

**PROSES SOSIOKOGNISI PEMBACA WACANA POLITIK DI
INDONESIA: *A SYSTEMIC FUNCTIONAL-MULTIMODAL DISCOURSE
ANALYSIS***

DISERTASI

Diajukan untuk memenuhi salah satu syarat untuk memperoleh gelar Doktor dalam bidang
Linguistik



oleh

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**LINGUISTIK
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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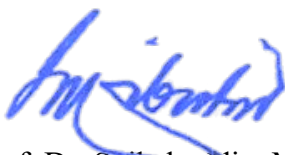
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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa disertasi dengan judul “Proses Sosiokognisi Pembaca Wacana Politik di Indonesia: *A Systemic Functional-Multimodal Discourse Analysis*” adalah karya asli dan autentik yang memenuhi peraturan Universitas dalam hal Plagiarisme. Informasi yang diperoleh dari literatur telah diakui dengan benar dalam teks dan daftar referensi telah disertakan. Tidak ada bagian dari disertasi ini yang sebelumnya telah disajikan untuk gelar lain di institusi ini atau institusi lain.

Bandung, 15 Januari 2024

A handwritten signature in blue ink, consisting of a large, stylized 'S' shape followed by a horizontal line extending to the right.

Lucky Rahayu Nurjamin

ABSTRAK

Lucky Rahayu Nurjamin, (2023). Proses Sosiokognisi Pembaca Wacana Politik di Indonesia: *A Systemic Functional-Multimodal Discourse Analysis*

Deskripsi proses sosiokognisi pembaca belum banyak dibahas terutama dalam kaitannya dengan potensi makna teks yang cenderung multimoda saat ini. Sementara itu proses kognisi memberikan peran yang sangat krusial terutama dalam menentukan cakupan pikiran, ingatan, dan pemrosesan wacana sebagaimana disebutkan sebagai mental model seseorang dalam proses membaca.

Penelitian ini bertujuan untuk mengidentifikasi proses sosiokognitif pembaca wacana politik *multimoda* di Indonesia melalui interaksi permaknaan antara pembaca dan potensi makna teks verbal dan visual dengan menggunakan perspektif *Systemic Functional-Multimodal Discourse Analysis* (SF-MDA). Tujuan tersebut dikerucutkan ke dalam tiga pertanyaan penelitian, yaitu; Bagaimana komponen sosiokognisi direpresentasikan secara verbal dan visual dalam teks politik *multimoda*? Bagaimana pemahaman pembaca tentang berita politik *multimoda* merefleksikan proses sosiokognitif? Bagaimana produksi Bahasa pembaca merefleksikan proses sosiokognitif terhadap berita politik *multimoda*?

Untuk menjawab ketiga pertanyaan tersebut, pendekatan deskriptif kualitatif dengan alat analisis *Systemic Functional Multimodal Discourse Analysis* (SF-MDA) melibatkan 11 responden dengan 6 responden terpilih secara intensif membaca surat kabar digital dengan topik politik yang beragam.

Hasil penelitian menunjukkan bahwa unsur sosiokognitif terealisasi pada jenis *complementary* yang cenderung memperkuat makna pada aspek verbal sehingga gambar hanya berperan sebagai pelengkap saja. Temuan kedua mengkonfirmasi temuan pertama bahwa relasi teks verbal dan non-verbal dapat diidentifikasi dalam jenis *complementary* sehingga proses sosiokognitif dapat diprediksi sebagai bahan awal untuk melihat aspek sosiokognitif sepenuhnya. Temuan tersebut dapat digunakan untuk mengidentifikasi jawaban pertanyaan *cognitive reading test* tentang isi dari teks berita politik. Sementara, temuan ketiga menunjukkan bahwa proses memahami berita itu didominasi oleh *short-term memory* yang ditunjukkan dengan pengulangan konfirmasi berulang-ulang terhadap isi teks dengan cara melihat langsung pada teks.

Temuan dalam penelitian ini menunjukkan bahwa budaya konvensional sangat mempengaruhi proses membaca digital. Di samping itu, proses sosiokognitif pembaca sangat dipengaruhi oleh ideologi yang dikonstruksi oleh asumsi, pengetahuan, kepercayaan, dan harapan yang telah dibangun dengan proses waktu yang cukup lama sehingga terfosilkan.

Kata Kunci: *Sociokognitif, Pembaca, Systemic Functional Multimodal Discourse Analysis, Berita Politik di Indonesia*

ABSTRACT

Lucky Rahayu Nurjamin, (2023). Sociocognitive Process of Political Discourse Readers in Indonesia: A Systemic Functional-Multimodal Discourse Analysis.

The description of the sociocognitive process of readers has not been widely discussed, especially in relation to the potential multimodal meaning of texts that are currently trending. Meanwhile, the cognitive process plays a crucial role, especially in determining the scope of thoughts, memories, and discourse processing, as mentioned as an individual's mental model in the reading process.

This research aims to identify the sociocognitive process of readers of multimodal political discourse in Indonesia through the interaction of meaning between readers and the potential meaning of verbal and visual texts using the Systemic Functional-Multimodal Discourse Analysis (SF-MDA) perspective. The objective is narrowed down into three research questions: How are socio-cognitive components represented verbally and visually in multimodal political texts? How does readers' understanding of multimodal political news reflect the socio-cognitive process? How does the language production of readers reflect the socio-cognitive process towards multimodal political news?

To answer these three questions, a qualitative descriptive approach with the Systemic Functional Multimodal Discourse Analysis (SF-MDA) analytical tool involved 11 respondents, with 6 selected respondents intensively reading diverse political topics in digital newspapers.

The research findings indicate that sociocognitive elements are realized in a complementary type that tends to strengthen meaning in the verbal aspect, with images playing a supplementary role. The second finding confirms the first one that the relationship between verbal and non-verbal text can be identified in complementary types, so the socio-cognitive process can be predicted as a starting point to fully understand the sociocognitive aspects. These findings can be used to predict answers to cognitive reading test questions about the content of political news texts. Meanwhile, the third finding indicates that the process of understanding the news is dominated by short-term memory, as shown by repeated confirmation of the text content by directly looking at the text.

The findings in this study show that conventional culture significantly influences the digital reading process. Additionally, the socio-cognitive process of readers is heavily influenced by ideologies constructed through assumptions, knowledge, beliefs, and expectations that have been built over a considerable period, leading to fossilization.

Keywords: Sociocognitive, Reader, Systemic Functional-Multimodal Discourse Analysis, political news in Indonesia

KATA PENGANTAR

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Disertasi ini bertujuan untuk menginvestigasi proses sosiokognitif pembaca dalam memaknai dan merespon teks berita politik multimoda melalui kacamata *Systemic Functional-Multimodal Discourse Analysis*. Disertasi ini dikumpulkan sebagai bagian dari pemenuhan persyaratan untuk memperoleh gelar Doktor pada program studi Linguistik, Sekolah Pascasarjana, Universitas Pendidikan Indonesia.

Saya menyadari bahwa terdapat kekurangan dan ketidaksempurnaan dalam disertasi ini karena berbagai batasan. Oleh karena itu, segala komentar positif dan kritik sangat diharapkan demi perbaikan disertasi ini.

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