

CHAPTER II

REVIEW OF THE RELATED LITERATURE

2.1. Theoretical Approach

2.1.1. Discourse Analysis Theory

Van Dijk describes discourse in three dimensions or structures, namely: text, social cognition, and social context. The essence of the analysis of Van Dijk's Theory is to combine the three dimensions of discourse into one unified analysis. In the dimension of the text, it is examined how the structure of the text and the discourse strategy used to emphasize a certain theme. At the level of social cognition, the process of producing news texts is studied, which involves individual cognition from journalists or editors. While the third aspect is studying the discourse building that develops in society about a problem that affects the cognition of journalists or editors. The conceptualization of discourse analysis has numerous meaning, which has change over the time. Refers the term discourse analysis as the attempts to study the organization of language above the sentence or above the clause and therefore to study large linguistic units such as conversational exchanges or written text (Baker: 32).

Van Dijk used the term '*text analysis*' which is known as the discourse analysis today. Discourse analysis continuously develops, which in the past, that the discourse only limited in the analyzing of the text itself that has such meaning and structure only, now some discourse analyst such as van Dijk focuses the analyszing on the function of both textual and contextual (cognitive, social),

foucault maintain the text with the power relationships and ideologies (Fairclough in Baker: 32).

On the other hands, littlejohn argues that speech act or dialogue is such kinds of discourse because it has a systematic arguments. Littlejohn breaks the discourse on the three points, the first is theoretical discourse arranged and in principle used by the communicators to produce and understand the message in conversation. Secondly, discourse was viewed as a practical discourse which emphasizes norms. The communicators used the request, turn taking, politeness strategy or cooperative principle in order to present the direct action in conversation. And the last, discourse emphasizes the good evidence and appropriate norms depending on the given situation the communicators talked, this is known as the metatheoretical discourse which refers the standart concept of argument in individual used in conversation (Littlejohn: 322).

2.1.2. Teun Van A Dijk's Critical Discourse Analysis Theory

Van Dijk's critical discourse analysis is not only analyzing the text, but also looking at the social structure, dominance and power groups that exist in society, and how cognition or thoughts and consciousness shape and influence the analyzed text. Many models of discourse analysis introduced and developed by several experts, van Dijk's model is the most widely used model. This may be due to van Dijk formulating elements of discourse, so that they can be used practically. The model used by van Dijk is often referred to as "social cognition" (Eriyanto, 2001: 221). According to van Dijk, research on discourse is not enough

just to be based on text analysis alone, because text is only the result of a production practice that must also be observed. Here also must be seen how a text is produced. The production process involves a process known as social cognition. The text is formed in a discourse practice, a discourse practice.

There are two parts, namely the micro text that represents the problem topic in the news, and the large element in the form of social structure. van Dijk makes a bridge that connects large elements in the form of social structure with elements of micro discourse with a dimension called social cognition. This social cognition has two meanings. On the one hand, it shows how the process of text being produced by journalists/media, on the other hand, it describes the values of society that are spread and absorbed by journalists' cognition and finally used to make news texts (Eriyanto 2001. :222).

In Eriyanto's book, Van Dijk looks at how social structures, domination, and power groups exist in society and how cognition/thought and awareness shape and influence certain texts. Discourse by van Dijk is described as having three dimensions/buildings: text, social cognition, and social context. The essence of van Dijk's analysis is to combine the three dimensions of discourse into one unified analysis. In the first dimension of the text, what is examined is how the structure of the text and discourse strategies are used to emphasize a certain theme. At the level of social cognition, the process of producing news texts involves the individual cognition of journalists. While the third aspect studies the discourse building that develops in society about a problem. These three

dimensions are an integral part and are carried out together in Van Dijk's analysis (Eriyanto 2001: 225).

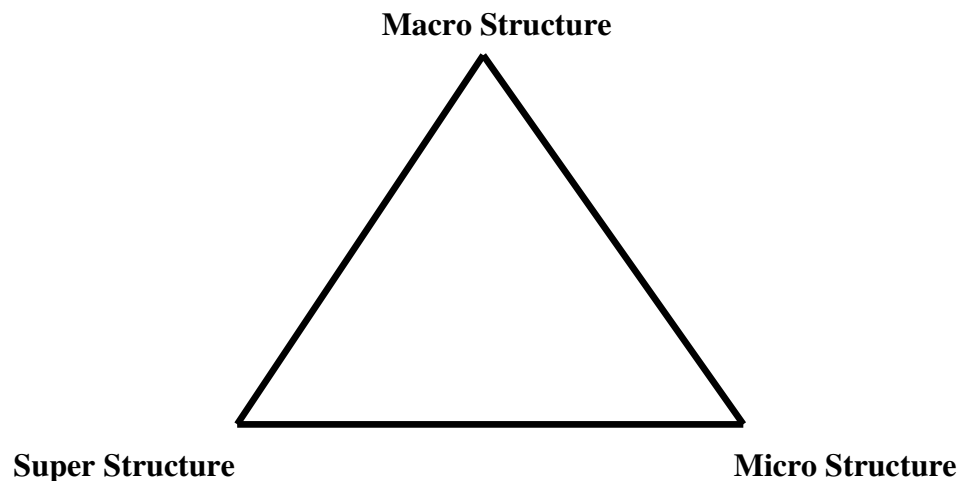
Van Dijk divides the structure of the text into three levels. First, the macro structure. This is the global/general meaning of a text that can be observed by looking at the topic or theme that is put forward in a news story. Second, superstructure. This is a discourse structure related to the framework or scheme of a text, how the parts of the text are arranged into the news as a whole. Third, microstructure is the meaning of discourse that can be observed from a small part of a text, namely words, sentences, paraphrases and others. Although it consists of various elements, all of these elements are a unity, interconnected and support each other. The global meaning of a text (theme) is supported by the text framework and only then is the choice of words and sentences used. We can make news about student demonstrations on the issue of rising fuel prices.

For example, Koran A said that this action occurred because students and the public were disappointed with the increase in fuel prices without any other motive or demands.

This theme will be supported with certain schematics. For example, by compiling a story that supports the idea. The media will also cover certain facts and will only explain the incident solely on the fuel issue. At a lower level, you will find the use of words that point to and reinforce the message that the demonstration is simply a case of rising prices. All texts are seen by van Dijk as having a rule that can be seen as a pyramid. The global meaning of a text is supported by the words, sentences, and propositions used. Statements or themes at

a general level are supported by a particular choice of words, sentences, or rhetoric.

Van Dijk sees a text as consisting of several structures or levels, each of which supports each other. He divides it into three levels, namely ;



Picture 2.1. Triadic Model

Source : Ihya, 2021. Personal Documentation

2.1.3. Discourse Structure

Discourse analysis is the study of structure of messages in communication. More precisely, discourse analysis is the study of the various function (pragmatics) of language. Discourse analysis was born from the realization that the problems contained in communication are not limited to use of sentences or parts of sentences, speech function, but also include a more complex and inherent message structure. Discourse analysis cannot be separated from the use of the rules of various branches of linguistics, such as semantics, syntax, and others (Alex Sobur, 2006: 48).

Discourse analysis is intended to describe the rules of sentence, language, and meaning. Discourse is then measured with considerations according to syntax and semantics (Eriyanto, 2006: 4).

In the book *Discourse Analysis Introduction to Media Text Analysis* written by Eriyanto, the characters who developed discourse analysis are described. One of them is Teun van Dijk, a figure who developed discourse analysis, the van Dijk model. This theory is most often used in various media text studies. Van Dijk's analysis here connects (textual analysis that focuses only on the text) towards a comprehensive analysis of how news texts are produced, both in relation to individual journalists and from society. (Eriyanto, 2006: 224). Like the object of research on the news text *Tales from State Borders*.

2.1.4. Shopee Online Shop

“Shopee” is an online shop or marketplace application (electronic trading platform). By using shopee, we can more easily shop, explore, and sell products and services anywhere and anytime. “Shopee” can help sellers more easily offer their wares and assist buyers in making transactions and interacting directly with sellers through its live chat feature.

In addition, “Shopee” is also an online buying and selling facility that provides various types of products ranging from fashion, snacks, electronics, gadgets, automotive, and many more. “Shopee” has also been integrated with various logistics and payment support which aims to make online shopping easier and safer, both for sellers and buyers.

When compared to other marketplace platforms, such as Tokopedia, Bukalapak, OLX, and others, “Shopee” is one of the youngest marketplace companies and still lacks experience. However, with a fairly vigorous promotion, this e-commerce can stand on a par with existing competitors. Initially, “Shopee” was a platform that carried the concept of being a C2C marketplace or customer for customer. However, then “Shopee” switched to a hybrid model of C2C or customer for customer and B2C or business for customer. This has been going on since the launch of “Shopee” Mall, which is included in “Shopee's” online store platform to distribute products from well known brands.

Although they are both online stores, “Shopee” is actually a little different from Tokopedia or Bukalapak. Where most of them only act as a provider of stalls for traders. While “Shopee” sells their own products. That's why, some of the products on “Shopee” are shipped from abroad, for example, China.

“Shopee” was first launched in 2005 to be precise in Singapore. Since then, “Shopee” has started to expand its reach to Thailand, Indonesia, Malaysia, Vietnam, the Philippines, and Taiwan. “Shopee” itself stands under the auspices of the SEA Group or previously known as Garena. Where the company was founded by Forrest Li in 2009. Today, “Shopee” has partnered with more than 70 courier service providers across its market. It aims to provide logistics for its users. In addition, “Shopee” also collaborates with various local logistics and online transportation service providers.

“Shopee” officially entered Indonesia on December 1, 2015. Chris Feng as the founder of “Shopee” is targeting Indonesia because it has a very large population in Southeast Asia. In addition, the Indonesian people who use the internet are also growing very rapidly and continue to grow every year. Since the beginning of “Shopee's” launch in Indonesia, this marketplace has indeed offered a variety of interesting programs to attract more new users in Indonesia.

One of the programs that “Shopee” users are quite interested in is the free shipping program. Where the program is still valid today. With the promotions and attractive programs offered by “Shopee”, it makes it faster to attract the hearts of Indonesian people, especially those who use the internet. When “Shopee” first appeared in Indonesia, the application has been downloaded by 1 million users. This can be obtained by “Shopee” in just four years. Until now, “Shopee” has been successfully downloaded by 100 million users.

At the end of 2019, the growth of the “Shopee” marketplace was growing very rapidly, especially in Indonesia. In the fourth quarter of 2019, “Shopee” has succeeded in shifting the Tokopedia marketplace as one of the most popular online shopping platforms in Indonesia. Here, “Shopee” can reach up to 72.9 million users.

In addition, the marketplace, known as Si Oren, is also one of the number one e-commerce applications on Google Playstore Indonesia. While in Southeast Asia, “Shopee” has succeeded in shifting Lazada's position in terms of application downloads and visits. Where “Shopee” is able to achieve up to 2

billion visits. Then when viewed in terms of income, “Shopee” has been able to achieve revenues of up to 13.2 trillion rupiah.

Chris Feng himself is still the founder and CEO of the “Shopee” company. Even so, individual share ownership remains with “Shopee” and Sea, Ltd. Where the largest shareholder is still owned by Forrest Li. Meanwhile, Sea, Ltd, which is under “Shopee's” control, is majority owned by the Tencent Group, which was founded by Ma Huateng. However, it is not known exactly how much of Chris Feng's shareholding in the “Shopee” company is. In addition, it is also unknown how much wealth Chris Feng, who currently still serves as CEO of “Shopee's”.

2.1.5. Video Advertising

Video advertising are ads for a product or service that are interactive and more engaging. This video ad is made in the video format and is usually 30 seconds or 2 minutes long, while the longest video ad usually uses a role in the ad. Usually found on online sites or on billboards posted on the street. Video ads are usually used to promote an ad that usually uses a special animation that is used to support the ad. For example, advertisements found in online shop applications where online shops usually use video ads to promote their merchandise which is packaged very varied and creatively so that it can attract customers to buy it. Usually video ads nowadays, are found on Youtube, Instagram, and television.

Video advertising itself is growing very rapidly in this modern era. There have been many users who use it to promote a product or service. Video

advertising are quite useful when used because instead of regular image advertising, video advertising have a very good impact on seller profits. That's why there are so many video ads that are widespread. However, video ads can also have a negative impact when they appear because they can usually disturb users who are watching YouTube. These video ads will usually appear suddenly, and sometimes can't be skipped.

2.2. Review of the Previous Study

The following section describes the result of previous studies, which are relevant to present study. There are presented as contribution for the literature study especially in Discourse Structure analysis of literature. Compiling this thesis needs many references to be good thesis. In this thesis there is a review of study reference.

The first research entitled "*Analisis Struktur Wacana teks puisi Karya Mashuri di Harian Kompas*" was conducted by Indra Tjahyadi (2022). This study aims to find out how the structure of Mashuri's poetry text discourse in Kompas daily is the basis of this research. The theory used as the basis of analysis in this research is the theory of discourse structure of Teun A, van Dijk. The method used in this research is a descriptive qualitative research method. The importance of this research is to reveal the discourse structure of the poetry texts by the poets of East Java. The findings of the message generated in the study are that humans should not be arrogant before God and fellow human beings.

The second research entitled “*Analisis Wacana Kritis Model Van Dijk Dalam Pemberitaan Krisis Energi Di media Daring CNBC Indonesia.com*” was conducted by Indra Tjahyadi (26 Oktober, 2021). This research is a qualitative descriptive study, which is a research procedure that produces descriptive data in the form of meaningful written words. Based on the analysis conducted, the text of the news tries critically to the condition of Indonesia in the midst of the energy crisis. This is caused by the social cognition of the news writer who is an Indonesian, it can be seen in the structure of the news text discourse that contains the message of Indonesian resilience in the midst of the energy crisis that is happening in the world. The data collection technique used in this study is a literature study data collection technique. This study uses informal data presentation techniques, this is because the data in this study are not presented in formal form, such as tables. The theory used as a theoretical basis in conducting the analysis is the Theory of Critical Discourse Analysis Teun A. van Dijk.

The third research entitled “*Struktur Tampilan Awal Sastra Lisan Makassar dalam Analisis Wacana Kritis van Dijk*” was conducted by Muhammad Ali (2021). Student of Indonesian Language and Literature Education Study Program FKIP, Maros Muslim University. The similarity between this thesis and the research conducted by the researcher is in van Dijk's Critical Discourse Analysis. This thesis also uses qualitative research methods that use data collection techniques, data reduction, and drawing conclusions and verification. The theory used in the research is the theory of Teun A. van Dijk.

2.3. Theoretical Framework

The theoretical framework is used to describe the steps of data processing. The step described in the form of a research process flow are shown in the chart below. The object used is the ‘‘Shopee’’ video advertising in youtube.com. Data collection was carried out by conducting literature studies, namely collecting several sources related to research in the form of books, articles and internet sites. In addition, documentation of the object (‘‘Shopee’’ advertising) is also required to support the validity of the data.

Furthermore analysis is carried out using Teun A. van Dijk theory to produce theoretical conclusions.

