

CRITICAL DISCOURSE ANALYSIS OF SINGLE TUITON FEE INCREASE IN MASS MEDIA

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Abstract

News about student demonstrations regarding the impact of the increase in single tuition fees (UKT) after National Education Day has been widely reported, including in the mass media Tempo.co, Kalderanews.com, and Radarbanyumas.disway.id. It is certain that the perception and discourse of news from each mass media is different. Using Teun Van Dijk's Critical Discourse Analysis (CDA) method, this research aims to examine the discourse, social cognition and social context in mass media reports regarding the increase in Single Tuition Fees (UKT) in several State Universities after National Education Day on May 2 2024 . This research uses a qualitative method by collecting data through observing the three news stories and analyzing them using the Van Dijk CDA framework which includes macro structure, superstructure and microstructure (Semantics & Syntax). This study explains that the three news stories have the same topic, but the news is presented with different sub-themes and styles. These findings highlight that news articles depict students in a protest role, while universities and the Ministry as the guilty parties, indicating a lack of concern for students. This analysis highlights the role of the media in shaping public perceptions of the phenomenon.

Keyword: Critical Discourse Analysis Teun Van Dijk, Single Fee Tuiton, State University.

Introduction

Language is a human tool that absorbs things so that every phenomenon allows people to think that they know the ins and outs of what is in it (Afolayan &

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Alabi 2021). Language is the most important thing for mass media, through the use of language mass media can show their perceptions in conveying news. Today, Mass media has developed rapidly in various forms, both electronic and print. Online mass media, in the form of modern newspapers in digital format, has become an important tool in mass communication to convey general information and messages to the public (Saumantri, 2020). According to Andiyanti et al. (2022), newspapers or mass media are a very influential source of information in daily life to keep up with the latest news developments. The Big Indonesian Dictionary defines mass media as an official communication channel for spreading news and messages to the wider community. Therefore, it can be concluded that mass media is a communication tool to convey messages or information to the public. With advances in technology, digital mass media is becoming increasingly prevalent. Examples of digital mass media include Tempo.co, Kalderanews.com, and Radarbanyumas.disway.id. A few days after National Education Day on May 2 2024, these three digital mass media released surprising news regarding the increase in Single Tuition Fees (UKT) at several State Universities. This increase in UKT involved several well-known State Universities in Indonesia and quickly became a topic of widespread discussion. Mass media had an important role in news about the increase in Single Tuition Fee UKT during the celebration of National Education Day. Mass media or press, is a tool or means of conveying information to the wider community through mass media such as print and electronic media. Mass media can be divided into three types, namely electronic media such as television and radio, print media namely newspapers and magazines and finally online media such as the internet, streaming television and information that can be accessed via the internet. (Putra, 2019). Online mass media presents a variety of news and information based on facts and events occurring within society. It is considered the "third generation" of mass media, following print media and electronic media. Online mass media produces and distributes news and information through the internet. (Siswanto, et al, 2023). Online mass media, a modern form of newspapers in digital format, has become an essential tool in mass communication for conveying information and general messages to the public (Saumantri, 2020). According to Andiyanti et al. (2022), newspapers or mass media are highly influential sources of information in everyday life for keeping up with the latest news. Therefore, it can be concluded that mass media is a communication tool for delivering messages or information to the public. Digital Mass Media has recently been hotly discussing the issue of increasing the Single Tuition Fee (UKT) at several state universities. This issue started when Soedirman University increased its tuition fees which was deemed illogical. Then, this was followed by several campuses which also raised tuition fees in the near future. This makes Tempo.co, Kalderanews.com, Radarbanyumas.disway.id interested in discussing this issue. By conveying

messages to the public. This study will focus on news delivered by three digital mass media, namely:

1. "National Education Day Gift: UKT Increases on Various State Campuses" (Tempo.co, 5 May 2024),
2. "A Gift for the Month of Freedom to Learn, Student UKT Soars High, Are You Free?" (Kalderanews.com, 6 May 2024),
3. "National Education Day and Labor Day Demonstration, Students Highlight Unsoed UKT which Increased by IDR 50 Million" (Radarbanyumas.disway.id, 3 May 2024).

The researcher is interested in examining the discourse, cognition and context social present in these reports. In this study, the researcher employs Teun Van Dijk's Critical Discourse Analysis (CDA) theory to analyze the discourse and social cognition contained in these news articles. According to Marzuki (2021), Van Dijk's CDA not only focuses on text analysis but also views text as a product influenced by values beyond the text itself. Critical discourse analysis (CDA) plays a significant role in society by dissecting social phenomena and identifying the implicit interests within a text (Fadil, 2018). According to Ferlien and Ruma (2020), CDA is an effort or process of elaborating to obtain an explanation from a text (social reality) being analyzed by someone who undoubtedly has a specific purpose to achieve their desired outcome. Mudiawati et al. (2023) state that CDA is a language analysis method used to understand how language and text can be employed to create, maintain, or alter power and ideology within society. Kartikasari (2020) posits that CDA views language as a critical factor in examining how power imbalances in society are manifested. From these four expert opinions, it can be concluded that CDA is a language analysis method that plays an essential role in interpreting and dissecting texts to understand social realities and identify interests, purposes, and ideological influences in society.

Among the many discourse analysis models introduced and developed by scholars, van Dijk's model is the most widely used. This model was created by Teun Van Dijk. According to Marzuki (2021), Van Dijk's CDA does not merely focus on text analysis but views text as a product influenced by values beyond the text itself. Ratnaningsih (2019) describes Van Dijk's CDA as a discourse analysis technique that elaborates on discourse elements for practical application. The dimensions in Van Dijk's model are depicted in three dimensions: text, context, and social cognition. From these experts' views, it can be concluded that Teun Van Dijk's CDA sees text as a product influenced by external values, elaborates on discourse elements for practical use, and encompasses three dimensions: text, context, and social cognition.

Teun A. Van Dijk (2000) divides Critical Discourse Analysis into three levels, which include:

- (1) Macrostructure, which refers to the general meaning of a text that can be understood by examining the topic of the text.
- (2) Superstructure, which refers to the framework of a text.
- (3) Microstructure, where the meaning of the discourse can be identified by analyzing (a) semantics: setting, details,, presuppositions; (b) syntax: sentence structure, coherence, pronouns;

Previous relevant research for this study has also been conducted by Susanti et al. (2023) with the title "Critical Discourse Analysis of Teun A. Van Dijk's Model on Detik.Com and Kompas.Com News Texts About Citayam Fashion Week." This research focuses on the analysis of texts within the news coverage and does not discuss social cognition. Another relevant study was conducted by Kirana (2023) with the title "WACANA INTROVER DALAM KONTEN TIKTOK (ANALISIS WACANA KRITIS TEUN A VAN DIJK)." This research focuses on the social context present in the research object. Rosida (2021), in "Hashtag #Ghosting Sebagai Representasi Konten Tiktok: Analisis Wacana Kritis Teun A. Van Dijk," also conducted relevant research, focusing on the hashtag #Ghosting, thoroughly discussing text, context, and social cognition.

Research Metodology

Research methodology is an effort to investigate problems scientifically in order to collect, process and analyze data to solve problems or test hypotheses (Abubakar, 2021). In this research, a qualitative method is used which studies the condition of natural objects or phenomena and with the researcher as the main instrument. Data collection was carried out through triangulation to strengthen descriptive data, and data analysis was carried out inductively, emphasizing meaning rather than generalizations (Abubakar, 2021; Abdulssamad, 2021). This research analyzes objects using Teun Van Dijk's Critical Discourse Analysis technique, collecting data through observation, namely observing and recording the symptoms being investigated (Abdulssamad, 2021). Researchers will observe news regarding the increase in UKT in several universities to be analyzed using this technique. With research objects on three news stories Tempo.co, Kalderanews.com, Radarbanyumas.disway.id.

Result and Discussion

Table 1.

Kado Hari Pendidikan Nasional: UKT Naik di Berbagai Kampus Negeri. (Tempo.com)

Discourse Structure	Element	Analysis
Macro Structure	Tematik:Theme	Provides a comprehensive overview of the situation and responses to the tuition fee increase policy at various public universities in Indonesia, highlighting its economic

		and social impacts on students.
Superstructure	Scematic	Title: Kado Hari Pendidikan Nasional: UKT Naik di Berbagai Kampus Negeri
		Content: The 2024 Mendikbudristek decision on new UKT criteria sparked protests from UGM and Unsoed students. UGM students opposed the increase, while Unsoed secured a promise to revoke the policy. ITB explained the increase and installment payment options. UGM is reviewing UKT, and Unsoed plans to issue new regulations after consulting with Dikti.
		Closing: The Unsoed rector's promise to revoke the UKT increase policy and ITB's plan to offer installment payment options. This indicates that the issue is still ongoing and demonstrates the universities' responses.
Microstructure 1	Semantics;Setting, Presumption,Details	Setting:National Educational Days
		Details: Students from UGM and Unsoed protested against tuition fee increases, with significant objections and financial pressures leading to protests on National Education Day, prompting promises from the rector to revoke the policy and clarifications from ITB about adherence to regulations, while UGM and Unsoed review their fee policies and plan new regulations in consultation with Dikti.
		Presumption: Understanding of UKT, highlighting the importance of concern for educational issues, awareness of rising education costs, legitimacy of Ministerial policy, equity in access to higher education, and the role of students in activism.
Microstructure 2	Syntax: Sentences structure,Coherence,Pronouns	Sentences Structure: The sentences in the text are systematically structured, starting with an introduction until conclusion with a summary of actions and future plans, all presented in an objective, informative, and fact-based style.
		Coherence: The coherence is evident through smooth transitions, presenting information in a logical sequence, and clear topic separation based on discussed universities, facilitating understanding of specific situations, while maintaining consistency in theme and reinforcing the main idea of student objections to tuition fee hikes throughout the news.
		Pronouns: "Kita" and "Mereka": Employed in direct quotes to represent student groups (e.g., "kita" used by students

		speaking on behalf of their group). "Dia": Utilized to refer to specific sources when introducing or quoting their statements.
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Table 2.

Kado Bulan Merdeka Belajar, UKT Mahasiswa Melambung Tinggi, Sudahkah Merdeka? (Kalderanews.com)

Discourse Structure	Element	Analysis
Macro Structure	Tematik:Theme	The increase in Single Tuition Fees (UKT) at various universities in Indonesia, which sparked protests and debate among students, academics and the public.
Superstructure	Scematic	Title: Kado Bulan Merdeka Belajar, UKT Mahasiswa Melambung Tinggi, Sudahkah Merdeka?
		Content: The news describes incidents of UKT increases at various universities, including student reactions and protests, university responses, as well as news related to government policy in determining the UKT amount
		Closing: The increase in UKT has sparked concerns about increasingly difficult access to education for many students, while also showing dissatisfaction with government policy in determining UKT rates. This closing brief summarizes the issues discussed in the news and provides final thoughts on the implications of the UKT increase.
Microstructure 1	Semantics;Setting, Presumption,Details	Setting:National Educational Days
		Details: This news includes the date of the protest, the number of students surveyed, a statement from the Chancellor of Unsoed, and an explanation regarding the division of UKT groups at ITB. These details help strengthen the argument and give weight to the news narrative.
		Presumption: This news contains the presumption that the increase in UKT is burdensome for students and that student protests are a natural and legitimate response to this policy. It is also assumed that the UKT increase policy is contrary to the spirit of Independent Learning.

Microstructure 2	Syntax: Sentences structure,Coherence,Pronouns	Sentences Structure: uses a chronological structure with an introduction to the problem at the beginning, followed by a description of the incident and responses from various parties, and ends with the latest information regarding UKT policies.
		Coherence : News coherence is seen in the arrangement of information that flows from one part to another logically. Each paragraph is related to each other and supports the main theme about the increase in UKT and student reactions.
		Pronouns: Using pronouns such as "mereka" refers to students, and "kampus" or "universitas" refers to educational institutions, helps clarify the subject and object in the sentence and keeps the narrative flow clear.

Table 3.

Demo Hardiknas dan Hari Buruh, Mahasiswa Soroti UKT Unsoed yang Naik hingga Rp 50 Juta. (Radarbanyumas.disway.id)

Discourse Structure	Element	Analysis
Macro Structure	Tematik:Theme	Students stage demonstrations commemorating International Labor Day and National Education Day related to the adjustment of UKT fees, which are considered burdensome.
Superstructure	Scematic	Title:" Demo Hardiknas dan Hari Buruh, Mahasiswa Soroti UKT Unsoed yang Naik hingga Rp 50 Juta"
		Content: about student demonstrations related to the increase in UKT fees, which are considered burdensome.
		Closing: It concludes that students consider the current education system to be difficult.
Microstructure 1	Semantics;Setting, Presumption,Details	Setting: National Educational Days
		Details: The current education system is difficult, with UKT cases at Unsoed reaching 50 million.
		Presumption: There is an assumption that decent education is difficult to obtain, and there is dissatisfaction with government regulations regarding education costs.
Microstructure 2	Syntax: Sentences structure,Coherence	Sentences Structure: The news is in the form of a narrative about student demonstrations.

	nce,Pronouns	
		Coherence: The news is continuous, starting from the student demonstrations to the conclusion with a summary.
		Pronouns: The use of pronouns "kita" and "mahasiswa" to refer to the student group in general.

Macro structure

The macro structure in Teun A. Van Dijk's model contains the general meaning of news which can be analyzed from themes or topics (Setiawan, 2022). The themes or topics of the three news stories Tempo.co, Kalderanews.com, Radarbanyumas.disway id have in common, namely the increase in UKT at several state universities. However, the sub-themes contained in the three are different.

Explanations of the three sub-themes contained in the online news Tempo.co, Kalderanews.com, and Radarbanyumas.disway.id are as follows.

1. The first news item on Tempo.co has a sub-theme regarding the action against the increase in single tuition fees (UKT) at state universities which was caused by the Minister of Education, Culture and Research and Technology Regulation.
2. The Kalderanews.com news has a sub-theme about actions that took place as a form of rejection of the single tuition fee (UKT) increase.
3. The third news covered by Radarbanyumas.disway.id has a sub-theme about demonstrations carried out by Soedirman University students.

Based on the findings above, the three news stories have the same topic, but different sub-themes and are presented with different delivery styles. It can be concluded that these three pieces of news fulfill Teun Van Dijk's microstructure requirements.

Superstructure

Supra structure (Schematic) is the author's strategy to support the general meaning by providing a number of supporting reasons that are arranged (Pramitasari and Khofifah, 2022). Superstructure analysis examines the framework of a text, such as the introduction, content, conclusion and conclusion as contained in a discourse (Fadli, 2018). The superstructure includes a schematic unity of various interconnected schema elements (Setiawan, 2022). It can be concluded that superstructural is an analysis that discusses the schematics contained in the discourse.

Based on the results of the analysis of the news text, the researcher found that:

- 1.The first news from Tempo.co, The title is ,Kado Hari Pendidikan Nasional: UKT Naik di Berbagai Kampus Negeri, have a content The 2024 Mendikbudristek decision on new UKT criteria sparked protests from UGM and Unsoed students. UGM

students opposed the increase, while Unsoed secured a promise to revoke the policy. ITB explained the increase and installment payment options. UGM is reviewing UKT, and Unsoed plans to issue new regulations after consulting with Dikti, and conclusion is The Unsoed rector's promise to revoke the UKT increase policy and ITB's plan to offer installment payment options. This indicates that the issue is still ongoing and demonstrates the universities' responses.

2. Kalderanews.com in second news, the title is Kado Bulan Merdeka Belajar, UKT Mahasiswa Melambung Tinggi, Sudahkah Merdeka?, with content The news describes incidents of UKT increases at various universities, including student reactions and protests, university responses, as well as news related to government policy in determining the UKT amount. And closing part is : The increase in UKT has sparked concerns about increasingly difficult access to education for many students, while also showing dissatisfaction with government policy in determining UKT rates. This closing brief summarizes the issues discussed in the news and provides final thoughts on the implications of the UKT increase.

3. Radarbanyumas.disway.id with title Demo Hardiknas dan Hari Buruh, Mahasiswa Soroti UKT Unsoed yang Naik hingga Rp 50 Juta, and content is about student demonstrations related to the increase in UKT fees, which are considered burdensome. And closing is that students consider the current education system to be difficult.

Based on these three analyzes it can be seen that all three have different placements. Tempo.co believes that Permendikbudristek is the basis for the drastic increase in single tuition fees (UKT). Kalderanews.com positions itself to support the actions carried out by students as a form of self-defense. Radarbanyumas.disway.id places itself in the middle and does not take sides with any party. It can be concluded that the three news items have their own views on the issues that occurred.

Microstructure 1 (Semantics)

Microstructure 1 includes elements of background, details, and presuppositions that present the events in the news about the increase in single tuition fees (UKT) at several state universities. The following is the analysis found in news articles from Tempo.co, Kalderanews.com, and Radarbanyumas.disway.id.

1. The time setting in all three news articles is National Education Day.
2. The detail elements in the news from Tempo.co and Kalderanews.com focus on the demonstrations carried out by students from Gajah Mada University (UGM) and Jenderal Soedirman University (UNSOED) against the increase in single tuition fees (UKT), which are considered illogical and inconsiderate of students' financial situations. These digital mass media also reveal facts about the increase in single tuition fees (UKT) at several state universities.

For instance, 70% of students at Gajah Mada University (UGM) object to the increase in single tuition fees (UKT). At UNSOED, it was found that the tuition fee for the International Nursing Program increased fivefold from idr. 9,000,000 to idr. 52,000,000 (Tempo.co, 2024).

3. The presupposition element in the first news article assumes that this issue arises due to the Ministry of Education and Culture's regulation on tuition fees. Kalderanews.com, the second news source, assumes that the students' protests are a natural response because this illogical increase is seen as contrary to the spirit of independent learning. Radarnews.disway.id assumes that high educational costs make quality education difficult to obtain, especially with government regulations that are considered unsatisfactory to the public.

The background, details, and presuppositions in the news texts indicate that the news writers are attempting to frame the student demonstrations on National Education Day as a response to the increase in single tuition fees (UKT) at several state universities, which is seen as a result of the 2024 Ministry of Education and Culture regulation that disadvantages students. This aligns with Merentek et al. (2023), who state that microstructure analysis 1 aims to explain the meaning emphasized in the news text.

Microstructure 2 (Syntax)

Microstructure 2 focuses discussion on the realm of syntax. The syntax in question is the choice of words used by journalists in presenting news texts (Setiawan, 2022). The first news article is systematically structured from introduction to conclusion in an objective and informative manner. The second news article uses a chronological structure starting with the problem, describing the incident, and ending with the latest information. The third news article is in the form of a narrative about student demonstrations. The three news stories show good coherence with a logical and flowing arrangement of information. The first news story has smooth transitions and clear topic separation, the second news story shows an interrelated flow of information between paragraphs, and the third news story presents continuity from the student demonstration to the conclusion. All three news stories use pronouns in the writing of the news. The first news article uses the pronouns "kita" and "mereka" to represent student groups, and "dia" to refer to specific sources. The second news article uses "mereka" to refer to students, and "kampus" or "universitas" to refer to educational institutions, clarifying the subject and object in sentences. The third news article uses "kita" and "mahasiswa" to refer to the student group in general.

Based on the description above, it can be concluded that the three news items fulfill microstructure element 2 (syntax), namely sentence structure, coherence and pronouns.

Social Cognition

According to Eriyanto (2011), there are at least four types of social cognition schemas: 1) Person schema, 2) Self-schema, 3) Role schema, and 4) Event schema. The schema relevant to the three news reports is the role schema. This aligns with the content and details from Tempo.co, Kalderanews.com, and Radarbanyumas.disway.id, where students protested against the illogical increase in the single tuition fee (UKT) at several universities, demanding the cancellation of the increase. Each media outlet interpreted this phenomenon using their unique style of language. This phenomenon teaches us to make wise decisions by considering the welfare and economy of the students under guidance.

Social Context

Social context refers to social conditions and realities in society outside the media, which influence and are influenced by texts (Fauzan, 2013 in Nurhayati and Sukarno 2022; Assidik and Dianastiti, 2015). Social context is used to understand phenomena in society which is then absorbed by the creator as knowledge to build discourse (Kirana, 2023). The social context in these three news items shows that the 2024 Minister of Education and Culture Regulation is the basis for several state universities to increase single tuition fees (UKT) up to five times, which is considered illegal and burdensome. Students responded with protests, demanding a review of fee increases that were not accompanied by improvements in facilities. Media such as Tempo.co, Kalderanews.com, and Radarbanyumas.disway.id highlight this phenomenon by showing support for students who experience injustice due to the UKT increase.

It can be concluded that this research is new from previous research, where this research covers a complex of all aspects contained in Teun Van Dijk's Critical Discourse Analysis theory. Using this study proves that the three news stories in the mass media fulfill the Critical Discourse Analysis Theory, where there is microstructure (semantics & syntax), macrostructure, superstructure, social cognition and social context. Shows the novelty of research on Critical Discourse Analysis theory which was previously carried out by Susanti et al. (2023) with the title "Critical Discourse Analysis of Teun A. Van Dijk's Model on Detik.Com and Kompas.Com News Texts About Citayam Fashion Week." Which only focuses on the analysis of texts within the news coverage and does not discuss social cognition. Also other research conducted by Kirana (2023) with the title "INTROVER DISCOURSE IN TIKTOK CONTENT (CRITICAL DISCOURSE ANALYSIS OF TEUN A VAN DIJK)." Which only focuses on the social context present in the research object.

Conclusion

The results of research from three mass media regarding the increase in UKT at several state universities on National Education Day show that all three meet

Teun Van Dijk's critical discourse analysis, which includes macrostructure, superstructure and microstructure. These three news stories have the same topic but are presented with different sub-themes and styles. News perspectives also vary, but all indicate that the author is trying to frame the student demonstration as a response to the increase in UKT due to the latest regulations issued by the Ministry of Education, Culture, Research and Technology which are detrimental to students. Social cognition analysis shows that these news stories tend to depict the role of students protesting and universities raising fees. The image of the university and the Ministry of Education was tarnished because it was deemed not to consider students. Overall, this phenomenon reflects students' response to the increase in UKT which is considered unreasonable and too drastic.

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