REALIZATION OF INTERTEXTUALITY IN EDITORIALS OF PRESIDENTIAL ELECTION 2019

Elsi Revita Hasibuan
Anni Holila Pulungan
Sri Minda Murni

English Applied Linguistic Program
Postgraduate Program – Universitas Negeri Medan

ABSTRACT

A text can be only interpreted through a background information of other text, and this is where intertextuality emerged, to shape another text. This study investigates the realization of intertextuality in articles of opposite editorials related to Presidential Election 2019. The objectives of the study is to evaluate the ways of the intertextuality realized. This research applied qualitative research design. The data were complex clauses which contained of intertextuality from opposite editorials of four newspapers, namely Kompas, Media Indonesia, Analisa, and Waspada started from January 2nd until April 17th 2019. The data were analyzed by using content analysis technique proposed by Elo and Kyngas (2007). The findings showed that; there were five elements those caused intertextuality realized in opposite editorials, they were; paraphrasing, patchwriting, making implicit meaning, putting contrastive conjunction, and last, image building

Keywords: *Intertextuality, Realizations, Editorials, Presidential Election, Content Analysis*

INTRODUCTION

Intertextuality refers to all the ways in which a text relates to another text (Bazerman, 2010). It was first initiated by Julia Kristeva in 1966, then, has been developed, and widened by many other experts, one of them was Genette in 1997. The concept about

intertextuality of Genette refers to the relationship of co-presence between two texts or among several texts and the actual presence of one text within another (Genette, 1997). It means, if part of a text (text 1) attends in the other text (text 2), the relationship between them is intertextual. Thus, Intertextuality can be the borrowing of an entire ideological concept or the borrowing of a word or phrase, their works gain layers of meaning, and it helps in formulating new interpretations assimilating the assumptions and implications surrounding the other text.

Intertextuality works when there is a need for information from other text, which is then formed to create new text, while the meaning of the text itself is derived by sharing knowledge between the writers and the readers (Cook, 2001). This means, when a writer want to continue his writing, he borrows the information from other texts, and when that work is read under the light of the others, it gives it a new meaning and interpretation. This is happened because a text can be only interpreted through a background information of other text with certain settings (Lemke, 1990). Therefore, by understanding the prior text, the readers are able to understand with greater clarity what the writers are trying to accomplish.

There are several things that make intertextuality realized or recognizable based on its kinds expressed by Genette (1997), they are; first, quoting, a repetition from speech or text that someone has said or written. It is used for variety of reasons: to illuminate the meaning or to support the arguments of the work in which it is being quoted, to provide direct information about the work being quoted (whether in order to discuss it, positively or negatively), to pay homage to the original work or author. Second, paraphrasing, it is a restatement or rewording of a paragraph or text, in order to borrow, clarify, or expand on information without plagiarizing. Third, copying and patchwriting. Outright copying is when an author uses exactly the same words as the original author without using quotation marks or saying where the words are from, while patchwriting is when parts of the original author's words are used and connected together in a different way. Fourth, making implicit meaning. Implicit means implied or understood though not plainly or directly expressed. Therefore, implicit, when it is not directly stated but is either suggested in the wording or necessary to effectuate the purpose. And because it's implicit, the meaning is ambiguous. Then, contrastive conjunction, it is used to emphasize the contrasts between two statements or ideas and to link them that are considered to be different. And last is, image building. It is related to the way framing works, it improves the brand or public image of something or someone by good public relations, according to what the public wants.

The existence of intertextuality can be found in any piece of writing (Chandler, 2002) includes in newspapers, and as one of channels of information, newspapers have a space which is specifically dedicated to articles discussing ongoing issues, called opposite editorials. Unlike news reporting, opposite editorials is more like scientific writing, where the ideas combine with matters of fact, and small research related to happening subjects, written through persuasive arguments with new context and perspective from a diverse array of elite experts or the outside of well-known writers. The purposes of opposite editorials itself are to be a room for exchange ideas and pour their views in writing and share opinions as response of the argument that delivered by newspapers, and to encourage civic discourse and learning among the general public (Coppock, Ekins and Kirby, 2018). In other words, the opposite editorials is intended to shape the opinion of the readership (Porpora and Nikolaev, 2008), and make them actively engage to discuss important issues of the day with the right balance of fact and thoughtful analysis. So, to write the article that potential to influence the public opinion either to sustain or challenge the current practice (Fairclough, 2003), the author surely has a broad and critical insight especially in various linguistic aspects to support his writing, one of them is intertextuality.

This present study tries to evaluate the realization of intertextuality in the articles of opposite editorials which focus on the upcoming event of presidential election, with two pairs of candidates have been determined by the General Election Commission to participate, the incumbent Joko Widodo, running for re-election with senior Muslim cleric and the chairman of the Indonesian Ulema Council, Ma'ruf Amin as his pair against former general Prabowo Subianto whom opted for self-made multimillionaire Sandiaga Uno, former Jakarta vice governor (Huda and Fadhlika, 2018). Many political issues relates to the debate's theme, especially in education and economy, raised by writers in opposite editorials, none others than to attract the readers' attention, and influence their mind implicitly by the articles that they have written which is definitely intertextual to others.

The article from opposite editorial entitled "ANTISIPASI PEMILU 2019" shows intertextuality, as it can be seen in the following data;

*...cari respons empatik untuk menekuk serangan negatif. Biarkan mereka yang **mendulang air tepercik mukanya sendiri.** Kebodohan tidak dapat dilawan dengan kecerdasan, tetapi dengan kearifan.* (look for empathic responses to bend negative attacks.

Don't cut your nose off to spite your face. Ignorance cannot be countered with intelligence, but with wisdom). (Kompas, January 16th, 2019).

The text above is being intertextualized in kinds of implicit quotation, marked by the appearance of proverb as the realization, it is showed by words ***mendulang air terpercik mukanya sendiri (menepuk air di dulang, terpercik muka sendiri)***. This proverb ***mendulang air tepercik mukanya sendiri*** means intend to do something harm to someone but hit himself instead, it is a needless expression of self-destructive behavior, a reaction, or overreaction to problem. This proverb is a response from the author to avoid defensive actions that may arise during the presidential election campaign period, namely letting other parties do things later on to their own detriment. Proverb referred to something that is unclear, has a meaning of its own which is implicit, and the reason of intertextuality realized is to serve deepen and broaden topics. The attractiveness of a text comes from the relationship between the results of the construction from one text to another in the form of phrases, or idiom/proverb, so that it has a deeper meaning and broader theme and topic to be discussed.

METHODOLOGY

This study employed a qualitative research design. The data were complex clauses, which contained of intertextuality from opposite-editorials of Indonesian presidential election of 2019, while the sources of data were ten articles those discuss about education and economics from four newspapers, two local such as; Waspada, Analisa, and two national such as; Kompas, and Media Indonesia related to the topic debate in Indonesian presidential election of 2019, from January 2nd until April 17th. Data were collected through capturing opposite editorials articles relating to the 2019 presidential election, after that, techniques of observation, documentation, unstructured interviews, and literature studies were also carried out to obtain data.

In Analyzing data, this study used technique data analysis proposed by Elo and Kyngas (2007) which provided some overview stages, they are; 1) Preparation, in this stage, sampling were made to simplify research by limiting observations that summarized all types of existing units, so that units that had the same character were collected, and purposive sampling was a technique to determine samples (Sugiyono, 2010). After that, selecting or define the unit of analysis and making sense of data and whole. 2) Organizing, open coding means making codes which could be thought of as a label, then, prepared the coding sheet, after that, grouping. The aim of grouping data was to reduce the number of categories by collapsing those that were similar or dissimilar. Then, categorization. The purpose of creating categories was to provide a meaning of describing the phenomenon (Cavanagh, 1997). And

then, Abstraction. It means formulating a general description of the research topic through generating categories (Robson, 1993). 3) Reporting, in this stage, reporting the analyzing process and result.

FINDING AND DISCUSSION

Based on the data analysis, it was found some of important findings to be presented in answering a problem about the realization of intertextuality, this study provided the numeric table and make result in percentage for more detail, it can be seen in following;

Table 1. The Realization of Intertextuality in Editorials

No	Kinds of Intertextuality	KOM		MDI		ANL		WPD		Amount	Percentages
		EC	ED	EC	ED	EC	ED	EC	ED		
1	Paraphrasing	3	2	0	1	2	1	1	2	12	20%
2	Patchwriting	0	0	0	1	0	0	0	0	1	2%
3	Making Implicit Meaning	2	3	0	2	1	5	1	6	20	33%
4	Contrastive Conjunction	4	2	0	1	2	2	2	2	15	25%
5	Image Building	4	0	0	1	2	0	4	1	12	20%
	Total	**13**	**7**	**0**	**6**	**7**	**8**	**8**	**11**	**60**	100%
	Percentages	46%	22%	0%	19%	25%	25%	29%	34%		

Notes;

KOM : KOMPAS
MDI : Media Indonesia
ANL : Analisa
WPD : WASPADA
EC : Economic
ED : Education

From the Table 1. There were 60 texts contained of intertextuality, and the realization of intertextuality in opposite editorials showed that making implicit meaning had the highest percentage with 33%, then followed by contrastive conjunction with 25%, then image building with 20%, and paraphrasing with 20%, and last patchwriting, was the lowest with

2%. It could be meant that the realization of intertextuality in opposite editorials dominantly used implicit meaning. Based on the analysis, making implicit meaning emerged 20 times or about 33% in opposite editorials. It also means that, in economic topic, intertextuality most realized in KOMPAS with 46%, and in education, intertextuality most realized in WASPADA with 34%, which meant that both KOMPAS and WASPADA often used intertextuality in writing opinion. The realization of intertextuality could be seen in following data;

*Tampaknya debat program ekonomi masih akan **bersifat umum**, (Economic)*
It seems that the economic program debate will still be **general**.

From the text above, intertextuality was realized in word '*umum*', which showed that something implicit was stored, the author had predicted that the course of the debate would run generously, in another word meant monotonously, and the participants would only had a monologue rather than debate their opponent, this prediction was a reflection of the situation from several previous debates that brought the two candidates together, where both appear to show reluctance to argue against opponents who was considered as the one who are insightful, or great cleric who must be respected, besides that, and the lack of a candidate's mastery the debate theme, so the problems that demanded quick solutions were not raised. This was made the author sounded a bit skeptical.

Another data that showed realization of intertextuality in editorials was in the following;

***Tapi panggang jauh dari api**, debat malam itu tidak menyentuh **akar persoalan**. Tema pendidikan **tidak tepat sasaran**.* (WPD-Data#31) (Education)

'**Reality doesn't fit with what is hoped**, the debate last night did not touch the root of the problem. The educational theme is not right on target'.

The intertextual relationship was realized in text, marked by the appearance of proverb and idioms, it showed by words Panggang jauh dari api. Proverb is a short popular saying or sentences usually of unknown and ancient origin, which expresses effectively some commonplace truth or useful thought. It referred to something that is unclear, has a meaning of its own, which means proverb has implicit meaning. This proverb ***Panggang jauh dari api*** means something happened that was far from expectation. This text was an expression of disappointment to the vice presidential debate, which only discussed education issues in general, far from the real problem, from what was expected to be discussed. The data also showed that there were indications of some idioms '*akar persoalan*' and '*tidak tepat*

sasaran', those emerged in the text. Idiom is a phrase that express whose meaning is not predictable from the usual meanings of its constituent elements, and it referred to something that is unclear, which means idiom has implicit meaning, that intertextuality was realized. The function of proverb and idiom in writing were to power up the text, made it more impressive to be read. The idiom livened up the text and prompted readers to think beyond the facts, made them able to catch a reference which was served.

CONCLUSIONS

This study was concerned evaluating the realizations of intertextuality existed in opposite editorials of Indonesian Presidential Election 2019. The realization of intertextuality in opposite editorial related to some elements which make it existed, based on analysis, there are five elements in this study found, namely; by doing paraphrasing often used in indirect quotation, patchwriting, which was used to indicate kind of plagiarism in faulty referencing, then, making implicit meaning, refer to something that is unclear, this included using idioms and proverb in text, realized in implicit quotation. Then, used contrastive conjunction, where it was indicated in negation type. And last, Image building. Image building related to framing. The dominant element that caused intertextuality realized was making implicit meaning. The function of making implicit meaning in writings was to make the writing became more impressive to the readers. So, they might catch message which was lied behind.

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