Symbolic structures in discourse analysis of environmental social life

H Sari¹, Samsinar¹, N S Galagu², F A Mansyur³ and Nuida Raf⁴

¹Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Palopo, South Sulawesi, Indonesia
²Department of Counseling Guidance, Faculty of Education and Study Program, Universitas Muhammadiyah Palopo, South Sulawesi, Indonesia
³Indonesian Language and Literature Education Study Program, Universitas Muhammadiyah Buton, Southeast Indonesia, Indonesia
⁴Department of Sociology, Faculty of Social and Political Sciences, Universitas Hasanuddin, South Sulawesi, Indonesia

E-mail: harmita@umpalopo.ac.id

Abstract. The problem this research is how the structure of the symbolic meaning in the discourse of social life. The aim was to describe the construction of the structure of the symbolic meaning in the discourse of social life. The data source is the study entitled news of social life online media. This study used the approach of critical discourse analysis of Norman Fairclough, who built a model by integrating together a discourse analysis based on the linguistic and social and political thought, which in turn is generally integrated in social change. Based on the findings, it was concluded that the ideology and power in the discourse of social life is represented in the following linguistic features. (1) Recommended vocabulary that represents the ideology and power in the discourse of social life consists of: (a) modality, which includes modalities "for sure", (b) the verb which include "make", "have" and "upload", (c) nouns include "ATM machine", and "croquet", and (d) includes the conjunctive "but". (2) Features phrase that represents the ideology and power in the discourse of social life consists of a verb phrase. (3) Features sentences represented ideology and power in the discourse of environmental social life consisted of sentences inversion.

1. Introduction

Discourse is recognized as a social system in which it is considered as part of wider acts in society to comprehend the reason why the text is composed and to detect synergy with social design [1]. The foundation of discourse productivity dispute that language and portrayal are significant and have practical and lived indications for the social world [2]. There are many types of discourse that can be studied using Furlough’s model, one of which is a discourse concerning imaging. Social life is life in which there are social elements [3]. A life is referred to as social life if there is an interaction between one individual and another, and with it communication occurs which then develops into a mutual need for others. In terms of what happens on the ground, social life is very closely related to how the form of life goes. Based on the description above, the researcher is interested in examining the discourse concerning imaging using the critical discourse analysis model proposed by Fairclough.
Language is a symbolic system in the form of sound, arbiter, used by a speech community to work together, communicate, and identify themselves. As a system, language is formed by certain rules or patterns, both in the fields of sound, word order, and sentence structure. If these rules or patterns are violated, communication can be disrupted. Some talk about the colour language, political language, and so on,[3]. Language is part of the cognitive process that is very important in human life, producing cognition that must be explained in words, which means that all the knowledge acquired by humans is always conveyed in words, in other words speaking either verbally or in writing[4]. Discourse as a social practice causes a dialectical relationship between certain discursive events with the situation, institutions, and social structures that shape it. The practice of discourse may display ideological effects [5].

Critical discourse analysis is an attempt or process to provide an explanation of a text (social reality) that is studied by a dominant person or group whose tendency has a certain purpose to obtain what is desired. This means that in a context must be aware of the interests[6]. Critical discourse analysis views that discourse has several consequences. The first consequence, discourse is seen as having a purpose; whether to influence others, argue, persuade, refute, motivate, react, prohibit, and so on. Second, discourse is understood as something that is expressed consciously, controlled, not something that is out of control or expressed outside of consciousness [7]. The study of critical discourse is not only limited to the structure and process of the formation of the text, but also to all texts are seen as always containing ideology.

This study aims to describe the structure of symbolic meaning structures contained in the imaging discourse seen from the features of vocabulary, phrases, and sentences. The problem of this research is how is the structure of symbolic meaning in the discourse of social life? The aim is to describe the construction of symbolic meaning structures in the discourse of social life. Research data sources are social life news from online media. The data was employed by critical discourse analysis approach from Norman Fairclough.

2. Methodology
This research belongs to the type of qualitative research using a critical discourse analysis approach. Data sourced from online media. The instrument used in the study was the researcher himself. The data was collected through the documentation method. The use of documentation method was adjusted to the characteristics of research data in the form of written data. Data was collected using several data collection techniques, namely: (1) reading techniques; (2) note-taking techniques; and (3) corpus preparation techniques for further analysis using Norman Fairclough's critical discourse analysis model which consists of the stages namely description, interpretation, and explanation.

3. Results and discussion
In this section, the findings are presented and then interpreted and explained thoroughly. The results of the online news analysis of the discourse of social life were found in various language hierarchies. The findings are presented as follows.

3.1 Vocabulary choice representation (help word "modalities")
Modality is a statement in a sentence that expresses the attitude of the speaker to the matter being discussed, namely regarding the actions, circumstances, events, or attitudes towards the interlocutor. This attitude can be a statement, possibility, desire, or permission [8].

3.1.1. Modality 'Definitely'. Auxiliary ‘definitely’ are interpreted as fixed, must not or not, of course. This 'definite' word refers to the fact that the bed in all places will certainly be the same as the bed, blanket and pillow. The efficiency and productivity of activities become the objectives to be achieved in the discourse. Research data relating to this matter are presented as follows.
Through the uploaded video, Kaesang stated that the beds in all places would have the same contents, namely mattresses, blankets and pillows.

Based on data (1) above, through the uploaded video, Kaesang wants to convey that even though he is a person who has a lot of pocket money, but what he has or what is used is the same as someone else, that is, the bed will not be the same others namely mattresses, blankets and pillows. Through the uploaded video, Kaesang hopes that people can live a simple life despite having a lot of money. Based on data (1) above, there is an expansive value that assesses in terms of experience, through the video uploaded, Kaesang stated that beds in all places would have the same contents, none other than mattresses, blankets and pillows.

3.1.2. Verb. Verbs according to Listo [2] are interpreted as a class of words that usually function as a predicate. Most verbs represent the semantic element of an action, state, or process. Linguistic data related to verbs are presented as follows.

With the circulation of the Kaesang video on youtube this makes Kaesang increasingly known and more existent.

Based on data (2) above, used verbs to make meaningful create, do, use, cause or bring. The verb “makes” referred to creating, Kaesang succeeded in creating a video that made him increasingly known and exist. Kaesang hopes that by uploading videos on youtube, the public or everyone can recognize Kaesang with what it is, namely the simplicity of Kaesang. With the circulation of videos on youtube make Kaesang increasingly known and exist, which means that Kaesang has succeeded in making people recognize him. Based on the data (2) above, there is an existential value that evaluates from the belief side, namely the circulation of the Kaesang video on youtube this makes Kaesang increasingly known and more existent.

It is known that Kaesang has had a youtube account since October 24, 2015.

Based on data (3) above, the verb has a meaningful possession; Kaesang already has a youtube account since on October 24, 2015. It provided information that Kaesang has been active in cyberspace and up to now. This youtube account will be used by Kaesang to publish himself to many people, so that it can exist and be well-known, and with that youtube account, Kaesang can freely tell everyone about his daily life. Based on the data (3) above, there is an expressive value that assesses from the experience and knowledge side that is known that Kaesang has had a youtube account since October 24, 2015.

3.1.3. Noun. A noun (noun) is a person's name, place, or thing[10]. Nouns are categories that syntactically do not have the potential to join particles “No”, and have the potential to join particles “From” [8]. Nouns include pronouns and numerals. Nouns can be seen in three aspects, namely semantic, syntactic, and in terms of form. Thus, words such as ATM machines and helipads are objects (nouns). Linguistic data relating to nouns is presented as follows.

Not only that, through the video uploaded on youtube social media, but also he stated that he had his own ATM machine which he placed in the cupboard.

Based on data (4) above, ATM machine nouns are meaningful tools to move the Automated Teller Machine (ATM). In the Kaesang video, he also stated that he had his own ATM machine which he placed in the cupboard. It was seen that Kaesang was really facilitated with luxury. Through his video, Kaesang has revealed all the facilities he has in his video which contains about simplicity and luxury like having your own ATM machine. Based on data (4) above, there is an expressive value that is
negative, that is, Kaesang has his own ATM machine which he also revealed in his video to be excessive because it revealed something that was too luxurious even though it was his right.

3.1.4. *Conjunction*. Conjunction is a particle that connects two or more sentences, which do not always appear at the beginning of a sentence. The word conjunction or conjunction is a particle used to combine words with words, phrases with phrases, clauses with clauses, sentences with sentences, or paragraphs with paragraphs [9]. There are various types of conjunctions including conjunctions that express contradiction, stating a cause, stating time, like a conjunction however.

Adjective ‘However’ the conjunctive word states two or more statements that express opposition (adversative). The conjunctive word that is used in this social life discourse is used by Jokowi's youngest son, Kaesang Pangarep, to upload the video that he made that seems to have attracted the attention of users in Indonesia. The form of use of this conjunction is shown in the following data.

*Youtube* is now used by Jokowi's youngest son, Kaesang Pangarep, to upload the video that he has made. But the video made by Kaesang and uploaded on youtube seems to have succeeded in attracting the attention of users in Indonesia (5)

Based on the data (5) above, the conjunction “but” was used to clarify that the video made by Kaesang and uploaded on youtube has succeeded in attracting the attention of users in Indonesia. Youtube used should be used correctly by Kaesang considering that he is the son of Jokowi, the first person in Indonesia, not to show his daily life, although it is considered normal, but for the upper class like Kaesang, it is a matter that must be careful because it carries the name of President Jokowi. Thus, the use of this conjunctive is ideological, namely informing that Jokowi's youngest son, Kaesang Pangarep, uses youtube to upload the videos he has made but has succeeded in attracting the attention of users in Indonesia. Based on data (5) above, there was a relational value that was worth dialogue, namely there are two opinions which first stated that youtube is now used by Jokowi's youngest son, Kaesang Pangarep to upload the video he has made" with conjunctions "but" that means it is different the second opinion ideology stated that "But" the video made by Kaesang and uploaded on youtube seems to have attracted the attention of users in Indonesia.

Although he has been registered as a FB account owner since 2015, Kaesang only uploaded his video on youtube on March 7, 2016 (6)

Based on data (6) above, the conjunction was used to convey the contradiction between the two statements, namely Kaesang said that the room shown on social media was very simple but he stated that the life he did was extraordinarily luxurious. There are two statements namely simple and luxurious, according to Kaesang what was shown on social media was a simple life but personally it was a very luxurious thing. Thus, the use of conjunctions “but” is ideological because it suggests the rooms shown on social media youtube is very simple and expresses the life he does extraordinarily luxurious. Based on data (6) above, there was an expressive value that was positive which was to show people a simple room but Kaesang feels that the life he does is luxurious.

3.1.5 *Phrase choice representation*. In grammar, phrases are one of the constituents of the syntactic level. According to Elson and Picket [11], a phrase is a unit that potentially consists of two or more words that do not have the characteristics of the proposition of a sentence. Whereas according to [9], the phrase is a combination of two or more words that are not predictive; the combination can be dense, can be tenuous; for example a high mountain is a phrase because it is a non-predictive construction.

Verbal phrases are endocentric phrases with one prime whose verbs and modifiers are in the form of capital particles, broken particles, adverbial phrases, or adverb [9]. Data showing the symbol of power ideology in the form of verb phrases in the discourse of social life are presented as follows.
It is known that Kaesang is the son of Jokowi who has uploaded his videos to youtube starting from March 31, 2016 to the present (7).

Based on data (7) above, Kaesang is the son of Jokowi using the verb phrase that has been uploaded. This phrase has the meaning that Kaesang has successfully uploaded or displayed his videos to youtube from March 31, 2016 to present and informs everyone that the video can be opened from now on. Even though Kaesang is the son of Jokowi, there is no harm in uploading his daily videos. This phrase has an ideological meaning, namely Son of Jokowi namely Kaesang has uploaded the video to youtube, all Indonesian people can open and view the video starting from March 31, 2016 to the present. Based on data (7) above, there are expansive values with experience and confidence, namely the experience of Kaesang who is the Son of Jokowi who has successfully uploaded his video to youtube and Kaesang's conviction because the video has been opened by many people.

In each video uploaded by Kaesang he has dismantled all his personal life (8).

Based on data (8) above using the verb phrase has been disassembled. The phrase has dismantled all of his personal life. Dismantling has the meaning of scattering all of Kaesang's private lives. However, it has been unpacked in this case to have an ideological meaning that in each video uploaded by Kaesang, he unpacked all of his personal life such as the contents of the room, snacks, and helicopters. The phrase has a symbolic meaning that Kaesang managed to upload all of his videos by showing all of his personal life even though he was the son of Jokowi, President of the Republic of Indonesia. Based on data (8) above, there was a positive expressive value that Kaesang showed that all his personal life even though he is the Son of Jokowi but he is not ashamed to show everyone about his simple life which he thinks is a luxurious life.

In the video Kaesang stated that he did not expect that there were a lot of people who enjoyed the videos uploaded to youtube which were around 422,493 (9).

Based on data (9) above, who enjoyed videos uploaded by Kaesang to youtube very much used the verb phrase unexpectedly. This phrase includes the verb phrase in the form of a denial with the presence of the word no. Through this phrase, the symbolic meaning expressed by many people who have enjoyed the Kaesang video and many more will enjoy the last video of Kaesang. This phrase has an ideological meaning that is to instil understanding that people who have enjoyed the previous Kaesang videos need not worry because there will be a subsequent Kaesang video which will not be less interesting. Based on data (9) above, there were expressive values that were positive because many people enjoy the videos uploaded by Kaesang to youtube.

3.1.6 Sentence choice representations. A sentence is a grammatical unit that is limited by the existence of a long pause accompanied by a final or down tone. A sentence is a unit of language that is relatively independent, has a final intonation pattern and actually or potentially consists of clauses; clause free which becomes part of a cognitive conversation; proposal unit which is a combination of clauses or a clause that forms a free unit; minimal answers, exclamations, greetings etc. Sentences are syntactic units compiled from basic constituents, which are usually in the form of clauses, supplemented by conjunctions when needed, and accompanied by intonation [12]. The findings of the types of sentences that represent symbolic meanings in the discourse of social life are presented as follows.

This sentence is a set of knowledge and beliefs constructed to achieve certain goals. Regarding the structure of the sentence, it is categorized as a change in the order of parts of the sentence. Prioritizing the explanation first, then the main idea presented as a strategy for delivering information to the public. Research data in discourses relating to inversion sentences are presented as follows.
Not only that, the youtube social media users were surprised when Kaesang suggested that he went to school using a helicopter (10)

Based on data (10) above, Kaesang utilizes inversion sentences to represent his ideology through the statement that he went to school using a helicopter. The statement was preceded by a statement that not only made the youtube social media users surprised when Kaesang stated. The use of this inversion sentence has symbolic meaning. The information that comes first was the statement about the users of social media youtube surprised by Kaesang who really showed his luxury. Kaesang's statement has a symbolic message that he really has the courage in making videos about his life that have now been circulating on social media. The statement also hinted at the social life of Kaesang who got luxury facilities. Based on data (10) above, there were expansive values that have experience value, namely the experience of people who have seen Kaesang's previous videos and Kaesang's experience using helicopters to school.

3.2. Discussion
Discussion of these findings is based on the findings described. Based on the description in the findings section, the symbolic meaning in the discourse of social life was represented in the form of words, phrases, and sentences.

3.2.1 Representation of ideology and power through vocabulary choices. Based on the findings, Kaesang used the form of vocabulary to represent the meaning of sengkik in the discourse of social life. Vocabulary forms represented include: (1) modality, (2) verbs, (3) nouns, and (4) conjunctions. According to Fairclough [13] the relational value of vocabulary represents the problem of the authority of one participant in relations with other participants. Kaesang utilizes definite modalities to represent symbolic meaning. This modality represents the symbolic meaning that symbolizes power.

The second form that was represented in this discourse was the verb (verb), which was to make, have, and upload. The symbolic meaning of the words make, have, and upload was used to clarify the contents of the Kaesang video. First the symbolic meaning of the word “make” was the circulation of videos on youtube to make Kaesang increasingly known and exist, which means Kaesang has succeeded in making people recognize it. The two symbolic meanings of the word have made it clear that Kaesang has really tried to have a youtube account since October 24, 2015. The three symbolic meanings of the word uploaded are made clear that the video uploaded by Kaesang to youtube is called imaging. This symbolic meaning representation can be explained through the perspectives and characteristics of critical discourse as actions namely first, discourse is seen as something that aims, whether to influence, debate, etc., and secondly, discourse is understood as something that is expressed consciously and in a controlled manner [14].

The third form used in this discourse is a noun. The nouns used in this discourse were ATM machines and helipads. Both are nouns that state objects belonging to Kaesang. This noun can also be explained through the perspective and characteristics of critical discourse as action. Through the use of the vocabulary of the ATM machine and the Kaesang helipad, he stated that if he had his own ATM machine that he put in a cupboard and the helipad was available in front of the room ready to take him to school, in addition to the contents of the room Kaesang showed in his video, the ATM machine and helipad were some of the luxury items owned Kaesang.

The fourth form used in this discourse is conjunctions. The conjunctive used in this discourse is however. The conjunctive word but expresses opposition (adversative). As with verbs, this conjunction can also be explained through perspective and characteristics of critical discourse as action. Through the use of vocabulary, however, it can be explained about the desire of Kaesang who uploaded his video on youtube has succeeded in attracting the attention of account users in Indonesia. Kaesang uploaded his video on YouTube on March 7, 2016 and he stated that the place occupied was very simple but he still felt that what he was doing was extraordinarily luxurious.
3.2.2 **Representation of ideology and power through the choice of phrases.** Based on research results, Kaesang used linguistic features in the form of phrases to represent his ideology and power. The phrase used in this discourse was the verb phrase. The verb phrase was used by Kaesang to represent actions and actions. Kaesang uploaded the video to youtube so that, it made him more known and exist and the videos uploaded to youtube were titled imagery. Through this verb phrase, Kaesang also instilled a sense that by watching the video, the community can find out their daily lives that are simple but luxurious.

3.2.3 **Representation of ideology and power through sentence choice.** Based on the findings, Kaesang uses the sentence to represent his ideology and power in this discourse. The choice of sentences contained in this discourse is inversion sentences. The choice of sentences with this construction in a critical perspective is deliberately carried out so that the actor's knowledge and beliefs are constructed to achieve certain goals. The use of inversion construction in the data above is ideological, namely explaining first about the youtube social media users who were surprised when Kaesang revealed his luxury. Furthermore, explaining the main idea represented as a strategy to deliver information to the public, namely Kaesang went to school by helicopter. This research is in line with the views [15] findings about sentences show parties who have the power to control or control other parties, causing other parties to be dominated/controlled, and sentence mode expressing the relational value of speakers.

4. Conclusion
Based on the findings and discussions described earlier, it can be concluded that ideology and power in the discourse of social life are represented in linguistic features, namely vocabulary features that represent ideology and power in the discourse of social life consisting of: (a) modalities, namely "definite" modalities, (b) verbs, which include "make", "have", and "upload", (c) nouns, which include "ATM machines" and "helipad", and (d) conjunctions, namely "but". Phrase features that represent ideology and power in the discourse of social life consist of verb phrases. Feature sentences that represent ideology and power in the discourse of social life consist of inversion sentences.

References
[1] Stamou A G 2018 Synthesizing critical discourse analysis with language ideologies: The example of fictional discourse Discourse, Context Media 23 80–9
[2] Listo R 2018 Gender myths in energy poverty literature: A Critical Discourse Analysis Energy Res. Soc. Sci. 38 9–18
[3] Achmad and Abdullah A 2013 Linguistik Umum (Jakarta: Erlangga)
[4] Aldriani Y 2017 Penguasaan Kosakata Reseptif Penyandang Tunanetra Totally Blind dengan Menggunakan Indera Peraba J. Kata Penelit. tentang Ilmu Bhs. dan Sastra 1 159–71
[5] Humaira H W 2018 Analisis Wacana Kritis (Awk) Model Teun A. Van Dijk Pada Pemberitaan Surat Kabar Republika LITERASI 2 32–40
[6] Darma Y A 2013 Analisis Wacana Kritis (Bandung: Yrama Widya)
[7] Fauzan U 2014 Analisis Wacana Kritis dari Model Faiclough Hingga Mills J. Pendidik 6
[8] Kridalaksana H 1994 Kelas Kata Dalam Bahasa Indonesia (Edisi Ketiga) (Jakarta: Gramedia Pustaka)
[9] Kridalaksana H 2008 Kamus Linguistik (Edisi Keempat) (Jakarta: Gramedia Pustaka)
[10] Burton R 1997 Analyzing Sentences (New York: Longman)
[11] Dola A 2010 Tataaran Sintaksis dalam Gramatika Bahasa Indonesia (Makassar: Badan Penerbit UNM)
[12] Chaer A 2015 Sintaksis Bahasa Indonesia: Pendekatan Proses (Jakarta: Rineka Cipta)
[13] Jufri 2015 Struktur Makna Simbolik dalam Fenomena Pasca Reformasi: Kajian Wacana Kritis. Laporan Penelitian Tim Pascasarjana (Makassar)
[14] Eriyanto 2001 Analisis Wacana: Pengantar Analisis Teks Media (Yogyakarta: Lkis)
[15] Fairclough N 1992 *Discourse and Social Change* (UK: Polity Press)