PENERAPAN *MOVE-STEP* PADA TEKS EDITORIAL HARIAN KOMPAS: KAJIAN GENRE

TESIS

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Magister Humaniora pada bidang Linguistik

oleh
Nasrulloh
NIM 1707940

PROGRAM STUDI LINGUISTIK
SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
2019

==

PENERAPAN *MOVE-STEP* PADA TEKS EDITORIAL HARIAN KOMPAS: KAJIAN GENRE

Oleh

Nasrulloh

S.S. Universitas Islam Negeri Maulana Malik Ibrahim, 2014

Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister Humaniora (M.Hum) pada Program Studi Linguistik

© Nasrulloh 2019

Universitas Pendidikan Indonesia

Agustus 2019

Halaman Pengesahan

PENERAPAN *MOVE-STEP* PADA TEKS EDITORIAL HARIAN KOMPAS:
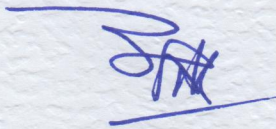KAJIAN GENRE

Disetujui dan disahkan oleh pembimbing:
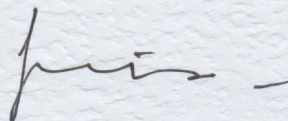
Pembimbing I

Prof. Dr. Syihabuddin, M.Pd.
NIP. 196001201987031001

Pembimbing II

Eri Kurniawan, M.A., Ph.D.
NIP. 198111232005011002

Mengetahui,
Ketua Program Studi Linguistik
Sekolah Pascasarjana Universitas Pendidikan Indonesia

Dadang Sudana, M.A., Ph.D.
NIP. 196009191990031001

i

Abstrak

Penelitian mengenai editorial atau tajuk rencana telah dikaji oleh banyak peneliti, khususnya dalam hal struktur skema dan analisis Tahapan-Langkah (*Move-Step*). Namun, beberapa penelitian tersebut hanya berfokus pada bagaimana *move-step* diterapkan pada bahasa Inggris, sedangkan kajian dalam konteks bahasa Indonesia masih belum banyak dikaji. Dengan demikian, penelitian ini bertujuan untuk menginvestigasi penerapan *move-step* pada teks editorial koran *Harian Kompas*. Menggunakan metodologi deskriptif kualitatif, peneliti menganalisis secara random 30 teks editorial sejak Oktober 2018 sampai Juni 2019 tentang isu nasional. Penelitian ini mengadopsi kerangka analisis dari Bhatia (1993) untuk menganalisis move secara umum dan Zarza & Tan (2016) untuk melihat step dari masing-masing move. Dalam hal kemunculan, peneliti mengikuti proposisi dari Joseph, dkk. (2014) yang meliputi *obligatory, quasi-obligatory* and *optional*. Hasilnya menunjukkan bahwa terdapat persamaan dalam penerapan Tahapan (*Move*) yang keseluruhannya dikategorikan sebagai *obligatory*: judul, menyajikan masalah, mendukung atau menolak kejadian dan menyatakan sikap. Namun demikian, terdapat variasi dalam hal penerapan *step*. Hasil penelitian ini diharapkan membawa wawasan baru terhadap konsep genre dalam konteks bahasa Indonesia. Selain itu, penelitian ini juga bermanfaaat dalam konteks pedagogi.

Kata Kunci : *Move, Step, Tujuan komunikatif, Editorial.*

Abstract

Research on editorials section has been massively studied by many researchers concerning on schematic structure and rhetorical move-step analysis. However, these studies merely focus on how move-steps are applied to the English context, while studies on move-step analysis in the context of Indonesian are still not widely explored. Thus, this study aims to investigate the manifestation of moves and steps in the editorial section of the *Harian Kompas* newspaper. Using a qualitative descriptive methodology, the researcher analysed randomly selected 30 editorial texts from October 2018 to June 2019 focusing on national issues. This study adopted analytical framework from Bhatia (1993) to analyse rhetorical moves in general and Zarza & Tan (2016) to see the steps for each move. In terms of parameter occurrences, the researcher categorised them into *obligatory, quasi-obligatory* and *optional* (Joseph *et al.*, 2014). The results reveal that there are four communicative purposes in the form of Moves which are categorised as obligatory, i.e. *Headline, Presenting a Case, Justifying or Refuting Events and Articulating a Stance*. However, several variations are found in the manifestation of steps. The results of this study might enrich the theoretical framework on editorial genre, particularly in Indonesian context. In other words, this could be as a guideline for teachers and students in teaching and learning on writing skills in argumentative texts, particularly in Indonesian context.

Keywords: *Move, Step, Communicative Purpose, Editorial.*

DAFTAR ISI

BAB III METODOLOGI PENELITIAN

BAB IV HASIL DAN PEMBAHASAN

BAB V KESIMPULAN DAN REKOMENDASI

DAFTAR TABEL

DAFTAR PUSTAKA

Afful, A. B. J. & Nkansah, N. B. (2017). A move analysis of personal statements written by Ghanaian university students. *Language, Discourse & Society,* vol. 6, no. 1(11).

Alber, Alber. (2018). Analisis Kesalahan Penggunaan Frasa pada Tajuk Rencana Surat Kabar Kompas. *Madah Vol. 9,* Nomor 1, 55-62. http://dx.doi.org/10.26499/madah.v9i1.689

Alice Caffarel-Cayron & Elizabeth Rechniewski (2014) Exploring the generic structure of French editorials from the perspective of systemic functional linguistics, *Journal of World Languages*, 1:1, 18-37. doi: http://dx.doi.org/10.1080/21698252.2014.893672

Amoakohene, B. (2018). Generic structure potential of the editorial sections of selected Ghanaian newspaper. *Language, Discourses & Society, vol. 6*, no. 1(11)

Ansary, H & Babaii, E. (2005). The Generic Integrity of Newspaper Editorial: A Systemic Functional Linguistics. *RELC Journal 36*, 271-295.

Ansary, H & Babaii, E. (2009). A Cross-cultural Analysis of English Newspaper Editorials: A Systemic-Functional View of Text for Contrastive Rhetoric Research. *RELC* Vol 40(2) 211-249.

Apperley, Thomas H.. (2006).Genre and game studies: Toward a critical approach to video game genres. *Simulation & Gaming* 37:6.

Arifin, B. & Rani, A. (2000). *Prinsip-Prinsip Analisis Wacana*. Jakarta: Departemen Pendidikan Nasional.

Arsyad, S. (2013). A genre-based analysis of Indonesian research articles in the social and humanities wtitten by Indonesian speakers. *Journal of Multicultural Discourses.* Vol. 8, No. 3, 234-254, doi: http://dx.doi.org/10.1080/17447143.2013.849711

Atmaja, H. (2016). Analisis Struktur Retorika Bagian Hasil dan Pembahasan Artikel Jurnal Bidang Berbahasa Indonesia Bidang Ilmu Sastra pada Jurnal "BISA" FKIP Universitas Bengkulu. *DIKSA Vol. 2,* No. 2, 150-156

Bhatia, V. K. (2004). *World of Written Discourse.* London :Continuum.

Bhatia, V.K. & Salmani Nodoushan, M.A. (2015). Genre Analysis: The State of The Art. *International Journal of Language Studies. Volume 9*, Number 2, 121-130

Bhatia, V.K. (1993). *Analysing Genre: Language use in Profesional settings.* London: Longman.

Bolgün, M. A. & Mangla, A. (2017). A contrastive rhetoric analysis of English and Hindi editorials. *Journal of Pan-Pacific Association of Applied Linguistics, 21*(2), 15-39. doi: https://doi.org/10.25256/PAAL.21.2.2

Bolivar, Adriana. (1995). The structure of newspaper editorials. Dalam M. Coulthards 1995: 276-294.

Bonyadi, A. & Samuel, M. (2013). Headlines in Newspaper Editorials: A Contrastive Analysis. *SAGE Open,* 1–10 doi: http://dx.doi.org/10.1177/2158244013494863

Bonyadi, A. (2010).The rhetorical properties of the schematic structures of newspaper editorials: A comparative study of English and Persian editorials. *Discourse & Communication , 4,* 323–342. doi: http://dx.doi.org/10.1177/1750481310381579

Bonyadi, Alireza. (2012). Genre analysis of media texts. *Procedia - Social and Behavioral Sciences* 66, 86 – 96

Brian A. Rutherford. (2005). Genre Analysis of Corporate Annual Report Narratives A Corpus Linguistics–Based Approach. *Journal of Business Communication*, *Volume 42*, Number 4, 349-378. doi: http://dx.doi.org/10.1177/0021943605279244

Cayron, A. C. & Rechniewski, E. (2014). Exploring the generic structure of French editorials from the perspective of systemic functional linguistics, *Journal of World Languages*, 1:1, 18-37, doi: http://dx.doi.org/10.1080/21698252.2014.893672

Cornut, F., Giroux H., and Langley, A. (2012).The strategic plan as a genre. *Discourse & Communication 6(1),* 21-54, doi: http://dx.doi.org/10.1177/175048231142521

Cotos, Elena. (2018). Move Analysis, pada Chapelle, C. A. (Ed.). (2018). *The Encyclopedia of Applied Linguistics.* New Jersey: John Wiley & Sons, Ltd. doi: http://dx.doi.org/10.1002/9781405198431.wbeal1485

Cresswell, J. W. (2017). *Research Design, Qualitative, Quantitative and Mixed Method Approaches Ed.4.* London: SAGE Publication.

Ding, Huiling. (2007).Genre analysis of personal statements: Analysis of moves in application essays to medical and dental schools. *English for Specific Purposes 26* (2007) 368–392 doi: http://dx.doi.org/10.1016/j.esp.2006.09.004

Dornyei, Z. (2007). *Research Methods in Applied Linguistics*. Oxford: Oxford University Press.

Dudley-Evans .T. (1994). Genre analysis: An approach for text analysis for ESP. Dalam Coulthard M (Penyunting) *Advances in Written Text Analysis*. London: Routledge.

Dudley-Evans, T. (2000). *Genre analysis: A key to the theory ESP.* Diambil dari URL: www.aelfe.org/documents/text2-Dudley.pdf.

E. Richardson, John. (2007). *Analyzing Newspapers An Approach from Critical Discourse Analysis.* New York: Palgrave Macmillan.

Fazilatfara, A. M. & Sadat Naseri, Z. (2014).Rhetorical Moves in Applied Linguistics Articles and their Corresponding Iranian Writer Identity. International Conference on Current Trends in ELT, *Procedia - Social and Behavioral Sciences 98,* 489 – 498

Ferrero, C. L. & Bach. C. (2016). Discourse analysis of statement of purpose: Connecting academic and professional genres. Discourse Studies 1-25 doi: http://dx.doi.org/10.1177/1461445616634553

Flowerdew L (2008) Corpus linguistics for academic literacies mediated through discussion activities. Dalam: Belcher D and Hirvela A (eds) *The Oral-Literate Connection: Perspectives on L2 Speaking, Writing and Other Media Interactions*. Ann Arbor, MI: University of Michigan Press, 268–287.

Gee, James Paul. (1999). *An Introduction to Discourse Analysis Theory and Method 2nd*. New York: Routledge.

H. Male, (2018), "A Structural Move Analysis of Abstracts in Undergraduate Theses: A Case Study at Universitas Kristen Indonesia" in The 1st International Seminar on Language, Literature and Education, *KnE Social Sciences*, 284–294. doi: http://dx.doi.org/10.18502/kss.v3i9.2690

Hasan Ansary and Esmat Babaii (2009). A Cross-cultural Analysis of English Newspaper Editorials: A Systemic-Functional View of Text for Contrastive Rhetoric Research. *RELC Journal* 40: 211 doi: http://dx.doi.org/10.1177/0033688209105867

Heigham, J. & Croker, R. A. C. (2009*). Qualitative Research in Applied Linguistics A Practical Introduction*. New York: Palgrave Macmillan.

Homayounzadeh, M., & Mehrpour, S. (2013). A contrastive analysis of the American and Persian newspaper editorials. *Journal of PanPacific Association of Applied Linguistics*, 17(2), 1-22.

Hyland, K. (2018) Genre and Discourse Analysis in Language for Specific Purposes, pada Chapelle, C. A. (Ed.). (2018). *The Encyclopedia of Applied Linguistics.* New Jersey: John Wiley & Sons, Ltd. doi: http://dx.doi.org/10.1002/9781405198431.wbeal0452.pub2

Hyland, Ken (1990). A Genre Description of the Argumentative Essay. *RELC Journal 21*, 66-78 doi: http://dx.doi.org/10.1177/003368829002100105

Hyland, Ken, (1990). Differences in structural tendencies between Japanese newspaper editorials and front-page columns: Focus on the location of the main topic: *Discourse Studies 2016, Vol. 18*(6) 676–694

Ihlebæk, K. A. & Krumsvik, A. H. (2014). Editorial power and public participation in online newspapers. *Journalism*.1-8 doi: http://dx.doi.org/10.1177/1464884913520200

Izadi, F. & Saghaye-Biria, H. (2007). A Discourse Analysis of Elite American Newspaper Editorials the Case of Iran's Nuclear Program. *Journal of communication Inquiry Volume 31,* Number 2, 140-165. doi: http://dx.doi.org/10.1177/0196859906298073

Joseph, R., Lim, J. M. H., & Nor, N. A. M. (2014). Communicative moves in forestry research introductions: Implications for the design of learning materials. *Procedia-Social and Behavioral Sciences*. 134, 53-69.

Kanoksilapatham B (2005). Rhetorical structure of biochemistry research articles. *English for Specific Purposes* 24: 269–292.

Katajamäki, Heli & Koskela, Merja (2006). The rhetorical structure of editorials in English, Swedish and Finnish business newspapers. Teoksessa *Proceedings of the 5th International Aelfe Conference. Actas del V Congreso International AELFE*. Prensas Universitarias de Zaragoza. 215−219.

Khan, A. & Tin, B. T. (2012). Generic Patterns in Application Letters: the Context of Pakistan. *RELC Journal 43(3),* 393-410. doi: http://dx.doi.org/ 10.1177/0033688212463277

Kim Loi, Chek-, Hwa Lim, Jason Miin-, Wharton, Sue (2016). Expressing an evaluative stance in English and Malay research article conclusions: International publications versus local publications. *Journal of English for Academic Purposes 21.* doi: http://dx.doi.org/10.1016/j.jeap.2015.08.004

Le, Elisabeth. (2009). Editorials' genre and media roles: Le Monde's editorials from 1999 to 2001. *Journal of Pragmatics*, 1727–1748. doi: http://dx.doi.org/10.1016/j.pragma.2008.10.013

Lihua, L. (2009). Discourse Construction of Social Power: Interpersonal rhetoric in editorials of the China Daily. *Discourse Studies Vol 11*(1), 59-78. doi: http://dx.doi.org/10.1177/1461445608098498

Lubis, A.H. (2018). *The Manifestation of Move-Step Patterns In Efl Students' Research Articles: A Corpus-Based Discourse Analysis.* (Tesis). Sekolah Pascasarjana, Universitas Pendidikan Indonesia.

Marques, Francisco Paulo Jamil & Mont'Alverne, Camila (2019). What are newspaper editorialsinterested in? Understanding the idea of criteria of editorial-worthiness. *Journalism,* 1–19. doi: http://dx.doi.org/10.1177/1464884919828503

Masroor, F. (2013). Argumentative Strategies of Newspaper Editorials in English across Cultures. *The Asian ESP Journal.* Vol. 9 Issue 3. ISSN 2206-0979

Masroor, F. (2016). Newspaper Editorial Genre for Teaching Argumentative Writing: Putting Analysis to Classroom Application. *Kashmir Journal of Language Research* Vol. 19. No. 2, pp. 147-161.

Maswana,S., Kanamaru, Toshiyuki & Tajino, Akira. (2015). Move analysis of research articles across five engineering fields: What they share and what they do not. *Ampersand 2 .* doi: http://dx.doi.org/10.1016/j.amper.2014.12.002

Mills, S. (1997). *Discourse.* London: Routledge.

Miyazaki, T. (2016). The rhetorical use of anecdote in online political discussion. *Language, Discourse & Society,* vol. 4, no. 1(7),

Moghadam, Amir Zand & Meihami, Hussein. (2016). A Rhetorical Move Analysis of TEFL Thesis Abstracts: The Case of Allameh Tabataba'I University. *Issues in Language Teaching (ILT)*, *Vol. 5*, No. 1, 1-23, doi: https://doi.org /10.22054/ilt.2016.7714

Muangsamai, Pornsiri.(2018). Analysis of moves, rhetorical patterns and linguistic features in New Scientist articles. *Kasetsart Journal of Social Sciences 39,* 236-243. doi:https://doi.org/10.1016/j.kjss.2018.03.006.

Mulyana (2005). *Kajian Wacana ; Teori, Metode & Aplikasi Prinsip-Prinsip Analisis Wacana*. Sleman: Tiara Wacana.

Nodoushan, M. A., & Montazeran, H. (2012). The book review: A structural move analysis. *International Journal of Language Studies (IJLS)*, *Vol. 6*(1), 1-30.

Paltridge, B. (2006). *Discourse Analysis an Introduction*. London: Continuum Press.

Paltridge, B. (2013). Genre and English for Specific Purposes. Pada Brian Paltridge and Sue Starfield (Ed.). *The Handbook of English for Specific Purposes* (hlm. 343-366). New York: John Wiley & Sons, Inc.

Paltridge, B. (2014). *Genre and second-language academic writing. Language Teaching, 47(03),* 303–318. doi: http://dx.doi.org/10.1017/s0261444814000068

Pape, S. & Feathstone, S. (2005). *Newspaper Journalism A Practical Introduction.* London: Sage Publication

Parnawati, Tantry Ajeng, Basthomi, Yazid, Ruslan, Suharmanto.(2017). Rhetorical Moves in the Introductions of Islam-Related Research Articles. *Jurnal Pendidikan Humaniora Vol. 5*, Number 4, 169–174.

Pashapour, A., Ghaemi, F., & Hashamdar, M., (2018). A structural move analysis of research article introduction sub-genre: A comparative study of native and Iranian writers in applied linguistics. *International Journal of Language Studies Vol. 12,* Number 1, January 2012, 79-106.

Pennock, B. (2000). *A Genre Approach to Re-entry Patterns in Editorials*. Valencia: Universitat de Valencia, SELL Monographs.

Ramóna, Noelia & Labrador, Belén. (2015). The rhetorical structure of technical brochures: A proposal for technical writing. *Procedia - Social and Behavioral Sciences 173,* 241 – 245. doi: http://dx.doi.org/10.1016/j.sbspro.2015.02.059

Ratanakul, Surasawadee. (2018). A Move Analysis of Problem-Solution Discourse: A Pedagogical Guide for Opinion and Academic Writing. *Arab World English Journal (AWEJ) Vol. 9*. Number 3, 233-247. doi: https://dx.doi.org/10.24093/awej/vol9no3.16

Sadeghi, V. & Samuel, M. (2013). Genre analysis of the letters of appeal. *Discourse Studies 15(2),* 229-245. doi: http://dx.doi.org/10.1177/1461445612471467

Safnil Arsyad (2013) A genre-based analysis of Indonesian research articles in the social sciences and humanities written by Indonesian speakers, *Journal of Multicultural Discourses*, 8:3, 234-254. doi: 10.1080/17447143.2013.849711

Sidek, Harison Mohd. (2018). A Genre Analysis of the Literacy on Taqwa in Surah Ali-'Imran. *Pertanika J. Soc. Sci. & Hum. 26* (4): 2717 – 2729.

So, Bronia Po Chun. (2005). Analyzing Newspaper Genre with a view to Developing a Genre based Pedagogy for the Teaching of Writing in Hong Kong Schools. (Disertasi), City University of Hong Kong.

Swales, J.M. (1990). *Genre Analysis English in academic and research settings.* New York: Cambridge University Press.

Swales, J.M. (1981). Aspects of Article introductions. A*ston ESP Research Reports*, No. 1 Language Studies Unit, The University of Aston at Birmingham. Diterbitkan ulang oleh penerbit Universitas Michigan tahun 2011.

Swales, J.M. (2004). *Worlds of written discourse: a genre-based view.* London: Continuum.

Tanko, Gyula. (2017). Literary research article abstracts: An analysis of rhetorical moves and their linguistic realizations. *Journal of English for Academic Purposes 27*, 42-55. doi: http://dx.doi.org/10.1016/j.jeap.2017.04.003

Tanusy, J. (2017). *Genre Analysis on Suicide Notes*. (Tesis). Sekolah Pascasarjana, Universitas Pendidikan Indonesia.

Tessuto, G. (2015). Generic structure and rhetorical moves in English-language empirical law research articles: Sites of interdisciplinary and interdiscursive cross-over. *English for Specific Purposes,* No. 37, 13-26, doi: http://dx.doi.org/10.1016/j.esp.2014.06.002

Tiatinen, Katriina. (2012). A Genre Analysis of Academic Research Blogs. (Tesis). Program Studi Universitas Helsinki, Helsinski.

Tomoyuki Kawase. (2018).Rhetorical structure of the introductions of applied linguistics PhD theses. Journal of English for Academic Purposes 31 doi: https://doi.org/10.1016/j.jeap.2017.12.005

Tongsibsong, Jinatta. (2012). *A Genre Analysis in English Editorials Regarding Hard news in Broadsheet and Tabloid Newspapers*. (Tesis). National Institute of Development Administration.

Van Dijk TA. (1988). *News Analysis Case Studies of International and National News in the Press.* New Jersey: Lawrence Erlbaum Associates Publishers.

Van Dijk TA. (1992). Racism and Argumentation: "Race Riots" rhetoric in tabloid editorials. Dalam Van Emeren FH (Ed.) *Argumentation Illuminated,* Dordrecht: Foris, 242-259

Van Dijk, TA. (1988). *News as Discourse.* New Jersey; Lawrence Erlbaum Associates, Inc.

Van Dijk, TA. (1989). Race Riots and the press: an analysis of editorials in the British press about the 1985 disorders. *International Communication Gazette* 43, 229-53.

Van Dijk. Teun A. (1997). Editorial : Discourse Analysis. *Discourse & Society.* London: SAGE Publications.

Wang. W.. (2007). The Notions of Genre and Micro-genre in Contrastive Rhetoric Research: Newspapers Commentaries on the Events of September 11th. *University of Sydney Papers in TESOL,* 2, 83-117.

Wiggins, B. E. & Bowers, G. B. (2014). Memes as genre: A structurational analysis of the memescape. *New Media & Society* 2015, Vol. 17(11), 1886-1906. doi: http://dx.doi.org/10.1177/14611444814535194

Wiratno, Tri. (2018). *Pengantar Ringkas LInguistik Sistemik Fungsional.* Yogyakarta: Pustaka Pelajar.

Xu, X., Wang, Y., Forey, G., & Li, L., (2010). Analyzing the Genre Structure of Chinese Call-Center Communication. *Journal of Business and Technical 24 (4),* 445-475. doi: http://dx.doi.org/10.1177/1050651910371198

Yelland, C. (2011). A Genre and Move Analysis of Written Feedback in Higher Education. *Language and Literature 20(3),* 218-235. doi: http://dx.doi.org/10.1177/0963947011413563

Yule, G. (2014). *The Study of Language (5th Ed.).* New York: Cambridge University Press.

Zarza, S. & Tan, H. (2016). Patterns of schematic structure and strategic features in newspaper editorials: A Comparative study of American and Malaysian editorials. *Discourse & Communication,* 1-23. doi: http://dx.doi.org/10.1177/1750481316674754

Zarza, S. (2018). Hedging and Boosting the Rhetorical Structure of English Newspaper Editorials. *Journal of Social Sciences Vol. 2,* Number 1. 41-51. http://dx.doi.org/10.25079/ukhjss.v2n1y2018.41-51.

Zhou, Sijing. 'Advertorials': A genre-based analysis of an emerging hybridized genre. *Discourse & Communication* , 3, 323-346. doi: http://dx.doi.org/10.1177/1750481312446265