A Critical Discourse Analysis on Instagram @Sajak Maluku based on the Van Dijk's model

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Abstract

This research discusses critical discourse analysis based on Van Dijk's theory on the Instagram account of @Sajak_Maluku. It aims to explain the theme and moral lessons embedded in the discourse on the Instagram account of @Sajak_Maluku. This was descriptive qualitative research. The data source in this research was the Instagram account of @Sajak_Maluku. The technique of data collection was done by documenting the screenshots of the images containing the discourse on the @Sajak_Maluku Instagram account. Furthermore, the discourse was analyzed using the critical discourse analysis method with a content analysis model based on Van Dijk's theory. The critical discourse analysis method was carried out to explain the hidden purpose in the discourse, while content analysis aims to explain the content of the discourse. The results of this research show that there are two themes in the discourse on the @Sajak_Maluku Instagram account from June 1 until June 10, 2022, which are self-reflection and religious themes. Moral values which can be concluded from religious themes are how we have to be thankful for our everyday life, and we have to keep praying for everything from self-reflection theme is advice to ourselves in relation to what we face every day.

Keywords: *Critical Discourse Analysis, Discourse Theme, Moral Lesson*

INTRODUCTION

Discourse is a type of spoken communication. Discourse, as one of the language elements, is the most complete and complex. Phonemes, morphemes, words, phrases, clauses, sentences, and paragraphs are examples of supporting units in a full essay (Mulyana, 2005). Discourse can be divided into two types: written discourse and verbal

discourse. As Payuyasa (2017) explains, discourse can be presented to the interlocutor with a variety of intentions. Speakers can convey various types of opinions or thoughts verbally and in writing through discourse. The word wacana, which means discourse, is derived from the Sanskrit words wac / wak / vak, which mean 'to say' (Douglas in Mulyana, 2005). According to Suciartini (2017), critical discourse analysis (CDA) requires the study of discourse contexts such as setting, situation, event, and condition. In this case, discourse is understood, produced, and analyzed in specific contexts. CDA also investigates the context of communication, including who communicates with whom and why, the type of audience and situation, the medium used, how the different types of communication develop, and how the differences are created by each party. In this case, language is understood in its entirety.

The critical discourse analysis method developed by Teun A. Van Dijk was used in this study. This discourse element is divided into three levels by Van Dijk: macrostructure, superstructure, and microstructure. Despite the fact that they are made up of various elements, they are all interconnected, related, and support one another. Based on this analysis, it is possible to comprehend how to determine the structure of a text. Macrostructure is the overall or general meaning of a text that can be seen by examining the topic or theme emphasized in the text. The superstructure of discourse is related to the framework of a text, and how the parts are arranged as a whole. The meaning of discourse that can be observed by small parts of a text such as words, sentences, propositions, clauses, and images is referred to as the microstructure (Van Dijk in Eriyanto, 2009). This study focused on the macro structure, one of the three elements presented by van Dijk. As a result, the observation only focuses on the discourse theme. Teun A. Van Dijk used a social cognition approach to conduct an analysis. The discourse's theme was examined by relating it to events or social events. As a result, the meaning or purpose of the discourse text can be examined. Discourse is frequently intended to be consumed by a large number of people As a result, social media is one method of communicating information to the public in the form of discourse. Instagram is a social media platform that has become inextricably linked to society. Instagram is a popular application among smartphone users. Users can share photos or videos with other users who follow them in this app. Aside from that, users can take photos or videos that have been shared by other users. According to Mauludy (2018), Instagram is one of the media that serves to display photos that can be downloaded using an internet connection, so that other users can receive and view these photos in real-time.

The Instagram account of @Sajak_Maluku is an account managed by Darma (Writer). This account has 26.800 followers. The posts which are uploaded on the Instagram page are in the form of text and photos, which embody discourse. The discourse conveyed by this account is in the form of written discourse which uses Ambonese as the content language. In this @Sajak_Maluku account, there are many discourses on the philosophical values of the Moluccas or Ambonese people. These moral values can be a moral lesson or message for Moluccas society in life to become people with good characters, people with culture, and people who maintain good relationships with society and God.

Because discourse has philosophical value for society, a critical approach is required to decipher the meaning of the discourse shared by the @Sajak Maluku account. The method is a critical discourse analysis (CDA) of the conversation on the @Sajak Maluku Instagram account. The goal of this approach is to explain the hidden meaning in the author of the account's discourses. It is done to assist readers in taking moral lessons or messages from

the discourse on the @Sajak Maluku Instagram account and implementing the messages in everyday life. In today's globalized world, the millennial generation is thought to be more likely to experience character degradation in their social environment. Aside from the positive effects, technological sophistication has a negative impact on its users, particularly the younger generation. One of the consequences is that the younger generation, known as the millennial generation, is more individualistic and unaware of their social surroundings. As a result, the nobility of Indonesian culture, particularly Mollucas and Ambonese culture, is expected to play a role in overcoming the moral decline of the younger generation through this research.

REVIEW OF RELATED THEORY

Critical Discourse Analysis

Critical Discourse Analysis (or CDA) is an approach to analyzing discourse structures (written or spoken) that involves a study of the way social or political power, dominance, inequality, bias, or resistance to such practices (in society) are mediated through the linguistic system. At the same time, Critical Discourse Analysis views discourse as a 'social practice' which means that language is determined by social structure and social conditions, and that language also shapes social practice

Language in critical discourse is seen as a representation that shapes certain subjects, themes, and ideologies. Critical discourse analysis views language as an important factor, the language is used in seeing the power imbalances that occur in society. An important characteristic of his own critical discourse presented by Teun A. Van Dijk, Fairclough, and Wodak (in Eriyanto. 2009: 8-13) is an action, context, history, power, and ideology. The five characteristics of critical discourse are explained below:

A. Action

Discourse is understood as an action or an interaction. Discourse is seen as something that aims, whether it affects, debates persuade, supports, reacts, and so on. Discourse is understood as something that is consciously expressed, and controlled, not something that is out of control or expressed outside of consciousness.

B. Context

Discourse analysis critically considers the context of discourse such as setting, situation, event, and condition. Discourse is produced, understood, and analyzed in a particular context. Language is understood in the overall context. Guy Cook said there are three things that are central in terms of discourse, namely text, context, and discourse

C. Historical

Discourse is produced in certain contexts and cannot be understood without including the accompanying context. One important aspect of being able to understand the text is to place the discourse in a particular historical context. Understanding of the text discourse will only be obtained if it first provides the historical context in which the context was created.

D. Power

Critical discourse analysis considers the element of power (power). Discourse arises in the form of text not seen as natural or neutral but constitutes a form of interference with

power. Critical discourse analysis does not limit itself to the detail of text or structure but also connects with certain powers of social, political, economic, and cultural power.

E. Ideology

The central concept that also plays a role in critical discourse analysis is ideology. This is because the text and other forms are forms of ideological practice or reflection of certain ideologies. Ideology is built by dominant groups with the aim of reproducing and legitimizing their domination. Discourse in this case is seen by Van Djik as a medium through dominant groups that persuade and communicate to the public the power and dominance of production.

The five characteristics above are common characteristics of critical discourse. These characteristics describe discourse as a social practice that causes a dialectical relationship between certain discursive events with the situation, institutions, and social structures that shape it and display the existing ideological effects. Based on the five characteristics of the discourse above, it can be understood that discourse is related to various aspects that are in the background. Discourse is closely related to action, context, history, power, and ideology. Text is part of the discourse. In this case, text analysis aims to reveal the purpose of a text (speech). Van Dijk divided this discourse element into three levels, namely macro structure, superstructure, and microstructure. However, even though it consists of various elements, all of these elements constitute a unity that is interrelated, connected, and supporting each other.

Introduction of Instagram

Instagram is a photo social application with functions of photo shooting, photo beautifying, and sharing. It can also be seen as a new type of social media based on picture interaction because of its function to assist people to build social networking based on pictures (Jin et al., 2015). This mobile app was officially published in Apple Appstore in October 2010. Its users grew rapidly after the app launched, with more than 100 thousand users registered in just one week. Afterward, Instagram became the focus of public attention on April 10, 2012. On that day, Facebook bought this company, which had only 551 days and 13 employees, for $1 billion in cash and stock. Nowadays, the number of Instagram users has exceeded 1 billion (Constine, 2018). With various types of maps and videos, it is not only a tool for social networking among friends but also an important platform for bloggers to work. Meanwhile, in the business world, it is also a channel for global enterprises to attract web traffic and interact with consumers. As a social platform, Instagram's success in standing out in the fierce competition is mainly because of its clear product positioning and prominent advantages when compared with other social media platforms.

The Research Design

This study is a descriptive qualitative study. According to Jane Richie in Moleong (2014), qualitative research is an attempt to present the social world and its perspective on the world in terms of concepts, behaviors, perceptions, and issues concerning the people studied. Based on the Teun Van Dijk model, the data were obtained by analyzing the discourse of posts on the @Sajak Maluku Instagram account. The study analyzed in this research was the posts on the @Sajak Maluku Instagram account. The information gathered was descriptive in the form of Mollucas or Ambonese language discourse. This theme was chosen because, according to the researchers, this Instagram account presents unexplored

Mollucas or Ambonese language discourse. As a result, the researchers intend to investigate it in order to promote Mollucas values to wider society.

The Source of Data

The data for this study will come from the Instagram account @Sajak Maluku. Some posts from June 1 - June 10, 2022, were chosen by the researcher.

The Technique of Collecting and Analysing Data

There was only one type of data in this study. The information was derived from data sources obtained from discourse posts shared by the @Sajak Maluku Instagram account in 2021 and 2022. The data was gathered by taking screenshots of images containing discourse on the @Sajak Maluku Instagram account. The objects studied were discourses obtained from the @Sajak Maluku Instagram account from June 1 - June 10, 2022. Following the collection of the discourses, they were analyzed using the critical discourse analysis method based on Van Dijk's content analysis model. It aimed to explain the discourse's content, whereas critical discourse analysis explained the discourse's hidden intentions.

METHOD

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FINDINGS

There were 13 discourses on the @Sajak Maluku Instagram account from June 1 - June 10, 2022. The discourses consist of self-reflection and religious themes. Most of the discourses are included in the religious themes 9 discourses. There are only 4 with self-reflection themes. Moral values are found in the discourse according to the theme and content of the discourse. The similar and almost similar messages are well distributed making them more general. The general moral message is conveyed to the reader so that the readers are able to live well. The general moral lessons conveyed through the discourse include a reflection on life in order to have a better life in the future. The religion-loaded discourse presents a message about being grateful in order to have a blessed life.

a. Religious theme

The discourse with a religious theme is a discourse about how we have to be thankful for our everyday life, and we have to keep praying for everything. The discourse with a religious theme includes :

June 2, 2022

The message of the discourse is we have to believe that there is no easy life in this world, but God promises us that there will be a way out of every problem we face

June 5, 2022 (1)

The discourse has a message to its reader that we have to be grateful for what we have now. Everything comes in our life in God's perfect time. we cannot compare things and want them to be the same as others.

June 5, 2022 (2)

The post wants to teach us that in impossibility, God can make everything possible. but we also have to realize that each of us already has our own blessing and portion. Everything that was created for us will always be ours. never change

June 6, 2022 (1)

The message is as long as we still live in this world, we do not only have responsibility for ourselves, but also for God. God also has His responsibility to take care of us but many times we forget about all He has done. We have to remember that not all the things can be faced with our arrogancy, but sometimes we also have to mature and realize our mistakes.

June 6, 2022 (2)

The message is we have to be patient and humble in our life

June 6, 2022 (3)

The writer taught us that we have to ask God if life is hard, and that helps us with His way. not only bring us the way out but also give us strength to face everything.

June 6, 2022 (4)

The message is we have to be thankful

June 7, 2022 (1)

The message is whatever happened in our life, God knows and see it, but He has a perfect time to help us.

June 9, 2022

The message is all that happened in our life is already in His plans. We cannot choose the things that we want to happen in our life

b. Self-reflection Theme

The discourse with a self-reflection theme is a discourse about life reflection and also advice to ourselves in relation to what we face every day. The discourse with a self-reflection theme includes :

June 1, 2022

The message that the writer wants us to know is how we have to keep whatever we have in private. we do not have to show off everything that we accomplish, or what we get, so people will confuse about our achievements. We just have to keep our spirit on fire and do our best in everything in our life.

June 7, 2022 (2)

The message is we have to feel content with everything. not more or less, but it is enough.

June 8, 2022 (1)

The writer taught us that in facing life, we have to keep moving forward. there are many obstacles that we will face, but we have to struggle to pass them.

June 8, 2022 (2)

The message is don't forget to take a rest sometimes. forcing ourselves to do everything also is not good. we will fail again and again

Based on the research and analysis, it is possible to conclude that the discourses on the @Sajak Maluku Instagram account contain themes and moral lessons. This study discovered two themes in the discourses of the @Sajak Maluku Instagram account from June 1 to June 10, 2022: self-reflection and religious themes. The religious theme has the most discourses (9 in total) of the two. There are only four discourses with a theme of self-reflection.

Based on the number of themes examined, the author of the Instagram account @Sajak Maluku intends to send more messages to the reader about human life as a person and their relationship with God.

Furthermore, there are some moral lessons drawn from religious themes, such as praying at all times, being patient, humble, and thankful in all circumstances. The moral message is generally conveyed in each discourse on the @Sajak Maluku Instagram account. The moral values embedded are aimed at readers or users of the Instagram app, particularly followers of @Sajak Maluku. Readers can apply the discourse's moral values in their daily lives, both in their relationship with the Creator and with others.

CONCLUSION

In conclusion, the @Sajak Maluku Instagram account utilizes its discourses to communicate profound messages to its audience. The analysis of discourses from June 1 to June 10, 2022, revealed two prominent themes: self-reflection and religious themes. The majority of the discourses (9 out of 13) were centered around religious teachings, emphasizing the importance of gratitude, faith, patience, and humility in one's life. On the other hand, the self-reflection themes, found in four discourses, focused on personal growth, resilience, contentment, and the significance of balancing work and rest.

The presence of these themes indicates the intention of @Sajak Maluku to impart moral lessons and provoke introspection among its followers. The discourses aim to inspire readers to contemplate their existence, ponder their relationship with God, and consider their actions and attitudes in various life situations. Through the diverse range of messages, the @Sajak Maluku Instagram account effectively conveys a general moral message of leading a purposeful and virtuous life.

By incorporating these moral lessons into their daily lives, readers of the @Sajak Maluku Instagram account can strive to enhance their spiritual connection, embrace gratitude, develop patience, maintain humility, seek personal growth, practice contentment,

and find the right balance in life. The discourses serve as a source of guidance and inspiration, encouraging individuals to apply these moral values in their interactions with others and in their pursuit of a meaningful and blessed life.

Overall, the @Sajak Maluku Instagram account serves as a platform for disseminating thought-provoking discourses that aim to instill positive values, promote personal development, and foster a deeper understanding of faith and self.

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Appendix 1. Instagram account of @Sajak_Maluku
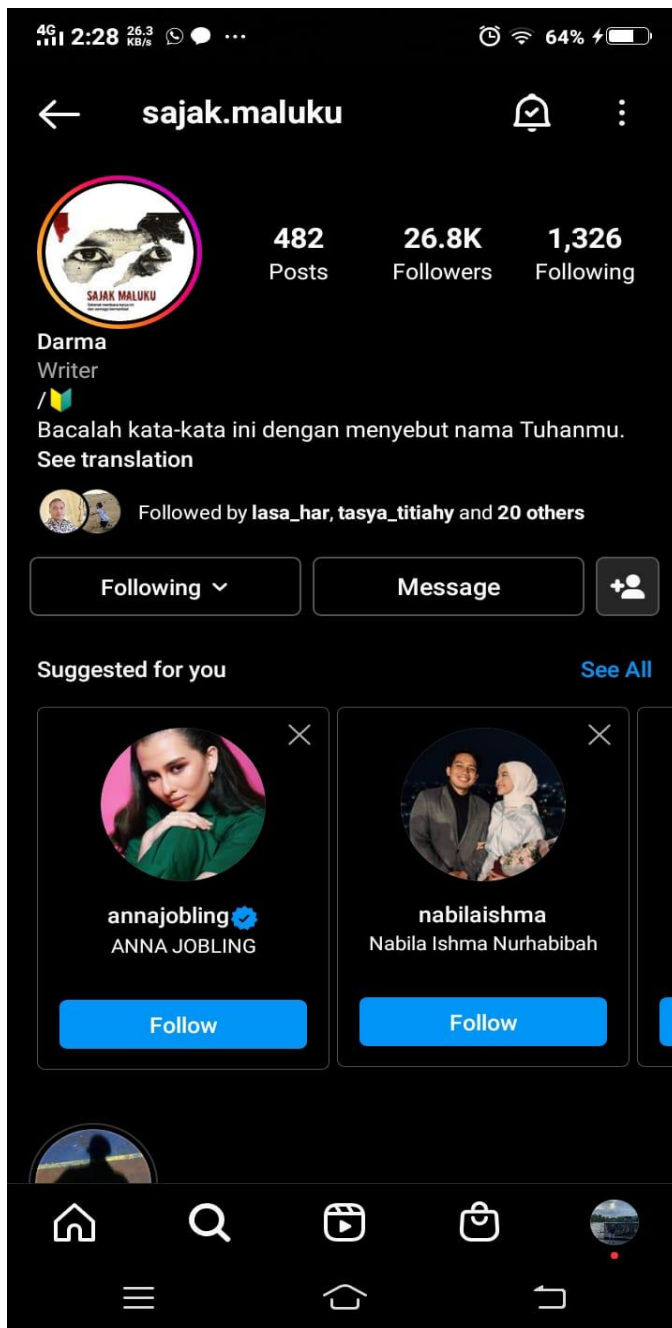
Appendix 2. @Sajak_Maluku post from June 1 until June 10, 2022

Stay private; mari biking orang laeng babinggung, katong jalang-jalang tarus tapi seng parnah dapa lia karja. Dapa uang dar mana? Kaluar deng sapa? Punya pasangan kaseng? Seng dapa lia susah tau-tau sanang, seng ada proses tapi tau-tau su sukses. harus barmaeng aman, tanpa kas tunju muka, tanpa lia kasing balakang, Kase kejutan basar par orang-orang yang suka parhatikang.

SajakMalukuu

Liked by **ianpeea** and **others**
sajak.maluku Tiba-tiba hiling, tiba-tiba hilang. Stay basambunyi
June 1 · See translation

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sajak.maluku Musti banya-banya bersyukur deng kase kurang bandingkan apayang katong punya. Tetap... more
June 5

Hari ini; katong harus parcaya bahwa Tuhan seng parnah menjanjikan hidop ini salalu mudah, Tapi Tuhan menjanjikan satiap kesulitan pasti saja ada kemudahan.

SajakMalukuu

Liked by **ianpeea** and **others**
sajak.maluku Jang manyarah 🖤
June 2 · See translation

Baulang kali kase inga diri sandiri, satiap orang su punya jatah deng waktu masing-masing kalau mau paksa keadaan abis wisuda, karja, kaweng, punya ana takumpul samua bahagia deng secapat itu macam orang laeng, barangkali akhirnya akang jadi seng bae. satu-satunya hal kase salamat katong di zaman ini cuma banya bersyukur deng kurangi bandingkan apa yang katong su dapa.

SajakMalukuu

Liked by **ianpeea** and **others**
sajak.maluku Musti banya-banya bersyukur deng kase kurang bandingkan apayang katong punya. Tetap... more
June 5

June 6

Babarapa hal bukang sabuah kemustahilan par ale dapa, hanya saja akang tampa seng di situ, dia seng diciptakan par ale. Sabab doa bisa barobah kemustahilan jadi kanyataan. mar kalau seng diciptakan deng seng ditakdirkan par ale miliki, mau paksa bagemanapun seng akang bisa.

SajakMalukuu

Liked by **ianpeea** and **others**
sajak.maluku Apa boleh biking.
June 5 · See translation

sajak.maluku Kalau cukup seng kanal paleng.
June 7

sajak.maluku

Ketidakcukupan katong adalah melimpah par orang laeng. Maka, di timbangan hidop yang berbeda ini, ruang yang bakudapa katong hanyalah tanah lapang yang pung nama, syukur.

SajakMalukuu

Liked by **ianpeea** and **others**
sajak.maluku Syukur.
June 6

June 6

sajak.maluku

Mangartilah, Adakah cara paleng sabar par sonto sadar bahwa seng ada yang hebat dalam satumalam. Adakah cara paleng randah hati par lia kalau satiap orang itu mulai dari bawa, satiap orang jua parnah salah sabalom tau mana yang benar.

SajakMalukuu

Liked by **ianpeea** and **others**
sajak.maluku Samua akang parlu proses.
June 6

sajak.maluku

Liked by **ianpeea** and **others**
sajak.maluku Syukur.
June 6

sajak.maluku

Tuhan, jika memang seng bisa dapa kase yang mudah, setidaknya kas kuat beta lebe.

SajakMalukuu

Liked by **ianpeea** and **others**
sajak.maluku Mungkin jadi ultramen.
June 6

sajak.maluku

sajak.maluku Samua akang parlu proses.
June 6

sajak.maluku

Smakin dewasa, su mulai banya mangarti kalau seng samua hal harus katong hadapi deng karas kapala. dalam hidop, ada waktu sasakali par katong mangalah, menepi par kas kendali batas diri. sengpapa, Jadilah dewasa deng seutuh–utuhnya tumbuh dari pikiran deng perasaan yang lapang. Parcayalah, salagi hari ini masih banafas, nadi masih berdenyut, jantong masih tapukul. Artinya Tuhan masih batanggung jawab atas sagala rasa cukup par katong hidop.

SajakMalukuu

Liked by **ianpeea** and **others**
sajak.maluku Antua yang lukis beta.
June 6

June 7

sajak.maluku

Hari ini, saat samua hal barasa kurang, ale inga bae-bae; cukup seng parnah kanal paleng.

SajakMalukuu

Liked by **ianpeea** and **others**
sajak.maluku Kalau cukup seng kanal paleng.
June 7

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sajak.maluku

Saat katong salalu bapikir bagemana kalau seng bisa?seolah bacari-cari hukuman paleng pas par diri sandiri. Tapi bagemana kalau bisa?, bagemana kalau samua dapa lewat. Saat manusia bakarja siang deng malam, Meski seng taucap tapi ada saja doa supaya mata Tuhan maha melihat satiap usaha.

SajakMalukuu

Liked by **ianpeea** and **others**
sajak.maluku Bagemana kalau beta bisa?
June 7

sajak.maluku

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sajak.maluku Istirahat dolo tuang.
June 8 · See translation

sajak.maluku

Katong seng tau akang bagemana parjalanan hidop kedepannya nanti. Yang katong tau hanya harus balangkah maju. Bakudapa apa yang katong inginkan, kas salamat mental yang taguncang, jau dari lingkungan deng orang-orang seng pung perasan yang ingin katong lebe sempurna mar tetap disitu-situ saja.

SajakMalukuu

Liked by **ianpeea** and **others**
sajak.maluku Jau-jau dar orang bawa pengaruh seng bae.
June 8

sajak.maluku

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sajak.maluku Ikuti cara maeng.
June 9

sajak.maluku

Istirahat dolo .. Hari beso masih panjang. Paleng seng sabaran e jadi orang, padahal cuma par mencoba kegagalan yang laeng.

SajakMalukuu

Liked by **ianpeea** and **others**
sajak.maluku Istirahat dolo tuang.
June 8 · See translation

sajak.maluku Parcaya sa.

June 13

sajak.maluku

Pasti Tuhan su pilih takdir paleng bae. Jika yang katong pikir takdir terbaik hanya barupa kesanangan kebahagian semata. Mungkin katong salah menilai makna dari kahidopan. Karna rasa sedih, saki, kecewa deng samua hal–hal yang seng mengenakan adalah bagian terbaik dari rangkaian takdir yang Antua su susun. Katong seng bisa pilih salah satu, Sebab samua hal di dunia ini sambung manyambung par kelanjutan hidop. yang harus katong nikmati satu persatu.

SajakMalukuu

Liked by **ianpeea** and **others**

sajak.maluku Ikuti cara maeng.

June 9