

NEWS TEXT DISCOURSE ANALYSIS MODEL SARA MILLS AT MEDIA ONLINE DETIK.COM (GISELLA ANASTASIA PORN VIDEO CASE)

Eka Yudha Prasetya^{1*}
Catur Suratnoaji²

¹ Jurusan Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, UPN Veteran Jawa Timur, Indonesia

Abstract

The news of the viral pornographic video case involving Gisella Anastasia in the detik.com news portal received high attention from the public. The comments column on news portals is filled with various kinds of public opinion. The researcher chose 2 corpus of news from detik.com news portal on the day of the incident. The data obtained were then analyzed using the Sara Mills discourse analysis method. From the discussion, the researcher sees that Gisella Anastasia as a woman and a public figure is shown as a negative character in this case. In addition, Gisel is also positioned as an object in several sentences in the 2 selected news corpus. The researcher sees that the patriarchal discourse in Indonesia still positions women and public figures as figures who have high news value, and are vulnerable to being positioned unequally. The discourse of patriarchal ideology is still visible in several narratives and readings of the production and consumption of public discourse on news portals in particular and public discourse in general.

Keywords: Discourse Analysis, Online Media, Pornographic

^{1*} Corresponding author, email: ekayudhap24@gmail.com

Citation in APA style: Prasetya, E Y, Catur Suratnoaji. (2022). NEWS TEXT DISCOURSE ANALYSIS MODEL SARA MILLS AT MEDIA ONLINE DETIK.COM (GISELLA ANASTASIA PORN VIDEO CASE). *JOSAR (Journal of Students Academic Research)*, Vol. 7(1), 163-173.

Received:
January, 31st 2022

Revised:
March, 28th 2022

Published:
March, 30st 2022

DOI: <https://doi.org/10.35457/josar.v8i1.2136>

1. INTRODUCTION

According to Nurudin (Nurudin, 2007: 77) when talking about one of the functions of the mass media as a tool for unifying the community, we can also talk about the opportunities for the emergence of hostility and conflict in society due to the news in the mass media. News coverage in the digital era is now increasingly widespread through online media, one of which is online journalism. Online journalism is characterized by some journalistic practices that take into account various media formats (multimedia) to compile coverage content, allowing for interaction between journalists and their audience and connecting various news elements with other online sources (M.Romli, 2012: 14).

One of the massive topics in the news by many online media is the determination of Gisella Anastasia or better known as Gisel as a suspect in a pornographic video case that went viral on social media platforms Twitter and Telegram in early November 2020. In the news about Gisel being named a suspect In the case of pornographic videos, there are several reactions that give rise to pros and cons in responding to the news carried out by the mass media. This is evidenced by the discovery of several comments that are dominant against one of the online media, namely detik.com. Here are some examples of contra comments on Twitter:



Several comments that contradict the news in the online media Detik.com caused by the writing of the title and content of the news above show that Gisel's news has become public consumption and is very phenomenal, which of course has received special attention from many parties. This was influenced by the fact that the news did not explain in detail who the initials MYD were as the suspect in the male role in the pornographic video. This shows that media alignments are unbalanced and gender bias occurs. The issue of gender bias should be part of

the issues that must be selected by media owners, especially journalists, regardless of circulation interests or political economic reasons which are always linked to media interests.

Sistem dan struktur yang telah terbentuk sejak dulu juga menjadi sebuah akar pemikiran masyarakat untuk menyebarkan informasi dengan berbagai ketimpangan gender, salah satunya media massa yang telah menjadi sebuah kekuatan dalam masyarakat untuk mempengaruhi nilai dan norma sosial sehingga dapat merusak tatanan sosial. Eksploitasi pers dilakukan secara terang-terangan dan vulgar yang halus artistic dalam kehidupan masyarakat modern menjadi terlihat sangat jelas. Gambaran perempuan dalam media massa baik melalui iklan atau berita kerap sebagai objek seksualitas atau simbol seks hingga objek pelecehan dan kekerasan sehingga eksistensi yang melibatkan perempuan sebagai objek jelas berdampak bagi produksi wacana yang akan digunakan.

The systems and structures that have been formed for a long time have also become the roots of society's thinking in disseminating information regarding various gender disparities, one of which is mass media which has become a force in society to influence social values and norms so that it can damage the social order. The exploitation of the press is carried out openly and the subtle artistic vulgarity in the life of modern society becomes very clear. The depiction of women in the mass media, whether through advertising or the news, is often as an object of sexuality or a sex symbol, as well as an object of harassment and violence, so that an existence involving women as an object clearly has an impact on the production of the discourse that will be used.

Some comments that contradict the news in the online media Detik.com caused by the writing of the title and content of the news above show that Gisel's news has become public consumption and is very phenomenal which of course gets special attention from many parties. This was influenced because the news did not explain in detail who the initials of MYD were as the suspect in the male role in the pornographic video. This shows that the media's alignment is not balanced and there is a gender bias. The issue of gender bias, should be part of the issue that must be selected by media owners, especially journalists, regardless of circulation interests or reasons that are politically and economically related to media interests.

The systems and structures that have been formed for a long time have also become the roots of people's thinking to disseminate information with various gender inequalities, one of which is the mass media which has become a force in society to influence social values and norms so that it can damage social order. The exploitation of the press is carried out openly and the subtle artistic vulgarity in the life of modern society becomes very clear. The image of women in the mass media, either through advertisements or news, is often the object of

sexuality or sex symbols to objects of harassment and violence, so that the existence of women as objects clearly impacts the production of the discourse that will be used.

Discourse is a form of social action that plays a role in producing the social world (Udasmoro, 2018). Discourse cannot be separated from language. Language is a powerful social control mechanism. Language determines the prerequisites for developing social practice and social approval (Haryatmoko, 2016). Gender discourse in Indonesia cannot be separated from patriarchal culture. The patriarchal cultural system circulating in society underlies the aspects of identity, subjectivity, and sexuality, resulting in the stereotype that women are gentle, beautiful, emotional, passive and motherly creatures. Meanwhile, men are identified as strong, aggressive and mighty creatures. Patriarchal culture is an embodiment of gender differences that give birth to gender injustice through myths, socialization, culture, and government policies that have given birth to unfair laws for women Arivia in (Kurnia, 2020).

The choice of detik.com news portal is not only because of its popularity, but also because this media provides a comment column so that readers can comment on their views after reading the published news and can see comments from other netizens. This is very helpful for researchers to see aspects of the production and consumption of texts from a discourse. The patriarchal discourse that is gender-biased is still very strong and strong in Indonesia, so that the narrative about women in the mass media cannot be separated from this cultural ideology in the public sphere.

2. RESEARCH METHODS

In this study, the researcher used a qualitative research approach. This qualitative research aims to understand the phenomena of events experienced by research subjects such as behavior, perceptions, motivations, actions and others, holistically. And the way the description is to understand an event that occurs in the form of words and language and signs in it (decoding) in a special natural context and by utilizing various natural methods (Moleong, 2004: 6). The research method used is the media text content analysis method with a discourse analysis approach of Sara Mills in practice seeing how the positions of actors are displayed in the text and focusing on how readers and writers are presented in the text (Eriyanto, 2001: 200).

3. RESULTS AND DISCUSSION

With the concept of how the position of the actors in the news text, it will be found who is dominant in telling the events or events (as the subject) and the position that is drawn into the news contained in the news text. How the reader identifies himself in the storytelling (Eriyanto, 2001: 200). Sara Mills (1995) explains in general, there are 2 things to consider in the analysis as described in the table below:

Level	Things That are wanted to be seen
Subject-Object Position	How the event beseen, from whose point o view
Posisi Penulis-Pembaca	Bagaimana posisi pembaca ditampilkan dalam teks. How is the reader position is shown in the text. How the reader are positioned in the text. In which groupthe reader belongs?

1. First, how the actors in the text are positioned in the text. Who are the parties who are positioned as interpreters in the text to interpret the events, and what are the consequences.
2. Second, how the reader is positioned in the text. The text is interpreted here as a result of negotiations between the writer and the reader. Here, of course, can mean what kind of audience the author envisions writing to.

Researchers determine the corpus of 2 news from Detik.com. In determining the corpus, the researchers saw a high public response that attracted media attention to the Gisel case because they were more aware of gender biased narratives in the preparation of news texts on the online media portal Detik.com.

Date of news	Title of news
29 December 2020 :at 14.07 WIB	Tersangka Pornografi, Gisel Buat Video Seks di Hotel Medan 2017

29 December 2020 at: 16.26 WIB	Gisel Jadi Tersangka Kasus Video Syur, Pelapor : Sebaiknya Minta Maaf
-----------------------------------	---

The subject emphasized the text words related to the news title in the content of the news, namely "When initially questioned as witnesses, Gisel and MYD immediately admitted their actions. "They committed this immoral act at a hotel in the Medan area, North Sumatra, in 2017." From the emphasis on these words, it can be seen that the subject highlights the discourse that places the female actor as the actor who makes the exciting video only in the news title. The researcher assesses that the news title in corpus 1 is in accordance with the discourse desired by the subject, namely that it describes Gisel as a female actor who has created and recorded an exciting video scene with a male actor. From the discourse that emerged, Gisel was positioned negatively because he himself was the one who recorded the agenda.

1. Corpus 1

In this first corpus, the discourse places Gisel as the object of a story that describes that women are considered negatively by mentioning them as the main actors making sex videos at the Medan Hotel. Detik.com is in a position where the subject wants to explain the contents of the news text that is displayed based on the point of view of the subject himself by telling that Gisel was named a suspect in the exciting video case, then the video was made and recorded at the Medan hotel in 2017. entitled "Pornography Suspect, Gisel Makes Sex Video at Hotel Medan 2017". In the title, the researcher saw that there was a biased word about the information where Gisel made the sex video along with the number stated, namely "at Hotel Medan 2017". This has a broad meaning construction that arises from the use of the word, such as where is the Medan Hotel, or whether to make this exciting video at a Medan hotel. Then the use of 2017 numbers also has a broad meaning, namely whether 2017 is the room number used in making the video, in the video it was made or whether it was made in 2017.

The subject emphasized the word text related to the news title on the content of the news, namely "When they were first examined as witnesses, Gisel and MYD immediately admitted their actions. They committed the immoral act in a hotel in the Medan area, North Sumatra, in 2017". From the emphasis on these words, it can be seen that the subject emphasizes the discourse that places female actors as actors who make exciting videos only on news titles. The researcher assesses that the news title in corpus 1 is in accordance with the discourse desired by the subject, which describes Gisel as the female character who has made

and recorded an exciting video scene with the male lead. From the discourse that emerged, Gisel was in a negative position because he himself recorded the agenda.

Writer-Reader Position:

In this writer-reader position in corpus 1, the reader is placed as the person who reads and responds to the discourse formed by the subject in publishing news in this corpus 1. The discourse formed from Corpus 1 is to present Gisel as a suspect in the exciting video case, as well as the one who recorded and made the exciting video. From the formation of the discourse, women are depicted in a negative position because they are the actors who make this exciting video. The discourse was formed from the writing of the title by detik.com as the subject. While the emphasis on words in the content of the news does not describe the details of the object that is told in making the exciting video. In this news post on the corpus, 56 comments were received from netizens/readers.

Comments from readers with Benny's account commented "2017 year? Her status is still Ivory's wife, right? Wow that's terrible!!!" Then another reader with Joko's account commented "The incident at the hotel in 2017, the interior design of the hotel was applied to the house, meaning that it was very memorable for Gisel, hahahah". The 2 comments out of 56 comments in the Korpus 1 news are very representative of several other comments that strongly support the discourse by prosecuting women as perpetrators and creators of this exciting video. Several other responses also said that they were surprised by Gisel who made and did the exciting video in 2017 who at that time was still the wife of Gading Marteen, and was surprised by the interior design of the hotel room in Medan which was very similar to the interior design of the room at Gisel's own house.

Comments by readers on corpus 1 implies that it supports the discourse that is highlighted through the news title and there is an emphasis on words written by the subject. Women as actors are indirectly associated negatively because in many cases the spread of exciting videos in Indonesia itself, it is the male actors who most often record the exciting video agenda. In this news, it was Gisel who made and recorded the exciting video until it finally spread, so that the negative connotation that emerged from the discourse by the subject was very strong for Gisel.

2. Corpus 2

In this fourth corpus, the news article was written by the detik.com team itself on Tuesday, December 29, 2020 on the DetikNews channel with the news title "Gisel Becomes Suspect of the Exciting Video Case, Reporter: Better Apologize". This news post received 84 comments from readers.

Position of Subjects:

In the subject-object position in Corpus 4, in this position the subject is the online media detik.com, while in the object position is Gisel as a suspect in the exciting video case, and Pitra Romadoni as a reporter for the exciting video case to the police, which is the subject of the story telling on the news. this time.

In this case, detik.com as the subject wants to explain the contents of the news text about Pitra Romadoni as a reporter for the exciting video case, asking the female actor in the video, namely Gisella Anastasia, to apologize to the public.

This is reinforced by the writing of the news title itself, namely "Gisel Becomes Suspect in the Exciting Video Case, Reporter: Better Apologize". The condition of Gisel's object is shown with the emphasis that women are considered negative because they have been proven guilty so that they are named as suspects for playing the female role in the exciting video, then the reporter is advised to apologize, namely Pitra Romadoni.

In the title, Gisel is also positioned as a passive party in disclosing the case. Because in the text entitled news there is a word whose meaning is less detailed, namely "Whistleblower: It's Better to Apologize". In using this word, this does not explain Gisel's responsibility to apologize to whom, and the name of the reporter in the exciting video case. The emphasis of the sentence on the text of the news content carried out by the new subject explained in detail who the name of the case reporter was, and to whom Gisel was advised to apologize, namely "Pitra Romadoni, the reporter for the exciting video case, appreciates the Police who have appointed Gisella Anastasia or Gisel and Michael Yukinobu Defretes as a suspect in the case. Pitra encourages Gisel to apologize to the public. If not, he said he would report back to Gisel."

In emphasizing the text of the news content above, the subject also positions that women are in a negative position because the reporter only asks Gisel to apologize to the public, while the male actor whose full name has been mentioned by the subject is not asked to apologize to the public. This is considered to be very cornering for Gisel because the suspects are not only female actors, but male actors are also named as suspects. The character of women is increasingly emphasized in the position of those who experience injustice when doing negative things. This is reinforced by the news value reference if Gisella Anastasia is cornered due to the two attributes she wears, namely as a woman and a public figure.

Posisi Penulis-Pembaca :

In this writer-reader position in Corpus 4, the reader is placed as the person who reads and responds to the discourse formed by the subject in publishing news in this Corpus 4. The discourse formed from this news by the author is to form Gisel in a negative position because of the emphasis on the title and the choice of words and sentences in the content of the published news text. Gisel as the suspect in the female role in the exciting video is required to apologize to the public, while the male actor whose full name is known is not required to apologize to the public. The character of women is emphasized in the position of those who experience injustice when doing negative things.

From the news in corpus 4, there are several responses that emerged from the readers with a total of 84 comments in the news. Readers with Jay 4ever's account commented "Closing someone's disgrace is much better and dignified... you have nothing to lose and the victim has never harmed you, but by opening this disgrace and reporting it means you have made the perpetrator a bad person and become the subject of insults by others. a lot. Even though it's true that GA has done it...but I hope that you as a reporter will get a commensurate or even greater reply for your courage to expose other people's disgrace who have no faults against you" the comment received high attention from other readers that is getting 18 likes for the comment. Meanwhile, another reader with tearsoneyes account commented, "Apologize to whom? Public? What's the deal with a private video apologizing to the public? The only person for whom he could apologize was Gading Marten, who was then her husband. Apart from that, there's nothing to apologize for. You don't have to be too lazy." This comment also got 17 likes from other readers.

From the 2 comments mentioned above, it can be seen that the reader's point of view actually provides moral support to Gisel because the reporting party only demands the female actor suspect to apologize to the public, while the male actor is not demanded to do the same thing as what was shown to Gisel so that this is very cornering and a very heavy mental burden on women. The researcher sees from the comments of the readers that women are also seen as people who experience injustice.

4. CONCLUSION

Based on the results and discussion of the researcher's analysis of the discourse analysis of the news text of Gisella Anastasia as a suspect in the exciting video case on detik.com online

media using the discourse analysis proposed by Sara Mills, the following conclusions are obtained by the researcher:

- The researcher can conclude that the news text in the online media detik.com is still included in the patriarchal discourse flow which is gender biased as seen in the 2 news corpus selected by the researcher.
- The use of words and sentences in the lead as well as news content in the case of Gisella Anastasia's exciting video showing women as sexual can attract the attention of many parties. Moreover, Gisel, who is known as a public figure, has the strength and value of interesting and very high news coverage, as can be seen from the many responses from the public as readers by commenting on news publications carried out by detik.com.

5. SUGGESTION .

Based on the overall presentation of the research results that have been carried out, the researcher aims to provide suggestions that are considered sufficient regarding the completion of the process of compiling this research. The suggestions that can be given by researchers are for further research to deepen and refine research on news text discourse analysis both with the same research theme but with different data or with a different research theme from the research that the researcher did.

ACKNOWLEDGMENTS

The author would like to thank the lecturers of the Communication Studies Program who have provided institutional support and the opportunity to conduct this research. And the researchers also thank the reviewers of JOSAR (Journal of Student Academic Research), Balitar Islamic University, Blitar

REFERENCES

- [1] Nurudin. (2007). *Pengantar Komunikasi Massa*. Jakarta: PT Raja Grafindo Persada.
- [2] M.Romli, A. S. (2012). *Jurnalistik Online: Panduan Praktis Mengelola Media Online*. Bandung: PT. Refika Aditama.
- [3] Udasmoro, W. (Ed. . (2018). *Hamparan Wacana dari Praktik Ideologi. Media hingga Kritik Poskolonial*. Yogyakarta: Penerbit Ombak.
- [4] Haryatmoko. (2016). *Membongkar Rezim Kepastian: Pemikiran Kritis Post Strukturalis*. Yogyakarta: Kanisius.
- [5] Kurnia, R. (2020). *Analisis Wacana Teks Berita Vanessa Angel Dalam Kasus Prostitusi Online di Detik.com*. Skripsi, FISIP, Ilmu Komunikasi, UPN Veteran Jawa Timur.
- [6] Eriyanto. (2001). *Analisis Wacana : Pengantar Analisis Teks Media*. Yogyakarta: LKiS.
- [7] Moleong J, L. (2004). *Metodologi Penelitian Kualitatif Edisi Revisi*. Bandung: PT. Remaja Rosdakarya.
- [8] Mills. S. (1995). *Feminist Stylistics*. London: Routledge.
- [9] Hawari, H. (2020), Tersangka Pornografi, Gisel Buat Video Seks di Hotel Medan 2017, <https://hot.detik.com/celeb/d-5313387/tersangka-pornografi-gisel-buat-video-seks-di- hotel-medan-2017>, diakses tgl 21 Mei 2021
- [10] Tim Detik.com, (2020), Gisel Jadi Tersangka Kasus Video Syur, Pelapor : Sebaiknya Minta Maaf, <https://news.detik.com/berita/d-5313660/gisel-jadi-tersangka-video-syur- pelapor-sebaiknya-minta-maaf>, diakses tgl 21 Mei 2021