGE AS A MEANS OF MARGINALIZATION IN NEWS HEADLINE DISCOURSE ON SOCIAL MEDIA

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Abstract

This critical discourse study examines how language is used to marginalize certain groups in news titles published on social media. It focuses on linguistic elements, including words or terms, phrases, and sentences. As qualitative research employing discourse analysis methods, this study analyzes data from news headlines on social media or online media. Social media was chosen due to its widespread popularity as a source of information. Data analysis follows Fairclough's theory, which includes text description, interpretation, and explanation. The findings reveal that news headlines often use words, phrases, and sentences to marginalize specific societal groups. Marginalized groups include powerful entities such as government officials accused of legal violations and marginalized individuals such as women. The language used in these headlines frequently involves negative connotations or dysphemisms, which emphasize undesirable traits or behaviors. Additionally, question sentences are employed in headlines to further marginalize these groups. This analysis highlights how linguistic choices in news titles reinforce societal biases and marginalize both dominant and disadvantaged groups.

INTRODUCTION

Language has an essential role in human life. Language plays a critical role as a tool for communication (Sumadiria, 2005). As a means of communicating, language is used to convey events and express ideas, feelings, and desires to society or others. To understand what is related to the community, it is necessary to use language appropriately. Language use includes word selection and sentence use.

Regarding the role and function of language as a tool to communicate and interact, Halliday (1970) proposed several macro functions of language, namely *ideational functions* related to the process of language as a means of expressing ideas and ideas and a means to communicate something. *The interpersonal* part is concerned with the role and function of speech to maintain and improve social relations among people. *Textual function* deals with speakers' use of language in various situations and conditions. In addition to the three positions, in Seminar Politik Bahasa 1999, The function of Indonesian as the state language is added to three parts, namely the language of mass media, supporters of Indonesian literature, and enrichment of regional languages and literature (Alwi, 2003, p. 232).

As a language used in mass media, Indonesians need to pay attention to norms or ethics in journalism. Ethics related to journalistic language is that journalistic language follows standard rules and is general (Yurnaldi, 1992, p. 45). Some journalistic codes of ethics that need to be obeyed by news writers include the following. First, journalists or news writers must respect the public's right to correct information. Second, journalists must pursue ethical means of obtaining and broadcasting information. Third, journalists must respect the presumption of innocence, not mix facts and opinions, report balanced and impartial, and not plagiarize. Fourth, Indonesian journalists do not provide untruthful information, are defamatory and sadistic, obscene, and do not identify victims of moral crimes. Fifth, Indonesian journalists are prohibited from receiving gratuities related to the profession. Sixth, Indonesian journalists have the right to refuse to respect the embargo provisions and *off the record* according to the agreement. Seventh, Indonesian journalists immediately revoke and rectify if there are errors in the news (Nurudin, 2007).

Ethics in journalism, especially in news writing, is important in print and electronic mass media and social media. Nowadays, people use social media to get information. Social media is currently a communication medium that is very popular with the public because it makes it easier for everyone to get the information needed quickly. According to Bungin (2006), changes in people's mental and social attitudes cannot be separated from changes and technological developments. Technological developments, especially internal technology, can

change people's attitudes and behavior. Changes in people's attitudes and behavior include the desire to get information quickly and accurately. To get information quickly and accurately, people can read, view, and listen to news from various sources of information, including mass media and social media.

Mass media, in this case, includes social media, which is a medium of communication that can convey various information to the public. Bungin (2006, p. 72) said that mass media is a communication medium that provides mass information that can be accessed publicly and intended for the general public, not information that is only consumed privately.

Because of its function as a communication medium intended for the wider community, it is necessary to pay attention to how it is delivered and presented. For the message to be conveyed to the community, attention must also be paid to the use of language. Several things need attention regarding the language used in the news. Yurnaldi (1992) suggests the special characteristics of journalistic language. First, journalistic language is straightforward and does not have a double meaning. Exact means that the language used is direct to the target and avoids language that allows the reader to provide multiple interpretations. Second, journalistic language is simple, prevalent, and familiar. The language used is a common language that has been generally known. That way, it can be understood by readers who come from various circles. Third, it is concise. The language used is not verbose, which can express thoughts entirely and is full of information. Third, systematic in presentation. Fourth, systematic in presentation. Systematic presentation means regularizing the sequence of events in writing reports for communication. Fifth is the use of neutral language. Using neutral language means that journalistic language must be democratic; that is, it must be neutral, indiscriminating, and impartial.

As stated above, journalistic language must be neutral, impartial, and democratic. According to the journalistic code of ethics, the mass media should be unbiased and not partial. Neutrality of mass media is needed in conveying facts or events to the public. The detachment is that the media should refrain from taking sides in specific interests in getting facts and circumstances to the public. The media needs to be objective in delivering news to the public. Objective means that in news coverage, journalists are not biased and are impartial to specific interests (Nurudin, 2007). According to Roekhan (2010), the objectivity and neutrality of mass media are determined by the excellent measure of news extraction by journalists, whether or not news writing is good, and whether or not news management at the editorial desk is up to the presentation of the news to readers.

However, what has happened so far is that there is still an impartiality in news coverage and reporting. Objectivity and non-objectivity in news reporting are seen in the selection of subjects used as news sources and the use of language in the news. Using language in statements is no different from language in other discourses. Language is used to communicate messages to the public and construct social reality.

The headline is an essential part of the news that becomes the center of readers' attention before they read the entire content. By reading the headline, readers will get an initial picture of the information on the range of the news and the topic that is the subject of the word. News headlines are key. They are an essential part of the news that becomes the center of attention of readers who only have a little time to read the entire content of the information. The headline is published about the incident that will be discussed in the news content. Thus, the news title needs to be made as attractive as possible to make readers want to know the entire range of the news. News titles can move the reader's mind to a general overview of the news topic to be discussed. Some descriptions of good news titles include the following. A good news headline must meet several essential criteria to be effective. First, it should be provocative, meaning it needs to grab the audience's attention and interest them in reading the entire article. Second, it should be concise, ideally 4-7 words, and focus on the core information without being verbose. Third, the headline must be relevant to the news content, accurately reflecting the main message without straying from the core details. Fourth, it should be functional, with each word having a clear and precise meaning, standing alone without relying on other terms. Fifth, the language should be formal, avoiding long-winded or overly complex phrasing. Sixth, the headline should offer meaningful representation by capturing the essence of the news story. Lastly, it should be specific, using clear and exact words to convey the information accurately. A headline can effectively inform and engage readers by adhering to these principles (Kanaka, 2021).

As explained in the front, as an effort to attract a broad audience to read the news presented, the title contains provocative elements. To fulfill the provocative piece, news writers sometimes violate some things. Violations in writing news headlines are attempts to marginalize certain groups in society. This marginality is seen in the use of language, especially in the choice of words.

Research on the use of language in the media has been extensively conducted by linguistics and communication scholars. McCombs and Valenzuela (2020) emphasize that language in mass media is used to convey information and shape and influence public opinion. Language in mass media has the power to affect how society perceives certain issues. Another study by

Abdulmajid (2019) reveals that language in the news is often used to construct particular ideologies and can be utilized to control and dominate specific groups within society.

Research by Çoban (2018) also shows that mass media plays a crucial role in reproducing dominant ideology. The language used in the news, especially headlines, can influence how readers understand and interpret the events or issues reported. In the context of social media, the unethical use of language in news headlines can spread more quickly and have a broader impact due to the viral nature of social media. Tucker et al. (2017) also found that the language used in social media is often more direct and less controlled than in traditional media, exacerbating the effects of marginalization.

Although these studies have provided important insights into the use of language in mass media and social media, several gaps still need to be addressed. First, existing research has not extensively focused on the critical analysis of language use in social media headlines to marginalize specific groups. Second, previous studies have been more prevalent in traditional mass media. At the same time, the advancement of information and communication technology has significantly transformed the media landscape, especially with the emergence of social media. Third, limited research explores the impact of marginalizing language in social media headlines on public perceptions and attitudes on a broader scale. This study aims to fill these gaps by examining the use of language in social media headlines as a tool for marginalizing certain groups and its impact on society.

Based on the description in front, this study examines the use of language in an effort to marginalize certain groups in society contained in news titles on social media. Critical discourse analysis is used to uncover the language used to marginalize certain groups in society. This is the background of critical discourse analysis used to dissect the use of language containing marginalization elements.

Based on the description in front of the problem to be studied in this study, it is as follows: (a) language used in headlines in an attempt to marginalize certain groups in society; (b) groups in the community who are targeted for language marginalization in the news on social media. The objectives achieved in this study are as follows. (a) describe the language used in headlines on social media as an attempt to marginalize certain groups in society. (b) describe groups in society that are targeted for language marginalization in headlines on social media.

REVIEW OF LITERATURE

News in Critical Discourse Analysis

News is a means used to provide information or reports quickly to a wide audience through periodical media such as newspapers, radio, television, or the Internet (Sumadiria, 2005, p. 65). There is an underlying reason for the importance of reviewing the news. According to Burton (2008), news is the main source of information about the world. Many people believe everything informed by the news, although it does not rule out the possibility of bias in the news.

Bias means that there is still the possibility of news that tends to favor certain groups or groups. This is because journalists have different ways of interpreting and viewing an issue, are not neutral, and tend to favor certain groups. This is because journalists have a certain thing to fight for. According to Burton (2008), news written in newspapers or mass media that experiences bias is basically because there is no neutral or value-free communication. After all, journalists have support or views on certain people.

In critical discourse studies, news results from discourse battles between various forces in society involving the views and ideologies of journalists and media Eriyanto (2005). In the view of critical discourse, the news provides factual information about an event, something, or someone and contains certain constructions from journalists or media about an event (Roekhan, 2010). According to Eriyanto (2005), news can be used by certain groups to dominate other groups for certain interests. The words chosen and used are not neutral but have a specific purpose and importance. The meaning presented through words follows the wishes and interests of the media (journalists), including the interests of certain groups.

Furthermore, it is said that discourse is not only seen as a language study in critical discourse studies (critical discourse analysis). Critical discourse analysis views language as analytical material that differs from language studies in the traditional linguistic sense. The analyzed language describes linguistic aspects and is also related to context. Context is the situation and conditions in which the discourse is produced. Critical discourse analysis has five main characteristics: action, context, history, power, and ideology. Wodak and Meyer (2006) suggest principles in critical discourse analysis, namely critical discourse analysis specializes in social problems, has a close relationship with power, social and cultural contexts play a close role in shaping discourse, the influence of ideology in the language used, has a relationship with the historical context, and in its analysis requires interpretation and explanation. Hwia's (2010) view of critical discourse analysis is that the quality of a vital discourse will always be assessed regarding the ability to place text in a complete context. Discourse is no longer just a

series of words or propositions in a text but an idea, concept, and effect formed in a particular context so that it can influence the way of thinking and acting.

Based on the explanation in front of critical discourse analysis, it is no longer considered a politically neutral approach but a crucial approach that is politically aimed at the emergence of social change. The critical discourse analysis approach favors oppressed social groups. Critics seek to uncover the role of discourse practices in preserving unequal power relations to fight for radical social change (Jorgensen & Philips, 2007).

Language as a Means of Marginalization

Language in discourse is used as a means to marginalize certain groups in society. In marginalization, there is a bad portrayal of other parties or groups. In marginalization, there is no judgment between their side and ours. Many misrepresentations of marginalization occur in the news. For example, women are represented as not courageous, lacking initiative, and being irrational.

Marginalization refers to the social process by which a group or individual is pushed to the edge of society, limiting their access to resources, rights, and opportunities (Littman, 2022). This process often involves negative representation and discrimination, reinforcing their exclusion from the dominant social group.

The linguistic indicators or criteria of marginalization following Maritz (2022) include:

Euphemism: This practice involves smoothing meaning to make harsh realities appear more palatable. The media widely use euphemisms and initially found their place in cultural contexts to maintain politeness and societal norms. However, problems arise when euphemisms are employed to obscure negative realities, leading audiences to miss the true nature of certain situations.

Dysphemism: Unlike euphemisms, dysphemisms use derogatory language to emphasize negative realities. While euphemisms soften the actions of dominant groups, dysphemisms are often used to describe the actions of marginalized or lower-status groups, thereby reinforcing negative perceptions.

Labeling: This linguistic tool uses offensive terms to describe individuals, groups, or activities. Unlike euphemisms, which replace unflattering terms with milder expressions, labeling uses harsh language to degrade the subject. This practice not only harms the reputation of the targeted group but also enables those in power to justify certain actions against them.

Stereotyping: This involves associating specific traits, often negative, with a person, class, or set of actions. Stereotypes create representations filled with prejudice and subjective connotations, leading to a distorted and frequently detrimental portrayal of certain groups.

News on Social Media

As mentioned in the front, the news is the fastest report on an event or occurrence in society written by journalists. Generally, news is broadcast through periodical media such as newspapers, radio, television, or the Internet. Currently, internet media used to convey information about a fact or event to the wider community is social media. Mass media, in this case, includes social media, which is a medium of communication that can convey various information to the public. Bungin (2006: 72) said that mass media is a medium of communication that provides mass information that can be accessed *en masse*, intended for the public *en masse*, not information that is only consumed privately.

METHOD

The type of research used is qualitative. Some characteristics of qualitative research include the following. First, the data used in this study is natural in the form of text taken from news headlines from social media. Second, the data in this study is in the form of linguistic elements, namely the choice of words in the text of the news title. Third, the data in this study is descriptive in the form of words or phrases that do not prioritize numbers or statistical calculations. Fifth, in this study, researchers are the key instruments in data generation. Data generation does not use instruments such as questionnaires or question lists. The researchers act as an instrument to determine the data used in this study. Fifth, analyzing data starts when the data is collected and continues until the end of the research or during the process. This means that the analysis process is carried out from the moment the data is collected, and there is no need to wait until all the data is collected. The research characteristics are the types of qualitative research, as stated by Bogdan and Biklen (1982).

The data used in this study are linguistic elements, including words or phrases in news titles. Data in linguistic elements is taken from news titles written on social media. Marginalization events are carried out through the language used in writing news headlines.

The method used in data collection is the documentation method. This method was chosen because the data was in text documents of news titles published on social media. Data taken from news headlines on violence against women were collected during the study. The title of the news text can be news before the research is carried out or news during the implementation of research. Data collection from news headlines on social media was collected with the

following steps: a) Determine the media that contains news *online*; b) Choose a headline that contains elements of marginalization; c) Selecting data, filtering the selected headlines to ensure they align with the specific research problems and objectives. This involves a thorough review to ensure relevance and adherence to the criteria for marginalization; e) Ensuring the adequacy of the data by reviewing the collected headlines to confirm that they provide sufficient coverage and examples for a comprehensive analysis. This involves categorization (grouping the recorded and marked headlines into categories based on the type of marginalization observed (e.g., based on gender, race, and socio-economic status), verification (cross-checking the selected headlines with additional sources or through peer review to validate that the examples accurately represent marginalization), sampling adequacy (ensuring that the number of headlines collected and analyzed is sufficient to draw reliable conclusions. This involves statistical sampling techniques to ensure representativeness and comprehensive coverage).

The data analysis method used in this study is the critical discourse analysis method. The discourse analysis method views the text as a single body of content, not concerned with what one writes and says but with how and how it is said. The most important thing in this discourse analysis method is that this study describes the forms of language used in the headline text and explains why and for what purpose these forms are used. Therefore, the discourse analysis method developed by Fairclough is used as a reference for data analysis.

Discourse analysis developed by Fairclough (1997) has three dimensions: text, discourse praxis, and socio-cultural praxis. The analysis process has three stages: description, interpretation, and explanation. Description is the activity of describing by identifying text and classifying it. Interpretation is associating the form of language used with the process of text production. Explanation links the results of interpretation found with the socio-cultural context so that a complete and in-depth explanation is obtained about the reasons for the language chosen and used in writing titles by the media.

RESULTS AND DISCUSSIONS

Following the problems formulated, this study discusses the elements of language used to carry out marginalization practices in news titles.

Results

Use of Words

1. *Siapa Pemilik PT Bina Karya Yang Gudangnya Menimbun 500 Ton Minyakita?*

(Who owns PT Bina Karya, whose warehouse is hoarding 500 tons of Minyakita?) – Medius News, 8 February 2023

The headline in the data is from Medius News, and there are reports on oil hoarding by PT Bina Karya. The term used to describe the company's actions is *menimbun*, which means “hoarding” in English. According to the Big Dictionary of Indonesian (KBBI online), *menimbun* comes from the root word *timbun*. This word can be a verb (*menimbun*) or a noun (*timbunan*, *penimbun*). *Menimbun* means to stack or pile up things (KBBI VI Daring, 2016c). In this context, *menimbun* has a negative connotation and is used as a dysphemism. The media uses this term to describe illegal or unethical actions, often to criticize or discredit the dominant group. In this case, the term *menimbun* is used to highlight the dishonorable actions of PT Bina Karya's owner. Labeling or naming certain groups in society is a tactic used by the more powerful group against the less powerful one (Eriyanto, 2005). However, in this case, the media uses the term to portray the dominant group as marginalized (Derrida, 2002).

The term *menimbun* carries a strong negative connotation, suggesting greed and unethical behavior. Using this term for PT Bina Karya's actions casts the company negatively, linking it to criminality and immorality. This negative portrayal influences public opinion, creating a derogatory image of the company and reinforcing negative social and moral judgments.

2. *Diusulkan, Durasi Ibadah Haji Dipangkas Jadi 30 Hari*

(It has been proposed that the duration of the Hajj pilgrimage be cut to 30 days) – Kompas.com. News, 8 February 2023).

The data in question is a headline from Kompas.com.news dated 8 February 2023. It discusses the government's decision to *dipangkas* (cut) the duration of the Hajj pilgrimage. The term *dipangkas* is the passive form of the verb *memangkas*, which means “to cut.” Using the passive form can make the actor or the responsible party seem less visible or hidden. In this headline, the responsible party is not mentioned. Still, using *pangkas* (cut) implies that the reduction is being made by some powerful decision-makers, potentially suggesting that their actions are not entirely positive.

According to the Big Dictionary of Indonesian (KBBI), *pangkas* originally referred to cutting hair or trimming, as done by barbers. Over time, it has also come to mean cutting trees or other similar actions. Nowadays, it often carries a negative connotation, such as when referring to salary reductions (*memangkas gaji karyawan*) (KBBI VI Daring, 2016d).

The term *dipangkas* (cut) serves as a dysphemism with a negative connotation, implying a reduction that has harmful effects. Using this term to describe the shortening of the Hajj pilgrimage, the headline emphasizes its negative impact on its spiritual and cultural

significance. This framing marginalizes the change, portraying it as detrimental and unsatisfactory. It also negatively reflects on the decision-makers, suggesting they undermine an important religious practice. Thus, *dipangkas* not only describes the reduction but also reinforces it as an unwelcome change, contributing to its negative perception.

In some cases, words with negative connotations are often used to describe the physical state of women. It is shown in the following data.

3. *Setelah Lepas Hijab, Selegram Seksi Oza Luthfia Ceritakan Enaknya Jadi Sugar Baby Bule Inggris*

(After Removing Her Hijab, Sexy Influencer Oza Luthfia Shares the Perks of Being a Sugar Baby to a British Man) - Bestie.suara.com, Senin, 20 February 2023)

The headline from the online entertainment news reports on a social media influencer who foreign men admire. The term used to describe the influencer's physical appearance is "*seksi*" (sexy). In the Big Dictionary of Indonesian (KBBI), the meaning of "*seksi*" can vary depending on the context. In this case, it is an adjective referring to an appealing body shape or clothing (KBBI VI Daring, 2016g). Here, "*seksi*" is used to describe the body of influencer Oza Luthfia. The term "*seksi*" in this headline carries a negative connotation. In society, describing a woman as "*seksi*" often implies that her physical attractiveness overshadows other qualities and can suggest that she has a bad character. This word is frequently associated with objectification and can be used to symbolize symbolic violence (Roekhan, 2010).

Using "*seksi*" in this context reduces Oza Luthfia to her physical appearance and reinforces objectification. It highlights her body over her skills or achievements and links her to negative stereotypes (labeling and stereotyping). This portrayal emphasizes societal norms that value women mainly for their looks and sexual appeal, influencing public opinion to judge her harshly. It also restricts her societal acceptance and opportunities by framing her identity negatively. Thus, "*seksi*" not only describes her appearance but also marginalizes her by reinforcing negative social and moral judgments.

Symbolic violence is a latent and unconscious form of the subject, perpetrator, or object. This form of violence can be done through language that has negative connotations to describe the object subject to action, as shown in the case below.

4. *Alasan Richard Eliezer Dinilai Layak Dipecat dari Polri*

(The Reasons Richard Eliezer is Considered Worthy of Being Fired from the National Police) - kompas.com. 20 February 2023)

The data in front is taken from a news headline written on the *online* media, kompas.com on 20 February, 2023. The headline in front was used to describe the events of the ethics trial of the accused in the Brigadier Josua murder case. The verb used to describe the events

experienced by accused Bharada Eliezer is *dipecat* (fired). In KBBI, this word is a passive-form verb, which means to be dismissed from work (KBBI VI Daring, 2016e). The verb *dipecat* has a negative connotation. This verb also carries the meaning of dysphemism or roughing. Usually, in everyday life, this verb is used to describe actions taken by company leaders to provide rewards or punishments to employees who commit violations.

The term *dipecat* (fired) fits into the category of dysphemism. It uses a term with a strong negative connotation, often implying failure, incompetence, or serious wrongdoing. By using *dipecat* in this context, the sentence reinforces a negative perception of Richard Eliezer and his actions. This dysphemistic portrayal contributes to the marginalization of the subject by emphasizing negative behavior (being fired) and associating it with incompetence or misconduct, creating a derogatory image that can influence public opinion against Richard Eliezer. It reinforces the idea that Richard Eliezer is unworthy or incapable of holding his position within the National Police and contributes to his exclusion from the professional community, limiting his future opportunities within the field. Thus, *dipecat* describes an action and marginalizes Richard Eliezer by framing his professional status in a highly negative light, reinforcing social and professional judgments against him.

Violations committed by a person while the person concerned is carrying out a task using negative words, as shown in the data below.

5. *Dosen UII Raib dari Norwegia hingga Boston*
(UII Lecturer Missing from Norway to Boston) - *tvonenews.com*. 21 February 2023)

The headline from TV One News on 21 February 2023 reports on the disappearance of a lecturer from the Islamic University of Indonesia, who was later found in America. The term *raib* (missing) is used to describe this situation. According to the Big Indonesian Dictionary (KBBI online), *raib* means lost or vanished and carries a negative connotation (KBBI VI Daring, 2016f). In this context, *raib* implies that the lecturer's disappearance is mysterious or suspicious, generally associated with negative actions.

The term *raib* fits into the category of dysphemism due to its strong negative connotation, suggesting a disappearance under dubious circumstances. Using *raib*, the headline reinforces a negative perception of the situation and possibly the individual involved. This portrayal emphasizes the alarming and unusual nature of the lecturer's disappearance, potentially creating undue fear or suspicion. It negatively influences public opinion and can lead to unwarranted speculations or stigmatization. As a result, the term *raib* not only describes the lecturer's absence but also marginalizes him by framing the situation in a negative light, reinforcing social and professional judgments against him.

6. *8 Fakta Instruktur Senam Kepruk Kepala Suami Pakai palu di Ngawi*
(8 Facts About the Fitness Instructor Who Hit Her Husband on the Head with a Hammer in Ngawi) – detiknews. Wednesday, 22 February 2023

The headline in question reports a murder case in Ngawi, where a wife allegedly killed her husband. The term *kepruk* (hit) is used to describe the action. According to the Big Indonesian Dictionary (KBBI online), *kepruk* means hitting or striking with a tool and carries a strong negative connotation (KBBI VI Daring, 2016b). This term suggests a more violent or sadistic action compared to a milder term like *dipukul* (hit). The use of *kepruk* implies an exaggerated, extreme portrayal of the event. Given that the perpetrator is a woman, the use of this term may also question her physical strength to commit such a brutal act. The headline appears to marginalize the female perpetrator by framing her actions in a particularly negative and sensationalized light.

The term *kepruk* fits the category of dysphemism due to its harsh connotations, which emphasize the violence and aggressiveness of the action. This wording reinforces a negative perception of the fitness instructor and her conduct. It contributes to her marginalization by highlighting the brutality of the act, associating it with criminality, and creating a derogatory image that affects public opinion. This portrayal suggests her extreme behavior is unacceptable, leading to social and professional exclusion. Thus, *kepruk* describes the action and negatively frames the instructor's behavior, reinforcing social and moral judgments against her.

7. *Sri Mulyani Copot Rafael Alun Trisambodo dari jabatannya*
(Sri Mulyani Removes Rafael Alun Trisambodo from His Position) – bisnis.com. 24 February 2023)

The headline from bisnis.com, published on 24 February 2023, uses the term *copot* (removed) to describe the action the Minister of Finance took against a tax official suspected of legal and disciplinary violations. According to the Big Indonesian Dictionary (KBBI online), *copot* means to get rid of, which originates from Javanese and is synonymous with “dismiss” in this context (KBBI VI Daring, 2016a). The term *copot* carries negative connotations in this discourse. It is used to marginalize Rafael Alun Trisambodo, a tax official with questionable wealth and a son involved in legal issues.

The term *copot* fits the category of dysphemism, as it implies a negative, dismissive action. Using *copot*, the media reinforces a negative perception of Trisambodo's removal, suggesting incompetence or serious misconduct. This portrayal contributes to his marginalization by framing his removal as a necessary and justified action, influencing public opinion negatively, and reinforcing professional and social judgments against him. Thus, *copot* describes the removal and marginalizes Trisambodo by casting his situation in a highly negative light.

Use of Phrases

In addition to words, the use of phrases in news titles on social media that marginalize the bottom group, especially women, is still common, as in the following data.

8. *Deretan Artis Lawas Keturunan Belanda, Nomor 3 Blasteran Sunda Masih Jomblo di Usia 41 Tahun.*

(A List of Old-School Dutch Descent Celebrities: Number 3, of Sundanese Mixed Heritage, Still Single at Age 41) – iNews.id, Kamis 9 February 2023

The data presented is from an iNews headline dated 9 February 2023. The term *masih jomblo* (still single) is used to marginalize individuals in this headline. Derived from contemporary slang, *jomblo* means “alone” and describes someone without a partner or spouse (Asri, 2022). At 41, societal expectations generally suggest a person should be in a relationship or married. Therefore, describing someone as “still single” at this age implicitly marginalizes them by implying they are failing to meet these social norms. This form of marginalization, particularly when applied to women, represents a type of symbolic violence (Roekhan, 2009). Symbolic violence manifests in the labeling of individuals based on their relationship status, reinforcing societal judgments and contributing to their exclusion. Thus, the use of *masih jomblo* not only highlights the individual’s marital status but also marginalizes them by framing their situation negatively and reinforcing social stigma.

9. *5 Artis Lawas Masih Menjanda, Nomor 3 Primadona Era “90-an Pernah Pacaran dengan Brondong Beda Usia 15 Tahun*

(5 Old-School Celebrities Still Single: Number 3, a 90s Diva, Once Dated a Younger Man 15 Years Her Junior) – iNews, Rabu 8 February 2023

The phrase *masih menjanda* (still widowed) is used to describe women who have not remarried after separating from their partners. In Indonesian culture, *janda* (widow) is negative, implying personal inadequacy or failure to meet societal expectations about marital status. This term often labels women as deficient or unable to remarry, reinforcing negative stereotypes about long-term widowhood. By using *masih menjanda*, the phrase marginalizes women by framing their marital status in a derogatory manner, which can lead to stigmatization and social exclusion. This labeling describes their situation and contributes to their marginalization by reinforcing societal judgments.

10. *5 Pemuda di Bali Bunuh Pacar yang sedang Hamil karena Minta Dinikahi*

(5 Young Men in Bali Kill Their Pregnant Girlfriend for Asking to Get Married) - kompas.com. 8 February 2023

The data is from a news headline published on kompas.com on 8 February 2023. The headline describes the murder of a woman in Bali by several young men, noting that she was pregnant. The phrase *sedang hamil* (being pregnant) is used to describe the victim’s condition.

This phrase indirectly marginalizes the victim by implying a negative judgment. It suggests that the woman's pregnancy, which resulted from a relationship outside of marriage, somehow justifies or contributes to her victimization. The underlying issue with this phrasing is whether the victim's pregnancy makes her deserving of violence, which overlooks the responsibility of the perpetrator. In media discourse, such language marginalizes vulnerable groups, particularly women. Terms like *janda* (widow) or *jomblo* (single) can be symbolic violence, reinforcing negative stereotypes and impacting how the public perceives the case. Overall, the phrase *sedang hamil* in this context not only describes the victim's condition but also marginalizes her by linking her pregnancy to the violence she suffered, thus reinforcing harmful stereotypes and negative images that shape public understanding of the case.

11. *Anak Pejabat Pajak Pakai Pelat Bodong B-120-DEN, Polisi Telusuri Motifnya*
(Tax Official's Child Uses Fake License Plate B-120-DEN; Police Investigate the Motive)
– detiknews. 22 February 2023)

The headline on the data in front is taken from online media detiknews 22 February 2023. The headline in front is a headline about a child abuse case by a tax official. Phrases *anak pejabat pajak* refer to the perpetrator of the act. However, the perpetrator of the act is not named but implicitly used the phrase *pejabat pajak* as if discriminating against certain groups in society. In this case, the media mentions perpetrators who have taken actions to marginalize government officials. In cases of ethical or legal violations, words or phrases that mean dysphemism are often used to refer to actions or perpetrators. In these cases, language is used to marginalize upper or dominant upper groups, such as government officials. In deconstruction studies, the dominant groups become marginalized groups (Derrida, 2002).

The phrase *anak pejabat pajak* (tax official's child) fits into the category of labeling and stereotyping. It highlights the individual's connection to a tax official, implying negative associations or biases. Using this phrase, the sentence labels the individual based on their parent's profession, suggesting favoritism or a lack of accountability. It also stereotypes them by linking them to negative behaviors or potential corruption, affecting public perception. Additionally, it creates a derogatory image by emphasizing the familial connection, which can intensify scrutiny and negative judgments. Thus, *anak pejabat pajak* not only identifies the individual's relationship but also marginalizes them by framing their actions in a negative light, reinforcing social and professional judgments.

Use of Sentences

In some cases, question sentences are used to write news headlines. Some news titles that use question sentences include the following.

12. *Siapa Pemilik PT Bina Karya Prima Yang Gudangnya Menimbun 500 Ton Minyakita?* (Who Owns PT Bina Karya Prima, whose Warehouse is Stockpiling 500 Tons of Minyakita?) – Mediusnews, 8 February 2023)

The data up front is a headline taken from online news on social media on 8 February 2023. The title at the front uses the form of a question sentence. By using the form of question sentences, there is something that news writers want to hide, namely the perpetrator. The perpetrator who hoarded 500 tons of oil was hidden in the headline to make the public interested in reading the entire news. But behind writing news titles using question sentences, there are parties that the media wants to reveal their existence. The existence of oil-hoarding perpetrators is a figure who has power, namely the owner of the company or PT.

The sentence fits into the category of dysphemism. It implies a negative action by suggesting that the company is involved in hoarding or excessive accumulation of goods, which can be associated with unethical or greedy practices. This dysphemistic portrayal contributes to marginalization by emphasizing the negative aspect of stockpiling, which may imply wrongdoing or resource exploitation. It creates a derogatory image of the company and its practices, influencing public opinion against them. Furthermore, it reinforces that the company's actions are problematic or suspicious, potentially leading to social and professional criticism. By framing the company's behavior in a negative light, the sentence contributes to its exclusion and may impact its reputation and operations. Thus, it describes stockpiling and marginalizes PT Bina Karya Prima, reinforcing social and moral judgments against the company.

13. *Siapa Guru yang Bikin Mensos Risma Sujud di kakinya? Soal Hibah Lahan, Guru Tunanetra Ini Tagih Janji Risma* (Who is the Teacher Who Made Social Minister Risma Prostrate at His Feet? Regarding the Land Grant, This Visually Impaired Teacher Demands Risma Fulfill Her Promise) – JatimNetwork.com. 23 February 2023).

The headline on the data at the front describes the event when the Minister of Social Affairs visited an SLM school. Some of the headlines at the front use question sentences. Questions on the headline up front about teachers who make *Menteri Sosial bersujud*. Using question sentences as if the discourse of the news headline in front wants to corner or marginalize a teacher who makes *Menteri Sosial bersujud*. *Bersujud*, in this case, is the action that a person takes when apologizing for feeling that he has done something wrong. In the case ahead, *Menteri Sosial Bersujud* apologized for not being able to fulfill the wishes of teachers in SLB schools to obtain land grants. In the title front, there is a depiction of the teachers' bad actions to make *Menteri Sosial Bersujud* apologize. It is the teachers who always demand that all their needs can be met.

The sentence fits into the category of dysphemism and labeling. It conveys a highly negative and dramatic image by implying that the visually impaired teacher exerted such significant influence or pressure that a high-ranking official had to submit to them. This portrayal marginalizes the teacher by emphasizing the situation's dramatic and potentially humiliating nature, suggesting manipulation or undue influence. It creates a derogatory image by framing the teacher as someone who forced a prominent figure into a demeaning position, negatively impacting public perception. Additionally, it reinforces the idea that the teacher's actions are extreme or inappropriate, potentially leading to social and professional criticism. By framing the teacher's actions in a negative context, the sentence contributes to their exclusion and impacts their reputation and public standing.

Discussions

Marginalization is a concept deeply rooted in societal structures, often manifesting through the language and terminology used in media discourse. According to the Big Indonesian Dictionary (KBBI online), marginalization pushes certain groups to the edges of society, making them less visible or valued. This phenomenon is particularly evident in media discourse, where dominant groups frequently use language to reinforce their power and diminish the presence of lower or marginalized groups (Harjanti, 2013).

In media discourse, particularly news media, the choice of language plays a critical role in framing events or actions. This choice often reflects the dominant groups' underlying power dynamics and biases. For instance, in the context of terrorism cases in Indonesia, specific terms such as *teroris* (terrorist) and *residivis teroris* (terrorist recidivist) have been employed to describe individuals or groups involved in such activities (Harjanti, 2013, 2016). These terms carry strong negative connotations and serve to emphasize the perceived threat posed by these individuals, thereby marginalizing them further.

Such language can be seen as a form of marginalization because it not only labels individuals in a negative light but also reinforces their exclusion from mainstream society. By categorizing certain actions or individuals with pejorative terms, the media perpetuates a narrative that can lead to increased stigma and social ostracism.

Similarly, in news headlines on social media and online platforms, marginalization is often evident in the way language is used to describe certain groups, particularly women. For example, the term *janda* (widow) is employed in a derogatory manner to portray women in a negative light. This term can carry connotations of loss or failure, and its use in headlines may reinforce negative stereotypes about women who are single or without partners (Roekhan,

2010). Labeling women in this way is a form of symbolic violence, as it perpetuates negative societal views and diminishes their value and agency.

Moreover, the marginalization of women is not confined to terms related to relationship status. The broader societal attitudes towards women can be reflected through media language. For instance, news stories focusing on women's personal lives rather than their achievements or professional contributions can reinforce the idea that women are less valuable or relevant in public discourse. This form of marginalization subtly influences public perception and contributes to the ongoing struggle for gender equality.

In cases involving alleged legal violations, language choice also plays a crucial role in how individuals are portrayed. Terms like *copot* (removed), "*dicopot*" (dismissed), and *dipecat* (fired) are used to describe actions taken against individuals who are perceived to have violated laws or ethical standards. These terms often appear in the context of government officials or other prominent figures. Using such language can imply that these individuals are being held accountable for their actions. Still, it can also contribute to their marginalization by framing their removal as a necessary and justified action (Harjanti, 2013).

In contrast, when discussing members of dominant groups or government officials, the language used tends to be less critical or judgmental. This discrepancy in language reflects a broader societal tendency to protect or shield those in power from negative scrutiny. For instance, when high-ranking officials are involved in controversies, the language used in news reporting might focus on procedural aspects rather than moral or ethical judgments, thereby minimizing the perceived severity of their actions.

From a deconstructive perspective, this differential use of language highlights how power dynamics shape media discourse. Dominant groups, including government officials and other influential figures, are often portrayed in a way that mitigates their responsibility or culpability. This protective language maintains the status quo and reinforces the existing power structures, contributing to the marginalization of those who challenge or disrupt these structures (Ratna, 2005).

The concept of marginalization extends beyond the immediate impact of language on public perception. It also has broader implications for social inclusion and access to resources. For marginalized groups, such as women or individuals from lower socio-economic backgrounds, the negative portrayal in media discourse can influence their opportunities and treatment in various aspects of life, including employment, social interactions, and access to services.

In summary, marginalization in media discourse is a multifaceted issue that involves the strategic use of language to reinforce social hierarchies and power dynamics. Through the choice of terminology and framing, the media can perpetuate stereotypes, stigmatize individuals, and reinforce exclusionary practices. By critically examining the language used in news reporting and social media, we can better understand how marginalization occurs and work towards more equitable and inclusive representations. Understanding these dynamics is essential for addressing the underlying biases and working towards a more just and inclusive society.

CONCLUSION

The data analysis reveals that language used in news headlines on social media or online media often marginalizes certain societal groups. This marginalization is achieved through specific words, terms, phrases, and sentences. Dominant or upper groups, such as government officials or those suspected of legal violations, are frequently depicted negatively, with language that suggests wrongdoing or unethical behavior. Additionally, underprivileged and minority groups, including women, are also marginalized in news headlines. The language often reduces these individuals to stereotypes or emphasizes negative aspects of their identities, reinforcing societal biases and contributing to their marginalization. Overall, the choice of language in these headlines plays a crucial role in shaping public perceptions and reinforcing social hierarchies.

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