

A CRITICAL DISCOURSE ANALYSIS OF THE “RUU PERAMPASAN ASET” NEWS TEXT ON DETIK.COM

Analisis Wacana Kritis terhadap Teks Berita “RUU Perampasan Aset” di Detik.com

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Abstract

This study analyzes meaning construction in detik.com's news article “Rapat RUU Perampasan Aset di DPR, Pakar Ini Soroti Istilah ‘Perampasan’” using Norman Fairclough’s Critical Discourse Analysis. Employing a descriptive-qualitative method, the research shows that textual choices frame ‘perampasan’ as a problematic term violating human rights, favoring academic authority over the DPR. Discursively, detik.com relies on a single source, simplifying complex legislative issues into word-choice debates to delegitimize the DPR. Socio-culturally, corporate vision drives pseudo-neutral coverage for viral commercial interests. Ultimately, the news constructs a cautionary discourse, proving the media’s active role in power negotiation and social reproduction.

Keywords: Critical Discourse Analysis, Norman Fairclough, RUU Perampasan Aset, Detik.com.

Introduction

In the contemporary era, cyber media has transformed into an active discursive agent endowed with significant authority in shaping social cognition and directing public opinion in Indonesia. Media is no longer regarded as a neutral channel that merely reflects reality objectively; rather, it constitutes a terrain of contestation wherein language is strategically produced to construct particular meanings. This phenomenon is further complicated by the dynamics of digital journalism, which is profoundly influenced by the logic of political economy and the commodification of information, wherein the demand for speed (breaking news) in the cyber media industry often compromises the principle of source balance (multi-perspectivity) and the substantive depth of news reporting. Through lexical choices, syntactic arrangements, and the asymmetric framing of actors, media institutions possess the capacity to reproduce power relations, construct a hegemony of truth, and simultaneously negotiate power within the virtual public sphere.

One national legal and sociopolitical issue that has recently triggered highly sharp discursive polarization in the public sphere is the draft Asset Forfeiture Bill (Rancangan Undang-Undang/RUU Perampasan Aset). The tension between the progressive demands of civil society to impoverish corruptors and the defensive stance of political elites in parliament has been intensively exploited by online media as a news commodity with high market value. This research specifically focuses its analysis on a single news article on the detik.com portal, published on March 30, 2026, entitled "Rapat RUU Perampasan Aset di DPR, Pakar Ini Soroti Istilah 'Perampasan'" ("Meeting on the Asset Forfeiture Bill at the DPR: This Expert Highlights the Term 'Forfeiture'"). The article clearly represents how cyber media tactically simplifies the highly complex legal substance of legislation into merely a semantic debate at the surface level by pitting the scientific authority of a legal expert against the institutional capacity of the House of Representatives (Dewan Perwakilan Rakyat/DPR).

To uncover the hidden ideological mechanisms behind the aforementioned news text, this research relies entirely on Norman Fairclough's Critical Discourse Analysis (CDA) framework. This approach is highly relevant because it operationalizes analysis through three dimensions that are dialectically integrated: (1) textual analysis, or micro-linguistic description; (2) discursive practice, or interpretation of the processes from text production to consumption; and (3) sociocultural practice, or macro-level explanation of the social structure and political-economic context encompassing it. Through this three-dimensional model, detik.com's partisanship in employing a strategy of single-source reliance and utilizing clickbait formulas can be dissected not as a journalistic technical lapse, but rather as an institutional ideological decision rooted in the corporation's vision of creating pseudo-neutrality in order to capitalize on and profit from digital traffic.

The novelty (research gap) of this study lies in its micro-macro integrated analysis that critically traces the framing of anti-corruption regulation within the 2026 cyber journalism ecosystem, a domain that has not yet been extensively explored in depth by previous studies. Based on the aforementioned background, this research formulates three primary research questions aimed at (1) describing the linguistic features of the text, (2) interpreting the circulation of its discursive practices, and (3) explaining the influence of corporate sociocultural practices in generating a cautionary discourse. Theoretically, this study makes a significant contribution to the development of literature on critical discourse studies of cyber media, while practically, the analytical findings possess high utility for enhancing the public's critical media literacy, providing ethical reflection for the journalistic

community, and serving as a reference for political communication for policymakers.

To operationalize the discourse deconstruction agenda outlined above, this research employs a descriptive-qualitative method grounded entirely in the critical paradigm. This approach is chosen because it does not treat language as a static or value-neutral entity, but rather as an ideological instrument that actively reproduces inequalities in power relations within the public sphere. The data corpus in this study comprises the entirety of the cyber news text published by the detik.com news portal on March 30, 2026, specifically entitled "Rapat RUU Perampasan Aset di DPR, Pakar Ini Soroti Istilah 'Perampasan'" ("Meeting on the Asset Forfeiture Bill at the DPR: This Expert Highlights the Term 'Forfeiture'"). The selection of this single corpus is based on purposive sampling, wherein the text is deemed to contain a very high framing density concerning the confrontation between scientific authority and the capacity of state political institutions in formulating anti-corruption regulatory drafts. The research data consists of linguistic units, including word choice (diction), syntactic structure (sentence grammar), modality, and the arrangement of interdiscursive discourse dispersed throughout the news article.

Method

The data collection process in this study is conducted through digital documentation and attentive-observation (simak-catat) techniques. The initial step involves downloading and taking screenshots of the original article draft on the detik.com webpage to anticipate any subsequent text changes or editorial updates. Subsequently, the researcher conducts repeated, critical, and in-depth close reading of the data corpus to identify linguistic features containing hidden ideological content. The identified data are then classified into a corpus table based on Norman Fairclough's three-dimensional model. Data analysis is operationalized progressively through three interactive levels: first, the textual description stage to dissect linguistic structures at the micro level; second, the discursive interpretation stage to trace the mechanisms of text production by the detik.com editorial team and its distribution in the digital market; and third, the sociocultural explanation stage to connect textual findings with the macro political-economic context of CT Corp and the landscape of Indonesian democracy in 2026. To ensure data trustworthiness, the researcher employs theoretical triangulation by confirming linguistic findings against literature in media sociology and criminal jurisprudence, as well as conducting peer audit testing with discourse analysis experts in the academic community.

Discussion and Result

The analysis of the online news text from detik.com entitled "Rapat RUU Perampasan Aset di DPR, Pakar Ini Soroti Istilah 'Perampasan'" ("Meeting on the Asset Forfeiture Bill at the DPR: This Expert Highlights the Term 'Forfeiture'"), published on March 30, 2026, is operationalized through Norman Fairclough's three-dimensional model that integrates textual analysis (description), discursive practice (interpretation), and sociocultural practice (explanation). This news text is not regarded as a neutral linguistic instrument but rather as a terrain of ideological contestation and reproduction of power legitimacy. At the textual description dimension, the analysis focuses on formal linguistic features, beginning with lexical choices or lexicalization that reflect how the media classifies reality and directs readers' cognition. Detik.com selects the diction "pakar" (expert) from the title itself to provide instant affirmation regarding the epistemic authority of the speaking subject, creating a hierarchy of truth in which readers are directed from the outset to trust the subject's evaluation due to their scholarly status. This authority is reinforced by the transitive verb "menyoroti" (highlights), which metaphorically constructs the academic's action as a critical, investigative gaze positioned higher than the object being highlighted, thereby positioning the DPR's draft law as a problematic entity requiring academic correction.

The ideological construction at the textual description dimension can be empirically demonstrated through an in-depth analysis of the opening sentence (lead) structure presented by detik.com. In the news text, the editorial writes: "Guru Besar Pidana Universitas Jenderal Soedirman (Unsoed), Profesor Hibnu Nugroho menilai diksi 'perampasan' pada RUU itu kurang pas" ("Hibnu Nugroho, a Criminal Law Professor at Universitas Jenderal Soedirman (Unsoed), assesses that the term 'forfeiture' in the bill is less appropriate"). Syntactically, the placement of a very long nominal phrase at the beginning of the sentence functions as a strategy of actor foregrounding. Detik.com deliberately exploits the source's complete institutional academic identity to inject absolute scientific legitimacy into readers' minds before they digest the substance of the criticism being voiced. The use of the cognitive verb "menilai" (assesses) combined with the modality "kurang pas" (less appropriate) appears at the surface level as an objective and moderate linguistic evaluation. However, at the deeper level, this structural choice acts as a discursive proclamation that positions the draft law compiled by parliament as a product that is methodologically flawed and conceptually immature, thereby requiring direct correction from higher education institutions.

Furthermore, the dominance of this single academic voice is reinforced through the arrangement of consecutive direct quotation clauses presented without any narrative interruption from the legislative side. The news text records

the direct statement: "Hukum itu mengandung tiga makna, satu hukum itu mendidik, kedua hukum itu menegaskan, ketiga hukum itu memberikan kejelasan" ("The law contains three meanings: first, the law educates; second, the law affirms; third, the law provides clarity"). Through this parallel sentence pattern, the source no longer speaks in their capacity as an ordinary criminal law observer but has been elevated by the media to the position of a mentor for national legal language. A sharp lexical contrast is then deliberately produced by detik.com when juxtaposing this academic argument with the reality of the DPR RI's draft law. By backgrounding the legal arguments from members of Commission III of the DPR RI involved in the meeting, detik.com successfully creates an illusion of consensus in the public sphere that parliament lacks the adequate linguistic and philosophical capacity to compose the basic phrasing of a law. This discursive simplification transforms a highly complex constitutional legal debate regarding the mechanism of non-conviction-based asset forfeiture into merely a biased and asymmetric semantic conflict spectacle to trigger an emotional reaction of political cynicism from digital readers.

The primary ideological struggle at the textual level is presented through a sharp lexical contrast between the diction "perampasan" (forfeiture/seizure) and "pengembalian aset" (asset return) and "penyitaan" (seizure/custody). The term "perampasan" inherently carries connotations of aggressiveness, coercive action, and state arbitrariness, which the media deliberately retains to activate public collective anxiety regarding potential violations of citizens' human rights. By pitting this term against "penyitaan" or "pengembalian," which carry more clinical, procedural, and institutional connotations, the media simplifies the highly complex legal substance of the bill into merely a surface-level semantic debate. However, in the article's closing sentence, the phrase "aktivitas kriminal" (criminal activity) emerges as a narrative safety valve that constructs a clear boundary stating that this regulation only targets criminals such as corruptors, thereby functionally restoring social stability and reducing mass panic after readers have been exposed to the alarming criticism presented at the beginning of the text.

The analysis of sentence structure or grammar in this news text reveals the asymmetric foregrounding and backgrounding of political actors. The opening sentence (lead news) is designed as a simple sentence with the subject filled by the long nominal phrase "Guru Besar Pidana Universitas Jenderal Soedirman (Unsoed), Profesor Hibnu Nugroho" ("Criminal Law Professor at Universitas Jenderal Soedirman (Unsoed), Professor Hibnu Nugroho"), while Commission III of the DPR RI is placed merely as a locative adjunct or passive institutional background. This syntactic structure ideologically positions the academic as the dominant active evaluative subject, diverting readers' attention from the substance

of anti-corruption articles toward the expert's capacity to interrogate the word choices of parliamentarians. This construction is reinforced by the use of complex subordinate clauses such as "Hibnu menilai diksi 'perampasan' pada RUU itu kurang pas" ("Hibnu assesses that the term 'forfeiture' in the bill is less appropriate"), wherein the cognitive verb "menilai" (assesses) and the modality "kurang pas" (less appropriate) construct the expert's opinion as the primary guide for readers, while simultaneously positioning the academic group as linguistic mentors correcting the flaws in the legislative body's legal products.

The dominance of the expert's voice is further solidified through the arrangement of long, consecutive direct quotation clauses, in which Professor Hibnu establishes an ideal standard for legal language that must fulfill the meanings of education, affirmation, and clarity. When the DPR's draft bill is shown not to meet this ideal standard, the text successfully forms a counter-discourse that scientifically surpasses the capacity of parliament's political products. Moreover, the rhetorical aspect in this text is supported by implicit personification that treats dead legal terms as if they were physical objects with flaws, requiring examination under the spotlight of a scientific laboratory. This figurative language combines with structural antithesis that juxtaposes the coercive concept of "perampasan" (forfeiture) and restorative justice "pengembalian" (return), consistently injecting persuasive content into readers' minds without appearing doctrinaire, forcing the audience to choose between state repression or pure legal justice.

Moving to the second dimension, namely discursive practice, the interpretation focuses on text circulation encompassing production, distribution, and consumption processes. The text production process at detik.com is controlled by the speed logic of the cyber media industry, which tends to compromise the principle of source multi-perspectivity. Detik.com employs a single-source reliance strategy by exploiting Professor Hibnu's statements without providing space for confirmation or right of reply from members of Commission III of the DPR RI. This minimization of legislative voices constitutes an institutional ideological decision to produce news commodities with sharp conflict and high market value in the digital market, rather than dissecting complex legal mechanisms such as non-conviction-based asset forfeiture.

In the distribution process, editors (gatekeepers) employ a subtle clickbait formula in the title by concealing the source's actual identity through the phrase "Pakar Ini" ("This Expert"), in order to create a curiosity gap for digital readers that is subsequently amplified by timeline algorithms. This aggressive distribution process directly influences the audience's text consumption mechanism at three interrelated impact levels. Cognitively, the text alters readers' understanding that

legal terminology constitutes an instrument imbued with political ideology that is flawed if not monitored by academics. Affectively, this framing cultivates deep distrust and cynicism toward the DPR's capacity. Participatorily, this impact stimulates civic vigilance, wherein digital society actively reshapes the news link accompanied by critical condemnation across various virtual public spaces.

At the macro dimension or sociocultural practice level, the direction of detik.com's discursive partisanship can be explained through analysis of the media corporation's context and political economy. Detik.com operates under the CT Corp conglomerate with the strategic vision as a "Digital Life Gateway" and the mission "Fastest, Trusted & Independent." The business demand to be the fastest explains why this news was produced rapidly relying on a single source without cross-verification. Meanwhile, the image of being trusted and independent is maintained through a pseudo-neutrality strategy. The detik.com editorial team recognizes the high political risk if they directly criticize state institutions, so they outsource structural criticism to external academic figures who are clean from practical political interests. This strategy enables the media to exploit anti-parliament sentiments to reap economic benefits from digital traffic surges, while simultaneously commodifying a sacred national legal issue into viral content that profits the media capitalism ecosystem.

Through discourse orders analysis, an interdiscursivity act occurs wherein detik.com transfers the rigid elite legal discourse from the exclusive parliamentary hearing room into the fluid genre of digital popular news for consumption by the wider masses. This shift in social order produces a dialectical impact on the landscape of Indonesian digital democracy in 2026. On one hand, this practice has a positive impact on information democratization by opening space for civil society to participate in monitoring the regulatory-making process. On the other hand, the text generates a collective unconscious (common sense) that state legislative institutions are incompetent in composing the basic phrasing of laws. This discourse widens the gap of alienation between the people and their representatives in parliament, and gives rise to a digital society enveloped in permanent suspicion toward state political authority. Overall, the empirical findings at the textual dimension, which are abundant, prove to align with discursive and sociocultural processes, affirming that detik.com acts as an active ideological agent producing cautionary discourse to negotiate power and reap digital capital.

Conclusion

Based on the three-dimensional analysis following Norman Fairclough's framework of the detik.com news text regarding the Asset Forfeiture Bill, it can be

solidly concluded that the online media outlet does not act as a neutral information channel but rather as an active ideological agent producing cautionary discourse. At the textual dimension, the DPR's draft law is negatively constructed as a regulation that is linguistically flawed and potentially violates human rights through the exploitation of the aggressive diction "perampasan" (forfeiture), as well as asymmetric syntactic structures that highlight the scientific authority of legal experts while marginalizing the legislative role. In terms of discursive practice, the speed logic of the cyber media industry drives the use of a single source that simplifies the substance of criminal jurisprudence into merely a surface-level semantic conflict, distributed via clickbait headlines to trigger political cynicism and erode readers' affective trust in parliament. At the sociocultural level, this framing is driven by CT Corp's political economy, which employs a pseudo-neutrality strategy by redirecting radical political criticism to external academic figures to maintain the media's positional safety, while simultaneously commodifying the national legal issue into a traffic-attracting digital commodity that benefits the corporation.

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