

EXPLOITING THE SADNESS OF DISABLED ATHLETES (CRITICAL DISCOURSE ANALYSIS OF THEO VAN LEEUWEN ON DETIK.COM JANUARY 16, 2022 EDITION)

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ABSTRACT

Reporting about athletes disables anything new in the world of journalism. In several sports pages at the regional, national and international levels, journalists always write news about the other side of life and his struggles in overcoming disability in the match. It is interesting to see how athletes with disabilities are used as commodities and exploited their interests. So with this view, the researcher analyzed a text entitled Exploitation of Sadness for Athletes with Disabilities (Theo Van Leeuwen's Critical Discourse Analysis on Detik.Com Edition January 16, 2022). The research uses Frankfurt critical theory, with qualitative methods, with a critical analysis approach from Theo Van Leeuwen. The results showed that the writer used several inclusion and exclusion strategies in the news text. Where the inclusion strategy is focused on halil exploitation as the main star in the text above. Halil is described as a young man who has limitations and physical imperfections, but wins in sports competitions. Meanwhile, in the exclusion strategy, the scriptwriter does not present a coach who has contributed to Halil's victory, or a friend from a hawker association who is also an athlete who paved the way for Halil to become an athlete. With this inclusion and exclusion strategy, it can be seen how the perspective of news writers for persons with disabilities places them in an unequal position with humans in general

Keywords: Exploitation, Sadness, Critical Discourse Analysis.

ABSTRAK

Pemberitaan tentang atlit disabilitas bukanlah hal yang baru didunia jurnalistik. Beberapa pagelaran olahraga baik tingkat daerah, nasional maupun internasional, wartawan selalu menulis berita tentang sisi lain kehidupan atlit disabilitas dan perjuangannya dalam meraih kejuaraan dalam pertandingan tersebut. Menarik untuk melihat bagaimana atlit disabilitas dijadikan komoditas dan di eskploitasi kesedihannya. Maka dengan pandangan tersebut, peneliti menganalisis sebuah teks berita yang berjudul Eksploitasi Kesedihan Atlit Disabilitas (Analisis Wacana Kritis Theo Van Leeuwen pada Detik.Com Edisi 16 Januari 2022). Penelitian menggunakan teori kritis mazhab Frankfurt, dengan metode kualitatif, dengan pendekatan

analisis wacana kritis dari Theo Van Leeuwen. Hasil penelitian menunjukkan bahwa penulis menggunakan beberapa strategi inklusi dan eksklusi dalam teks berita tersebut. Menggunakan strategi inklusi mengerucut pada eksploitasi kesedihan Halil selaku bintang utama dalam naskah teks diatas. Halil digambarkan sebagai pemuda yang memiliki keterbatasan dan ketidak sempurnaan fisik, namun gigih sehingga menjadi pemenang pada ajang perlombaan olahraga. Sedangkan pada strategi eksklusi, penulis naskah tidak menampilkan pelatih yang memiliki sumbangsih atas kemenangan Halil, atau temannya dari asosiasi pedagang asongan yang juga atlet yang membuka jalan Halil menjadi atlet. Strategi inklusi dan eksklusi tersebut terlihat bagaimana perspektif penulis berita kepada disabilitas menempatkan pada posisi tidak setara dengan manusia pada umumnya

Kata Kunci: Eksploitasi, Kesedihan, Analisis Wacana Kritis.

INTRODUCTION

News reporting the success of athletes with disabilities that are inspiring and full of optimism is often presented by the media, not only domestic media, but also international news. This is as stated by Kyong T.Kim, Soonhwan Lee and Eung-Soo Oh in a study entitled Athletes with disabilities in the Paralympic Games: a framing analysis of television news which states that in a period of 25 years (between 1988 and 2012) television media in the United States often framed the optimistic issue of athletes with disabilities (Kyong T.Kim et.all, 2018).

Thus far, the issue of equality, opportunity, and accessibility for people with disabilities has been widely echoed by the media. However, discrimination and stigma are still intertwined in the news. The complex problems faced by people with disabilities cannot be solved merely by news content that is more inclined to exploit concern and sell sadness than to report them as human beings who are equal to others.

At first glance, the news seems warm and inspiring, but in fact, the angle that journalists often take emphasizes imperfections. Disabled athletes are shown as disadvantaged, difficult and physically constrained people who are able to achieve success despite that. The media often presents people with disabilities with terms such as ableism or bias that are constructed from the perspective of non-disabled people. Disability preferences framed by the sentiment of 'capability despite limitations' are massively aired by the media at important sporting events organized specifically for people with disabilities.

It must be recognized that the "narrow gap" of disability broadcast content that shows "off-field drama" which presents how athletes with limitations are able to emerge as "from zero to hero" is interesting to raise. Human interest dramas that are sold by the media have a place in the hearts of the audience. If the news is only focused on the course of the match, without the addition of sad stories and the struggles of athletes with disabilities, it will be difficult to attract the attention of the audience.

This is evidenced by international sporting events such as the Paralympics and others that have been commodified in such a way as to shift from a sporting spectacle to entertainment that marks the representation of the struggles of athletes with disabilities (Emma Pullen, Daniell Jackson, Michael Sik, 2020). And as an entertainment event, the Paralympic event is relatively good at gaining viewers. This is evidenced by the number of Paralympic viewers reaching 4.1 billion around the world and almost 500 hours of live coverage by various online media platforms (Howe, 2008).

Sporting events for people with disabilities are financially lucrative and highly attractive to watch. Yet in everyday life, people with disabilities are often perceived as pathetic, not normal people, and unable to participate fully in everyday life (Ellis, 2008). By selling these imperfections, the media takes advantage by narrating the sadness of the achievements of athletes with disabilities so that readers are moved and respectful of such news.

Based upon the explanation above, researchers will perform an analysis using critical discourse analysis from Theo Van Leeuwen where the analysis aims to find out and detect marginalized groups (Eriyanto: 2001: 171-195). According to Theo Van Leeuwen, there are two focal points of attention in analyzing a text. First, the process of exclusion, where if in a news story

there is an actor or group that is excluded from the news, this aims to remove or eliminate the perpetrator in the news, so that the victim is the center of attention of a news story. Second, the process of inclusion. This process is the opposite of exclusion, namely how someone in an incident is included in the news. Based on the research background, the formulation of this research problem is to discover: "How is the exploitation of the sadness of athletes with disabilities on Detik.com January 2022 Edition when analyzed using **Theo Van Leeuwen's Critical Discourse Analysis?**".

RESEARCH METHODS

This research uses a qualitative method with a critical discourse analysis approach from Theo Van Leeuwen. Qualitative method is a research design whose findings are not based on statistical procedures or in the form of calculated numbers, but rather aims to reveal a phenomenon in a holistic-contextual manner through data collection from a natural setting and researchers have a role as a key instrument in research (Fadli, 2021).

Meanwhile, critical discourse analysis was used in this research to explain and provide an explanation of a sentence context in the news. Critical discourse analysis provides theories and methods that can be used to conduct studies on the relationship between discourse and social and cultural developments in the domination of power that is often misused.

Discourse analysis is always related to power. Power is seen not only from formal channels, laws, and state institutions, but through a series of discourses to justify a group that is considered bad. One of the agents that can justify a group with narratives that are set in such a way is the media. Through the news, the media shapes audience understanding, which means that it is able to legitimize and delegitimize marginalized groups (Eriyanto, 2000: 171).

Discourse analysis research is emancipatory, meaning that the researcher is not only a neutral researcher, but the researcher has a side to those who are marginalized and not given a voice either because of their race, skin color, religion, gender, or social class that is considered lower. Critical discourse analysis sees the social inequalities that occur in society. Critical discourse analysis sees text as a form of interaction. Discourse is often veiled in mass media to delegitimize, discriminate, or marginalize a person, or group of people (Andheska, 2014).

Theo Van Leeuwen's critical discourse analysis focuses on two studies, namely, exclusion and inclusion, which are opposite to one another. Exclusion is the process of removing an actor who is not featured in the text so that it can change the reader's understanding because of the marginalization of the character in it. On the other hand, inclusion is how each party is featured in the reported text. According to Theo Van Leeuwen, the exclusion process focuses on the issue of whether in a news text there are actors who are excluded from the news? What strategies are used for this? On the other hand, inclusion is related to the issue of how each party or group is featured in the news (Pringgandani, 2014).

There are several sub-chapters that will be analyzed in exclusion, which are passivation, nominalization, sentence replacement. While inclusion is how actors are displayed in the text in which there are several analyses, namely indifference-differentiation, Objectivation - abstraction, Nomination-categorization, Nomination - identification, Determination - indetermination, Assimilation - individualization and Association-dissociation (Drama, 2008).

Exclusion is a central issue in discourse analysis. Basically, exclusion is the process of how one particular group or social actor is not involved in a conversation or discourse process (Eriyanto, 2001:173). The omission of these social actors has a specific purpose. According to Theo Van Leeuwen, the process of eliminating these actors can indirectly change the audience's understanding of an issue and legitimize certain positions of understanding for the audience.

Primary data sources are taken from the January 16, 2022 edition of Detik.Com, while secondary data sources come from related books and journals. While the unit of analysis in this study is the exploitation of the sadness of athletes with disabilities in the news with the title: Halil's Story of the Disabled Athlete, From Selling Tissues to Achieving Medals.

This research is based on the critical theory of the Frankfurt school. Historically and genealogically, critical theory was born from the thought of Karl Marx. Marx's thought became a role model for the development of sociology, economics and critical philosophy. The strength of

Marx's thought is not only in its theoretical aspects but also in its praxis. Marx's thinking inspired activists to fight in defense of marginalized people in various parts of the world (Suseno, 2003: 3). The critical theory of the Frankfurt school was inspired by Marx's thought, but Frankfurt school thinkers criticized Marxians who were considered too economic determinism and utopian.

Based upon Marx's legacy, the Frankfurt school of critical theory emerged as a corrective to the Marxian school and theory. They are a group calling themselves neo-Marxians from Germany. They were dissatisfied with Marx's thinking, especially about economic determinism. For neo-marxians, the roots of critical theory are so radical that they want to reverse the structure of society which is considered to have brought systematic, massive and structured injustice. However, in reality neo-marxians do not want violence. They think that violence will not solve problems and does not guarantee a better society. On this side, critical theory is different from the thinking originally proposed by Karl Marx (Haryanto, 2013: 231-232).

The development of the Frankfurt school of critical theory became the pioneering driver of the theory. The Frankfurt School is in contact with the development of critical social science and reflects on the role of mass media as a discourse of a social society. This was influenced by the state of Germany at that time where the history of German government was led by Adolf Hitler (Nazi) (Supriyadi, 2015). Critical theory calls itself an "anti-establishment theory" that criticizes the status quo and various forms of oppression that exist in society.

According to the perspective of the Frankfurt school of critical theory, the media as a business institution certainly has a variety of interests in it, particularly the interests of capital owners, the state or other powerful groups. The media is considered to be a tool of domination and hegemony of society. The consequence of this is that the reality produced by the media is biased and distorted with various interests. Critical theory considers that the media can shape public consciousness. Representations done by the media are able to directly influence awareness for the audience. The media as a conveyor of information is considered to be able to influence and reproduce and define status or establish the validity of certain structures. This is why the media as a social agent also acts as an agent of social and political praxis.

In order to understand how various interests come at play in media reality, critical theory is immensely appropriate to help the authors in analyzing a news story where the authors see the exploitation of sadness conveyed by the media in news related to athletes with disabilities.

RESULTS AND DISCUSSION

Mass media has the power to play with language and meaning; contorting words so that meaning changes, expand or even minimize the meaning of an existing term; or replace old meanings with new meanings in accordance to the agenda of the media (A.A. Sagung Dian Chandradewi et al, 2018).

In the era of technology and information, there is a shift in readership from mainstream media to online media. Global Information and Measurement Company Nielsen issued the results of its research that currently, in Indonesia the number of readers online media already exceeds that of the print media. Specifically, the number of online media readers has reached 6 million people, which is far more when compared to print media readers who only reach 4.5 million people (Suara.com downloaded May 29, 2022).

Detik.com is one of the most popular online news and articles web portals in Indonesia. The detik.com server was actually ready to be accessed on May 30, 1998, but only began to be accessed online on July 9, 1998, finally the date was designated as the birthday of Detik.com. This online news portal was founded by Budiono Darsono, Yayan Sopyan, Abdul Rahman and Didi Nugrahadi who were a combination of journalists from various media. Detik.com has different characteristics from the mainstream media at that time which chose to publish daily, weekly or monthly. But Detik.com updates the news at any time so that the channel is called seconds.

On August 3, 2011 CT Corp acquired detikcom (PT Agranet Multicitra Siberkom/Agrakom). So since that date detik.com is under the auspices of CT Corp under the leadership of Chairul Tanjung because it has bought detikcom as a whole (100%) with a value of US \$ 60 million or Rp 521-540 billion. After the acquisition, there was a change of management appointed by CT Corp.

At the beginning of its establishment, detik.com focused on political, economic and information technology news. But after the political situation subsided and the economy improved, detik.com began to attach entertainment and sports news. Among sports-related news, there is news about athletes with disabilities that attracts the attention of the authors, so the authors want to analyze using critical discourse analysis from Theo Van Leeuwen: Halil's Story as a Disabled Athlete, From Selling Tissues to Winning Medals. The following is the news article:

Table 1

<p style="text-align: center;">Halil's Story as a Disabled Athlete, From Selling Tissues to Winning a Medal Khairunnisa Adinda Kinanti detikNews Sunday, Jan 16, 2022 06:54 WIB</p> <p>Jakarta - Halilullah was born with imperfectly developed hands and feet. Nevertheless, the man who is usually called Halil still works as a tissue seller on the streets, even becoming an outstanding swimming athlete. According to Halil, it all started when he was still in the womb. At that time, 36 years ago, his mother had breast cancer and had to undergo surgery.</p> <p>"Maybe as the effect of the medicine, I became disabled. And also my mother's breasts were amputated because she had fried her breasts. While I was still in the womb. Finally I was born with a disability like this," Halil said in the detikcom Figure program.</p> <p>During the pregnancy, Halil's biological mother experienced a number of limitations. Including the unavailability of ultrasonography (USG) facilities, a technology capable of monitoring the condition of the fetus in the womb. "In the past, there was no USG. It was in the village. When I was born, we found out that I had a disability," added Halil.</p> <p>Despite his disability, Halil does not feel inferior. He has been studying in a public school and has never been teased by his friends. This condition makes Halil confident. Not only in his achievements as an athlete, Halil's mental strength is also shown in his daily life where he has to work to make ends meet. The imperfections in his body do not prevent Halil from selling on the streets of Jakarta, offering tissues to motorists who are waiting for a red light.</p> <p>He has been selling tissues on the streets for a long time, before he became an athlete. Halil also told the story of how he got into swimming.</p> <p>"Before becoming an athlete, I was already a hawker. Then I was offered by my friend who is also a disabled athlete, I also knew him on the streets. Finally, I was invited to a place for disabled athletes called NPC, National Paralympic Committee Indonesia. There I was introduced to the chief coach of disability athletes," said the man who is married and has one child.</p> <p>"I was asked, 'What are you good at?' I said, 'I can swim'. Then I was tested by the coach. Alhamdulillah, I can do it," he continued. Thanks to his diligent training, Halil won a silver medal at the Bogor Regional Paralympic Week (Peparda) in 2018. Now, he must be willing to divide his time in order to continue selling and practicing swimming.</p>

Source: DetikNews, 2022

From the results of the analysis, it is clear that the news writer exploits Halil's sadness as a disabled athlete. As previously explained above, according to Theo Van Leeuwen, researchers are tasked with criticizing how actors are presented in the text, whether there are other actors who are omitted in compiling a text. The use of exclusion strategies was found in the analyzed news texts. Of the seven inclusion processes proposed by Theo Van Leeuwen, 6 strategies were found, while of the three exclusion processes only nominalization was found. The following are the results of the analysis of the article:

1. Inclusion

a. differentiation-indifference

Differentiation and indifference is a state where a social actor is presented in the text independently, as a unique or distinctive event, but can also be contrasted and present other events or actors in a text. Differentiation and indifference are basically critical discourse analysis strategies that contrast the presence of the hegemonic and the hegemonized.

In this case, the hegemonizer is the actor who is considered normal (not disabled) and the hegemonized party is Halil (who is disabled). In this context, one will be the one who is cornered, while the other is on the side of the one who is cornered. This can be found in the following sentences:

Table 2
Differentiation- Indifference

Differentiation	Halilullah was born with imperfectly developed hands and feet. Despite his limitations. His body's imperfections
Indifference	The sentences above should be replaced with disability.

Source: Processed by the Author, 2022

In the excerpts above, it can be seen that Halil is portrayed as someone who is different, abnormal so that he isn't able to do something that humans in general are capable of doing. From the use of the sentences above that focus more on Halil's disability, the researcher states that the writer of the news text focuses more on Halil's disability rather than highlighting Halil's achievements in winning championships in sports. The words do not have perfection are even repeated 3 times in that single news text.

b. objectivation-abstraction

Objectification and abstraction are discourses that relate to the question of whether information about an event or social actor is presented by giving concrete clues (Objectification) or what is displayed is abstraction. In this process, researchers analyzed that the news writer did not insert objectification sentences, but preferred to present actors in abstraction.

If the text shows actors in an abstract way, it can change the meaning or paradigm of the text for the reader. Readers can change their views because of abstraction in a news text. Eriyanto states that abstraction can be in the form of an exaggerated description of quantity that is not in accordance with reality (2001: 81).

Table 3
Objectification-Abstraction

Objectification	During his schooling from elementary school to junior high school, he studied in a public school and was never teased by his peers.
Abstract	He studied in a public school and was never teased by his peers.

Source: Processed by the Author, 2022

In the table above, researchers can analyze that the use of different words will have different meanings. For example, in the first sentence "went to school from elementary school to junior high school" which would make people to think that Halil went to school for up to 9 years (there is clarity of time). On the other hand, in the sentence "all this time" which seems to imply a long period of time but it is not clear how long because it is not explained in detail.

c. Nomination-categorization

Nomination-categorization is illustrated by particular actors or groups being presented in the text as they are to provide certain labels or categories, even though the actual labeling will not affect the meaning that the news text writer wants to convey. For example, in the following example sentence:

Table 4
Nomination- Categorization

Nomination	When I was born, I found out that I had a disability," Halil added. But Halil didn't feel inferior
Categorization	When I was born, I found out that I had a disability," Halil added. Despite his disability, Halil remained optimistic

Source: Processed by the Author, 2022

Based on the Ministry of Health's decision, the word "disabled" is a neutral word that can be used to describe those with physical limitations.

d. Determination-Indetermination

This discourse strategy relates to the use of words that are not clear in meaning (anonymous) to describe certain actors in a text. Anonymity can occur because the author does not have enough evidence, so it is safer to write anonymously. In addition, anonymity can also be caused because if a name is mentioned clearly, it will create a different impression by the audience.

Table 5
Determination- Indetermination

Determination	There I was introduced to the head of the disability athletes' coach," said the man who is married with one child.
Indeterminacy	There I was introduced to Ukun Rukaendi, the chief coach of disability athletes," said the man who is married with one child.

Source: Processed by the Author, 2022

In the first sentence the head of the disability athlete coach is not mentioned, while in the second sentence the name of the head of the disability athlete is added. In the sentences written by the news writer, it can be seen that the character who is very instrumental in Halil's success as a swimming athlete is weakened and does not need to be named.

e. Nomination-Identification

This discourse strategy is almost similar to the Nomination-Categorization strategy, but the difference is that in identification, the defining process is done by giving a clause as an explanatory sentence. So, in this case there are two prepositions, where the second preposition is an explanation of the first preposition. Identification usually uses the conjunctions "which" or "where". As a discourse strategy, identification will have its own meaning. In the news text, the authors did not find any examples of nomination and identification.

f. Assimilation-Individualization

Individualization relates to whether or not certain actors are presented with clear categories in a text, whereas assimilation occurs when a news story does not mention specific actors but the social group to which they belong. This can be seen in the following sentence:

Table 6
Assimilation-Individualization

Assimilation	Then I was offered by a friend of mine who is also a disabled athlete, from the hawker community.
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Individualization	Then I was offered by a friend of mine who is also a disabled athlete, and I also knew him on the street.
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Source: Processed by the Author, 2022.

In the first sentence, the author of the news text emphasizes Halil's story personally, not from the community he joined.

g. Association-Dissociation

The association-dissociation discourse strategy relates to whether an actor is presented alone or associated with another group that has power. For example, see the following example:

Table 7
Association-Dissociation

Association	In the old days, ultrasound didn't exist. We lived in a village. Once I was born, it was discovered that I had a disability," Halil added.
Dissociation	In the past, ultrasound was not available in my village in South Blitar. Once I was born, it was discovered that I had a disability," added Halil.

Source: Processed by the Author, 2022

In the first sentence, the author of the news text script generalizes that all villages have no ultrasound, are backward, and poor. In contrast, in the second sentence, the name of the village is mentioned so that it is clearer and there is no stereotype that someone can become disabled because of poverty alone, because they come from the countryside. Contrarily, various other contributing factors exist.

2. Exclusion

a. Passivation

Variations in the use of sentences in news texts will have a considerable impact on the content of the news as a whole. The impact arises from readers who often make assumptions on a media text by using sentence variations that are considered interesting. One of the sentence variations that is often found in a news text is the use of passive sentences. In this case, the actor is not presented and is replaced by the use of passive sentences. In the news text above, because online news has a short news character, so that the news displayed is very little, and researchers did not find any passivation strategy.

b. Nominalization

Nominalization is found in the text above in the table as follows:

Table 7
Nominalization

Nominalization	He studied in a regular public school and was never teased by his peers.
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Source: Processed by the Author, 2022

He studied in a regular public school and was never teased by his peers.. The word "peers" is used as a pronoun for the general public (who are many in number) who see the difference between people with disabilities and people who are considered "normal". Although the sentence narrates Halil's friends' acceptance of his condition, the words "he had been studying in a regular school". "Regular school" clearly depicts that many normal people study there, while Halil is a member of a society that has differences, so he should have gone to a school other than a regular school (special education), which is fewer in

numbers. The use of nominalization can lead the reader to be uncritical because the reader becomes more focused on the previous sentence which seems to describe Halil's achievements.

c. Substitution of clauses.

Subject substitution can be done by using a clause that has the function of replacing the actor. In the news text above, the authors of the study did not find any substitution of clauses.

CONCLUSION

Based upon the analysis conducted by the authors using Theo Leeuwen's discourse analysis method, the authors of this study are able to see the use of inclusion and exclusion strategies in the news text. Even though the environment and policies are not yet inclusive of disabilities and they have not received equal opportunities and access. The impression contained in some of these strategies leads to the exploitation of Halil's sadness as the main topic in the text above. Halil is portrayed as a young man who has limitations and physical imperfections, but is persistent, making it possible for him to be a winner in the Regional Paralympic Week (Peparda) Bogor, 2018. The story also describes Halil's poverty, that he had to sell tissues on the street.

Using the exclusion strategy, the scriptwriter did not feature the coach who had contributed to Halil's victory, or his friend from the hawkers' association who was also an athlete who paved the way for Halil to become an athlete. Selling sadness is a strategy used by journalists to gain the attention of their readers. Journalists tend to see disability from the perspective of able-bodied people. What people with disabilities need is acceptance in the social environment, not pity. And the way we appreciate people with disabilities like Halil is by appreciating their achievements without exploiting their sadness.

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