

Critical Discourse Analysis (CDA) Using Teun A. van Dijk's Model on the "Kabur Aja Dulu" Hashtag in the Kompas.com News Channel

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Abstract. This study aims to analyze the discourse framing of Kompas.com news texts related to the hashtag "Kabur Aja Dulu", which was published in the period 17 February - 17 March 2025. This research is a descriptive qualitative research with Teun A. Van Dijk analysis model. The research data was obtained through digital documentation of Kompas.com articles using the hashtag "Kabur Aja Dulu", then analyzed through three main stages: data reduction, data presentation, and conclusion drawing. The analysis was conducted systematically using Van Dijk's structural framework which includes three levels of analysis: macro structure, superstructure, and microstructure. The analysis shows that Kompas.com tends to use language and interview techniques that reflect the government's perspective, with complex discourse framing patterns that reflect power dynamics in news production. Through the analysis of Van Dijk's model, it can be seen that the media uses various linguistic and structural strategies to build a narrative that is in line with the government's perspective, including the use of formal language, structured interview techniques, and the construction of a strong narrative about the urgency of handling the phenomenon. Overall, this study reveals how the mass media play an important role in the social construction of reality through the way they frame and convey information to the public.

Keywords: Critical Discourse Analysis, Media, Run Away First, Van Dijk

1. Introduction

The primary object of this research is centered on conducting a critical discourse analysis of online news articles published by Kompas.com, specifically those that feature and frame the trending hashtag "#KaburAjaDulu". This hashtag gained widespread attention in early 2025, emerging as a powerful socio-political expression that encapsulated the sentiments of disappointment, anxiety, and disillusionment experienced by many young Indonesians. Positioned within the larger context of national discourse, the hashtag became symbolic of a growing generational concern regarding the direction of government policy, economic precarity, and perceived stagnation in political reform.

As one of the most prominent and widely accessed digital news platforms in Indonesia, Kompas.com holds a strategic role in influencing the construction of public narratives and shaping collective perceptions about pressing national issues (Sobur, 2018; Putra & Hirzi, 2022). Through its editorial choices—ranging from headline framing to source selection and language use—the platform does more than report facts; it mediates between various ideological forces, often reflecting or reinforcing dominant institutional perspectives.

Accordingly, this research sets out to examine in depth how the discourse surrounding the viral phenomenon of "#KaburAjaDulu" is both structured and framed within a selection of digital news articles published by Kompas.com. The analysis places particular emphasis on identifying the linguistic mechanisms and textual strategies employed by the media outlet to

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either legitimize the socio-political grievances articulated by the hashtag or, conversely, to neutralize and reframe them within the bounds of state-aligned ideological narratives. By doing so, this study aims to uncover how media discourse functions not merely as a passive channel of information, but as an active discursive apparatus that negotiates the tension between youth-driven expressions of discontent and the dominant ideological framework perpetuated by state institutions.

In exploring this phenomenon, the study engages with the broader tradition of Critical Discourse Analysis (CDA), a methodological approach that has long been utilized to investigate the relationship between language, power, and ideology in media texts. Previous scholars in this field have employed a range of frameworks, notably Fairclough's three-dimensional model, which emphasizes the interplay between textual analysis, discursive practice, and sociocultural context (Fairclough, 1995), and Wodak's discourse-historical approach, which incorporates historical and intertextual context to reveal how discourses evolve over time (Wodak & Meyer, 2016).

However, this particular study adopts the critical discourse framework developed by Teun A. van Dijk, a model widely acknowledged for its sociocognitive orientation. Van Dijk's approach offers a unique synthesis by connecting three essential layers of discourse—namely, the macrostructure (thematic or global meaning of the text), the superstructure (the schematic organization or rhetorical structure of the discourse), and the microstructure (linguistic features such as word choice, syntax, and style)—with the social cognition of both the producers (e.g., journalists, editors) and the recipients (readers, the public) of the text (Van Dijk, 1998). This multidimensional perspective enables researchers to investigate not only how texts are constructed, but also how they are cognitively processed and ideologically interpreted by various social actors.

The Van Dijk model is particularly well-suited for analyzing media discourse, as it facilitates a layered and detailed deconstruction of how language can function as an instrument of power, persuasion, and ideological reproduction. In contrast, while Fairclough's three-dimensional model emphasizes the interrelation between discourse, social practices, and broader socio-cultural contexts, it tends to foreground intertextual dynamics without necessarily dissecting the internal linguistic construction of the discourse in as much granularity. Similarly, Wodak's historical-discursive approach is more inclined toward tracing the evolution of discourse across time and policy narratives, but may not offer the same level of micro-linguistic attention (Humaira, 2018; Hariyati & Septiana, 2019).

Thus, Van Dijk's model provides a robust analytical toolkit for unpacking the often implicit strategies through which seemingly objective or neutral journalistic language becomes a vehicle for shaping public perception, reinforcing institutional legitimacy, or subtly marginalizing dissent. This model allows for the exploration of how discourse reflects, mediates, and sustains hegemonic power structures—a central concern in critical media studies. Despite the wide application of CDA in media studies, there remains a notable gap in the literature regarding its use on contemporary online discourse, particularly those emerging from digital subcultures and youth-driven social movements. Most previous studies have centered on traditional political rhetoric, long-standing ideological conflicts, or printed news media, and have yet to fully capture how viral, hashtag-based expressions of dissent—such as #KaburAjaDulu—are framed and interpreted in mainstream journalistic platforms. Furthermore, youth perspectives, especially when articulated through digital resistance or affective language, are often overlooked in critical discourse literature.

Therefore, this research positions itself to fill that theoretical and empirical gap by focusing on how a leading online news outlet, Kompas.com, frames a trending and politically sensitive hashtag. It analyzes the extent to which the discourse functions to accommodate, reframe, or suppress public dissatisfaction, particularly from younger generations, through carefully constructed textual and structural strategies. The central research question that guides this inquiry is:

How does Kompas.com construct and frame the discourse surrounding the hashtag “#KaburAjaDulu” through linguistic and structural mechanisms within its news coverage?

To systematically address the research question, this study adopts Teun A. Van Dijk's tripartite discourse structure as its principal analytical framework. The model is operationalized through three interrelated levels of analysis that enable a comprehensive dissection of media discourse:

- Macrostructure, which focuses on identifying the overarching themes or global meanings conveyed in the news text—essentially, what the discourse is about at its most general level;
- Superstructure, which examines the rhetorical organization and textual layout of the articles, including how information is introduced, sequenced, and concluded to build coherence and direct reader interpretation;
- Microstructure, which entails a close analysis of linguistic choices, such as diction, sentence construction, quotation practices, and stylistic elements that contribute to framing and tone.

By applying this tripartite model, the study aims to uncover how Kompas.com, as a mainstream news outlet, employs specific discursive strategies to subtly convey its ideological orientation and editorial stance regarding the “#KaburAjaDulu” phenomenon. This includes examining how the outlet negotiates between acknowledging youth dissatisfaction and reinforcing nationalistic sentiment. Furthermore, this framework facilitates a critical reading of how language is used not only as a medium of communication but as a strategic tool for managing public perception, shaping consensus, and sustaining power relations. The layered approach offered by Van Dijk thus enables a nuanced interpretation of how discourse operates beneath the surface of neutrality, revealing the ideological forces embedded within everyday news reporting.

The main contributions of this paper are: (1) applying Van Dijk's CDA model to a contemporary viral issue in Indonesia, (2) providing empirical evidence of media framing strategies on online platforms, and (3) offering theoretical insights into how news texts mediate the tension between public frustration and nationalistic narratives.

The rest of this paper is structured as follows: Section 2 reviews relevant literature on CDA and media framing; Section 3 outlines the research methodology; Section 4 presents and discusses the results of the analysis; and Section 5 concludes with a summary of findings and implications for media discourse studies in the digital era.

2. Preliminaries or Related Work or Literature Review

To effectively investigate how *Kompas.com* constructs and positions its discourse around the “#KaburAjaDulu” phenomenon, this study applies Teun A. Van Dijk's three-layered discourse structure as the core analytical framework. Through the identification of macrostructure (thematic construction), superstructure (textual layout and rhetorical organization), and microstructure (linguistic and argumentative strategies), this model enables a structured and critical examination of how media narratives are produced, shaped, and ideologically directed. The use of this model is not only methodological but also theoretical, positioning the research within the broader field of critical discourse analysis (CDA), particularly in the context of digital journalism and socio-political expression.

To situate this research within the existing body of knowledge, it is important to first review relevant literature and prior studies in the field. This includes works that have employed CDA in media analysis, theoretical comparisons among major CDA frameworks (such as Fairclough, Wodak, and Van Dijk), as well as studies that specifically examine youth-centered discourse and the role of media framing in political dissent. By engaging with these scholarly works, the following section aims to identify the conceptual foundations, methodological precedents, and most importantly, the gaps that this study seeks to address—particularly the relative lack of focused analysis on viral hashtag discourse in mainstream media using Van Dijk's sociocognitive model.

2.1. Critical Discourse Analysis and the Van Dijk Model

Critical Discourse Analysis (CDA) is an interdisciplinary approach that studies how language reflects, reproduces, and challenges power structures in society (Wodak & Meyer, 2016; Fairclough, 1995). Among several influential models, Teun A. Van Dijk's sociocognitive approach is notable for its integration of linguistic features with social cognition and ideology (Van Dijk, 1998). Van Dijk distinguishes three analytical levels: macrostructure (thematic analysis), superstructure (schematic organization of the text), and microstructure (linguistic choices such as diction, syntax, and rhetoric). This model has been widely applied to analyze how media construct certain representations, especially regarding political and ideological issues (Humaira, 2018; Hariyati & Septiana, 2019).

Van Dijk's framework has proven effective in examining media texts due to its structured nature, which allows for a systematic breakdown of discourse strategies. It helps reveal implicit ideologies, framing tactics, and cognitive schemas that influence audience interpretation. Nevertheless, most applications of Van Dijk's model have focused on traditional media and political speeches (e.g., Sakka et al., 2023; Yusar et al., 2020), with limited engagement with youth-centric online trends or viral social media discourse. This highlights a gap in the literature where CDA frameworks, particularly Van Dijk's, have not been fully applied to contemporary digital issues like #KaburAjaDulu.

2.2 Media Framing and Online Youth Discourse in Indonesia

Media framing theory posits that the way information is presented significantly affects audience perception and understanding (Entman, 1993). Online news portals, such as Kompas.com, actively shape narratives by selecting sources, constructing headlines, and organizing content in ways that reflect institutional values and political alignment (Sobur, 2018; Putra & Hirzi, 2022). In the context of Indonesian digital media, several studies have shown that mainstream outlets tend to mirror official narratives, especially on politically sensitive issues (Handariastuti et al., 2020; Siagian & Ritonga, 2024).

Research on online discourse involving youth voices, such as protest hashtags and social media trends, remains relatively underdeveloped. Studies by Siahaan et al. (2025) and Silaban et al. (2025) have started to address the #KaburAjaDulu phenomenon from alternative CDA perspectives (e.g., Fairclough's model), yet few have examined the linguistic framing of the issue in formal online news contexts using Van Dijk's framework. Furthermore, these studies often neglect the duality in media narratives—how outlets simultaneously acknowledge youth frustration while reinforcing nationalistic ideals.

This research positions itself within that gap, focusing on how Kompas.com frames #KaburAjaDulu using Van Dijk's model to uncover both the discursive construction of youth dissent and the ideological balancing act performed by mainstream media. By doing so, this paper contributes to a more nuanced understanding of how online journalism navigates between critique and conformity in the digital public sphere.

3. Proposed Method

This research adopts a qualitative descriptive approach and employs Teun A. Van Dijk's Critical Discourse Analysis (CDA) model to examine how Kompas.com frames the phenomenon of the viral hashtag "#KaburAjaDulu." The method consists of several sequential stages designed to capture the textual, structural, and ideological patterns embedded in the news texts. Each step contributes to identifying and interpreting the power dynamics and social cognition conveyed through discourse.

The procedure begins with the collection of articles containing the hashtag, followed by filtering and categorization, then conducting a three-layered CDA based on Van Dijk's model, before synthesizing results and drawing ideological conclusions. A high-level pseudocode representation of this analytical process is presented below.

3.1. Algorithm/Pseudocode

Algorithm 1. Critical Discourse Analysis Using Van Dijk's Model

INPUT: Kompas.com news articles containing hashtag "#KaburAjaDulu" (17 Feb – 17 Mar 2025)

OUTPUT: Discourse framing results (macro, super, and microstructure analysis + ideological interpretation)

- 1: Collect all articles containing the hashtag "#KaburAjaDulu"
 - 2: Filter articles for relevance, consistency, and contextual focus
 - 3: Categorize filtered articles by dominant themes (economy, youth, politics)
 - 4: For each article in dataset:
 - 5: Analyze Macrostructure (main theme/topic)
 - 6: Analyze Superstructure (text layout: intro, body, conclusion)
 - 7: Analyze Microstructure (diction, syntax, style, rhetorical tools)
 - 8: Synthesize analysis results from all articles
 - 9: Interpret ideological tendencies in framing (e.g., nationalism, dissent)
 - 10: Generate conclusions about discourse positioning and narrative
-

3.1.1. Subsubsection

- **Macrostructure Level;**
 - Thematic focus of the article;
 - Global meaning derived from the headline and content orientation;
 - Social issue represented in the coverage.
- **Superstructure Level;**
 - Textual layout (introduction–body–conclusion);
 - Logical progression of narrative;
 - Placement of arguments and authority voices.
- **Microstructure Level.**

Additionally, to ensure clarity and consistency, the researcher follows these procedural steps:

1. Identify articles using the keyword filter "#KaburAjaDulu";
2. Manually extract textual data from Kompas.com's official site;
3. Code articles based on thematic and linguistic indicators;
4. Conduct CDA using Van Dijk's three-level model;
5. Interpret findings with reference to media ideology and power relations.

The text continues by synthesizing insights from these three analytical levels. The combination of thematic, structural, and stylistic readings allows the researcher to uncover how the mass media discursively position youth dissent. This multilayered framework ultimately enables a critical reflection on how dominant narratives are framed, negotiated, or challenged in Indonesian online journalism.

4. Results and Discussion

This section presents the results of the critical discourse analysis of Kompas.com articles containing the hashtag "#KaburAjaDulu", conducted using Teun A. Van Dijk's three-layered CDA model. The data were collected via digital documentation from Kompas.com's official website for the period 17 February to 17 March 2025, based on keyword tracking.

No specialized hardware or software was utilized, apart from conventional web-based data collection methods and manual coding procedures. The research employed qualitative thematic classification based on Van Dijk's framework. The following results are discussed in three structured subsections: macrostructure, superstructure, and microstructure, as defined by Van Dijk. Each subsection contains a table summarizing the results and a corresponding analysis of how the findings relate to media framing, discourse power, and ideological positioning.

4.1 Tables

Table 1. Macrostructure Components

Component	Analysis
Article Title	Kabur Aja Dulu
Main Theme	The desire of Indonesian youth to emigrate due to new policies impacting the nation’s socio-economic conditions.
Sub-theme	Criticism toward the newly implemented government policies
Meaning	The youth’s dissatisfaction with new policies impacting the nation’s socio-economic conditions, leading to an increased tendency to emigrate

Table 2. Superstructure Components

Component	Analysis
Introduction	The “Kabur Aja Dulu” trend on social media
Body	Discusses the origins of the hashtag, its underlying causes, and the government’s response
Conclusion	The hashtag highlights Indonesia’s political and economic conditions

Table 3. Microstructure Components

Table 1. This is a table. Tables should be placed in the main text near to the first time they are cited.

Component	Quotation	Explanation
Word Choice	“The VIRAL hashtag 'Kabur Aja Dulu' is not merely a trend on social media, but a symbol of resistance against the constraining illusion of nationalism.”	The use of the word “viral” implies that this issue has become widespread among the public. The phrase “symbol of resistance” indicates that the report is not just highlighting a trend, but representing resistance against certain conditions. Meanwhile, the phrase “illusion of nationalism” expresses a critique of the Indonesian government system that limits public freedom.
Sentence Structure	“Living in one’s own country is no longer about weaving dreams, but about surviving helplessness.”	data
Figurative Language	“They tear off the shackles of poverty, pierce through the fog of uncertainty, and challenge the limitations inherited from a system that failed to protect them.”	The sentence employs metaphorical expressions such as “tear off the shackles of poverty” and “pierce through the fog of uncertainty” to emphasize emotional intensity and criticism of systemic failure.

5. Comparison

Comparison with state-of-the-art is an important part. This section can provide a more measurable illustration of your research contribution. This section can also be added to a brief discussion. If you feel that this section is insufficient and unsuitable to be a separate section, the author(s) can integrate this section with section four (Results and Discussion). Compared to previous studies using critical discourse analysis on online media, this research presents a specific focus on Van Dijk’s tripartite model in analyzing how Kompas.com frames the “Kabur Aja Dulu” phenomenon—a theme that has not been explored in depth in earlier literature.

For example, Handariastuti et al. (2020) analyzed news framing on the PSBB termination in Surabaya using framing theory but did not adopt a multi-level discourse structure. Meanwhile, Siahaan et al. (2025) applied Norman Fairclough's model to the same hashtag but focused more on intertextuality and did not examine the micro-level linguistic choices in mainstream media articles. This study fills that methodological gap by analyzing not only the thematic and schematic structure but also the linguistic strategies and ideological implications of the discourse.

In addition, while Silaban et al. (2025) discussed #KaburAjaDulu in terms of its threat to national identity, their approach remained conceptual. In contrast, this research provides text-based empirical evidence of how the mainstream media both recognizes youth disillusionment and attempts to neutralize it by embedding nationalistic undertones through discourse structure.

In summary, this study contributes to the growing body of critical discourse analysis by:

- Applying Van Dijk's CDA model specifically to digital news texts on a contemporary viral issue;
- Offering granular analysis at the microstructure level, which is often overlooked;
- Demonstrating how mainstream media discursively mediates between criticism and nationalism in a politically sensitive context.

6. Conclusions

This study applied Teun A. Van Dijk's Critical Discourse Analysis model to examine how Kompas.com framed the viral phenomenon of the "Kabur Aja Dulu" hashtag during the period of 17 February to 17 March 2025. Through the analysis of macrostructure, superstructure, and microstructure, the research found that Kompas.com constructed a dual narrative: acknowledging the youth's disappointment toward the socio-economic and political climate, while also reinforcing a nationalistic call for resilience and reform.

The main findings reveal that:

- At the macrostructure level, the discourse centers around generational frustration and desire to emigrate, framed as a social symptom rather than an isolated reaction;
- At the superstructure level, articles follow a clear and deliberate structure, combining digital virality with institutional legitimacy and ending in moral reinforcement;
- At the microstructure level, linguistic choices such as diction, sentence contrasts, and metaphors are used to express both critique and cohesion.

Data Availability Statement: The data that support the findings of this study consist of publicly available online news articles retrieved from <https://www.kompas.com> during the period 17 February to 17 March 2025. No new data were created during this study. Due to copyright and usage rights of the publisher, full texts cannot be shared directly, but citation and access information are available upon request.

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