

# The Representation of Mass Media Ideology in The Umrah Postponement During Covid 19: A Critical Discourse In Arabic And Indonesian Newspaper

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**Abstract.** The purpose of the study is to reveal the representation of umrah postponement during covid 19 in Arabic and Indonesian newspapers. Postponement of umrah had made a controversion between public and the government, especially the umrah agencies, private travel, and tour companies. The umrah postponement had the significant impacts in financial losses but the safety of pilgrims was main priority during the pandemic. Thus, the problem in this research tried to elaborate the ideology of mass media in representing the umrah postponement. By elaborating the ideology, the readers can find the tendency which laid in every news related with umrah postponement during covid 19. The method of this research is qualitative content analysis that views the text as a social symbolic message. The study includes a description (text analysis), interpretation (discourse practices), and the explanation (social practices). The results of the analysis are expected to provide new insights in the study of discourse analysis between Arabic and Bahasa Indonesia, especially regarding the news on postponing Umrah during the Covid 19 pandemic.

**Keywords:** covid 19, umrah postponement, mass media, working with discourse

## 1 Introduction

This article will examine ideological representations in reporting on postponement of Umrah during the Covid 19 pandemic. Several headlines and news content in online newspapers were observed to see how the media reported on the *Umrah* delay. For example, here are some titles/headline news related to *Umrah* delays in Kompas.com, BBC, CNN Arabiy, and Aljazeera:

- a. Ketua PBNU Said Aqil Siradj Sebut Larangan Sementara Umrah Sudah Tepat (Kompas.com – 02/03/2020) “*Chairman of PBNU Said Aqil Siradj Called the Temporary Prohibition of Umrah as Right*”.
- b. Hampir Menangis, Yusrinda dan 52 Orang Rombongan Keluarganya Gagal Umrah Gara-gara Corona (Kompas.com – 28/02/2020) “*Almost Crying, Yusrinda and 52 of his Family Group Failed to Umrah Due to Coronavirus*”.
- c. Saudi Larang Umrah Sementara, 48 Jemaah Asal Bekasi Batal Berangkat (Kompas.com – 28/02/2020) “*Saudi bans temporary umrah, 48 Pilgrims from Bekasi had been Canceled Departure*”.
- d. Ibadah Umrah Dihentikan Sementara, Bagaimana Nasib Calon Jemaah? (Kompas.com – 28/02/2020) “*Umrah Worship Suspended, What Is the Fate of The Candidate?*”.

- e. Hari Kedua Penangguhan Umrah, 2.665 Calon Jemaah Batal Berangkat (Kompas.com – 28/02/2020) “The Second Day of Postponement of Umrah, 2,665 Candidates of Jemaah Had Canceled Departing for Umrah”.
- f. 2020 فيروس كورونا: السعودية تعلق العمرة للمواطنين و المقيمين فيها بصورة مؤقتة – 4 مارس 2020. Corona virus: Saudi Arabia suspends Umrah for citizens and residents temporarily (BBC, March, 4, 2020).
- g. (السعودية توقف العمرة "مؤقتا" للمواطنين والمقيمين استكمالاً لإجراءات منع انتشار كورونا). Saudi Arabia suspends Umrah "temporarily" for citizens and residents to complete measures to prevent the spread of Corona (CNN, March 4, 2020).
- h. (السعودية تعلق العمرة للمواطنين والمقيمين بسبب كورونا) Saudi Arabia suspends Umrah for citizens and residents due to Corona (www.aljazeera.net/4/3/2020).
- i. (بعد تعليق العمرة.. تقطع السبل بألاف المعتمرين الإندونيسيين والحكومة تطلب استثناء سعوديا) After suspending the Umrah, thousands of Indonesian pilgrims are stranded, and the government is asking for a Saudi exception (www.aljazeera.net/27/2/2020).
- j. (السعودية تعلق الدخول إلى أراضيها لأغراض العمرة وزيارة المسجد النبوي تفاديا لكورونا) Saudi Arabia suspends entry to its lands for the purposes of Umrah and visiting the Prophet's Mosque to avoid Corona (www.aljazeera.net/26/2/2020).

By looking at the examples of news headlines above, we will see how the ideological representation that exists in each mass media, especially mass media in Arabic and Indonesian. Will a mass media tend to temporarily cancel Umrah while still paying attention to human safety from the Covid 19 pandemic? Or maybe will the media take advantage of the issue of temporarily suspending Umrah to ignite people's emotions? Therefore, it is necessary to look at the news content using discourse analysis. Besides that, from the headlines above, we can see the domination of power, hegemony and legitimacy.

The critical discourse analysis has the significant impacts, especially in the on-line mass media. It also related with “the power relation”, the effect of power, and what power does to people, groups, and societies[1]. In this case, the relation of power had been implemented in online mass media. Many people use social media to find news. The people nowadays gain much information’s from online mass media.

Thus, we should protect the people from cybercrime, such as hoax, fake news, and hate speech in mass media by elaborating the language as a social symbolic message. The first problem in this research will elaborate how the mass media informs the people about the postponement of *umrah* during covid 19 pandemic, and the second analysis will investigate the representation of mass media ideology related to *umrah* postponement. Mass media should become the mediator between the equilibrate information data and the social readers, to reduce the social conflict between two poplars.

The previous research had been elaborated by [2], this research had been investigated how the representation of mass media related Hamas and Israel. This research had not elaborated about the reception of the readers between two poplars (Hamas and Israel), and also this research has not situated the language as “social symbolic message”. To gain this point, we should find the text as metafictional meaning which had been proposed by M.A.K. Halliday, such as: ideational meaning, interpersonal meaning, and textual meaning. The research related with representation of ideology also had been elaborated by [3].

The result shows that Joko Widodo used straightforward and explicit language and was presented in an argumentative and persuasive manner. The delivering of the speech used the language relations and power so that the ideology conveyed and was accepted by the people of Indonesia. Research with a critical discourse analysis approach that specifically highlights the

attitudes of newspapers has been done by previous researchers, such as by [4] and [5], as well as relating to cases at Umrah by [6]. The fundamental difference between this research and previous studies is the causes and context behind it, so that the resulting conclusions will certainly be different.

The results of this study are expected to be able to reveal the hidden intentions of online newspaper coverage. Disclosure is done by placing oneself in the writer's position by following the meaning structure of the author so that the form of distribution and production of ideologies disguised in discourse can be known. The research related to the ideology of Arabic mass media had been elaborated and investigated before by [7]. In this research, the main data of representation of ideology were analyzed using Halliday's discourse theory (1994). [8] proposes three dimensions: (1) field, (2) mode, and (3) tenor to determine the functional variety of a language.

The three dimensions of field, mode, and tenor also had been used by [9] to determine the discourse of hate speech in Arabic language. On the other hand, [10] also investigated about the discourse perspective of translation studies, related with Islamic Moral Ethic book in Arabic language. The research about ideology and Arabic language had been done by [11]. In this research, the ideologization of Language via Language Symbolism had been divided into four basic aspects, such as: (1) Characteristics of the ideologization of language via language, (2) Effects of the ideologization, (3) Causes of the ideologization, and (4) Prevalence of the ideologization of Language via Language Symbolism. In this case, the ideologization will be investigated through the Umrah postponement during Covid-19 pandemic. This case has not been done before by the other researchers.

## 2 Research Methods

This research uses a qualitative method. The data is analyzed using a descriptive method (describing the structure of language). The method in this research had been divided into three basic steps, they are: (1) collecting the data, (2) data analysis, and (3) reporting the result of data analysis. The data had been collected comprehensively from Kompas.com, BBC, CNN Arabiy, and Aljazeera. The data in Arabic language had been classified into main basic pattern of Arabic sentence: (S + V + O), to find and identify the subject or actor in the discourse.

After the data had been classified, the data had been analyzed by discourse model structure: (1) Text Analysis in Arabic online reporting news, as the main data, after that it was compared by the discourse structure in Bahasa Indonesia, (2) Discourse practice analysis (interpretation process), and (3) The socio-cultural (explanatory) practice analysis. [12] had been concluded that qualitative analysis was consisting of three concurrent flows of activity: (1) data reduction, (2) data display, and (3) conclusion drawing/ verification.

Data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in written-up field notes or transcriptions. In this case, the data reduction will start from the Arabic on-line news analysis based on the structure of discourse. The data reduction in this research had been focused in the variant content of Umrah Postponement during Covid 19 pandemic.

### 3 Results and Discussion

#### Analysis of *Umrah* Postponement In Arabic Newspaper

[13] explained that CDA (critical discourse analysis) does not only explain discourse, but analysis which is dialectical relations between discourse and other objects. Therefore, it can be concluded that CDA is basically a transdisciplinary form. The main thing in CDA is "dialogue" between scientific disciplines, theories, and frameworks. The analysis used is text analysis. Many methods of "textual analysis" have been developed recently, for example in linguistic studies such as phonetics, phonology, grammar, semantics, and lexicology. In addition, there are also other methods such as pragmatics, stylistics, sociolinguistics, argumentation analysis, literary criticism, anthropology, and conversation analysis.

Critical discourse analysis is related to power. By examining the news about Covid 19 in online media, we will find a relationship between power and language. It cannot be denied that the delay in *Umrah* means that power is running. Whoever plays a role in these power relations and how they relate to language is one of the studies of critical discourse analysis. [14] had been elaborated about the critical discourse analysis using Norman Fairclough model. In this case, the model had been divided into three basic steps, they are: (1) a description (text analysis), (2) interpretation (discourse practices), and (3) the explanation (social practices).

It should be noted that the Fairclough model related comprehensively with the social life. Discourse as a social practice, according to Fairclough, has three implications: (a) discourse cannot be separated from society, (b) discourse is social process, and (c) the discourse processes according to what is conditioned in society. Discourse is influenced by social conditions, and conversely social conditions are also influenced by discourse.

#### 3.1 Text Analysis

Analysis at the level of text description focuses more on the use of language for trace the themes raised in news that reflect ideology. In this case, the selected text had been related dominantly with the *Umrah* postponement, between Arabic and Bahasa Indonesia texts. The use of the language includes the use of words, metaphors, and sentence structures used by text producers. In this case, the text that will be studied and investigated is the text of the news on the postponement of *Umrah* in Arabic and Indonesian. In general, the text structure that makes up the news on postponing *Umrah* in Arabic is as follows:

- a. The initial layer text is news headline, which predominantly uses the form of a nominal clause (*jumlah ismiyyah*), using the dominant pattern as: (S + V + O), for example in the following news narrative:

السعودية توقف العمرة مؤقتاً للمواطنين والمقيمين استكمالاً لإجراءات منع انتشار كورونا

Saudi Arabia suspends *Umrah* "temporarily" for citizens and residents to complete measures to prevent the spread of Corona. (CNN, March 4, 2020).

**Table 1.** the example of Headline news in *Umrah* Postponement report

<i>As Su'udiyah</i>	<i>Tawagqafa</i>	<i>Al-Umrata mu'aqqatan</i>
<i>Saudi Arabia</i>	<i>suspends</i>	<i>Umrah "temporarily"</i>
S	V	O + Adv of time

In this title, the subject and main actor of the headline is the Saudi government. Only the Saudi government can arrange the *Umrah* schedule. In this case it can be assumed that

there is a language of power which is represented by the Saudi government. The title serves to show important events that occurred. The headline or heading is the text indicating the nature of the article below it.

- b. The second layer of text is the date the news was released. Some news regarding the postponement of this Umrah on average occurs in February, March and April 2020 as the initial period for the emergence of the corona virus. More specifically, news of the postponement of Umrah also appeared on February 26 and 27, 2020.
- c. The next layer contains “the place” (the country) where the news agency writes the news report, like CNN is in Dubai. This section is usually written in bold and takes the form of 1 whole paragraph. This layer is the opening part of the news. So that part is as shown in the following example:

دبي، الإمارات العربية المتحدة – (CNN) أعلنت وزارة الداخلية السعودية، الأربعاء، إيقاف أداء العمرة للمواطنين والمقيمين على أراضيها مؤقتاً

*Dubai, United Arab Emirates (CNN) - The Saudi Ministry of Interior announced, on Wednesday, that it will temporarily stop performing Umrah for citizens and residents on its territory.*

- d. The following sections explain arguments that strengthen the initial statement in the opening of the news, usually given the results of interviews with related parties. For example, in the editorial report on the following Umrah postponement. From this section we can also find out which parties are involved in the news.

وقال مصدر مسؤول في وزارة الداخلية، إن هذا القرار يأتي امتداداً لإيقاف العمرة للقادمين من خارج المملكة

*An official source at the minister of domestic affairs said that this decision comes as an extension to stopping Umrah for those coming from outside the Kingdom.*

This section also explains the main reasons for temporarily stopping Umrah. In order not to harm the other parties, the Saudi government emphasized that this policy is only “temporary” and will be reviewed continuously.

- e. The next part is the closing part of the news. This section emphasizes the fact that victims of the corona virus are increasingly spreading. Therefore, the decision to suspend umrah activities is a right decision.

يذكر أن المملكة أعلنت، الإثنين، عن تسجيل أول حالة مصابة بالفيروس لمواطن قادم من إيران عبر البحرين، وهي الحالة الوحيدة في السعودية حتى 4 مارس/أذار من عام 2020 .

*It is noteworthy that the Kingdom announced, on Monday, the registration of the first case infected with the virus for a citizen coming from Iran via Bahrain, which is the only case in Saudi Arabia until March 4, 2020.*

A similar structure also exists in reporting on Umrah postponements in the Indonesian-language online media, for example in Kompas.com. This structure starts from the headline, the news date and the place where the news had been issued, opening news, “news core” with interviews to the respondents, and closing news. In this case, the news narrative tries to draw sympathy from the public. It can be elaborated from the opening news from Kompas.com below.

MEDAN, KOMPAS.com - Mata Yusrinda *berkaca-kaca karena sedih belum bisa berangkat umrah yang jadwal keberangkatannya pada Minggu (1/3/2020)*.

### 3.2 Discourse Practices Analysis

Discourse practice analysis (*interpretation process*) is carried out by looking for meaning the relationship between text interpretation and context interpretation. [14] had been defined that text interpretation is carried out in four levels: (1) speech, (2) meaning of speech, (3) local coherence, and (4) the integrity of discourse. At the speech level (surface of utterance), the researcher identifies the use of words and sentences with using knowledge of phonology and grammar.

- فيروس كورونا: السعودية تعلق العمرة للمواطنين و المقيمين فيها بصورة مؤقتة – 4 مارس 2020. Corona virus: Saudi Arabia suspends Umrah for citizens and residents temporarily (BBC, March, 4, 2020).
- (السعودية توقف العمرة مؤقتا للمواطنين والمقيمين استكمالاً لإجراءات منع انتشار كورونا). Saudi Arabia suspends Umrah "temporarily" for citizens and residents to complete measures to prevent the spread of Corona (CNN, March 4, 2020).
- (السعودية تعلق العمرة للمواطنين والمقيمين بسبب كورونا) Saudi Arabia suspends Umrah for citizens and residents due to Corona (www.aljazeera.net/4/3/2020).
- (بعد تعليق العمرة.. تقطع السبل بألاف المعتمرين الإندونيسيين والحكومة تطلب استثناء سعوديا) After suspending the Umrah, thousands of Indonesian pilgrims are stranded, and the government is asking for a Saudi exception (www.aljazeera.net/27/2/2020).
- (السعودية تعلق الدخول إلى أراضيها لأغراض العمرة وزيارة المسجد النبوي تفاديا لكورونا) Saudi Arabia suspends entry to its lands for the purposes of Umrah and visiting the Prophet's Mosque to avoid Corona (www.aljazeera.net/26/2/2020).

From the various titles in the news about postponing Umrah, it can be ascertained that all titles use the following words:

- تعليق العمرة, *ta'allaqa (al-'umrata)* which had been translated into English as "be suspended, dangle, hang (down), and suspend.
- توقف العمرة, *tawaqqafa al-'umrata* which had been translated into English language as "be stopped, broken, come to an end, discontinue, interrupted, and suspended. Both of two phrases had been used in the media as the postponement of Umrah during the pandemic covid 19.
- On the other hand, to create positive nuances in the news, news editorial added the following words */muaqqatan/ (مؤقتاً)*, which had been translated into English language as "temporary, temporal, transitory". This word had been indicated that this incident was only temporal in nature. The mass media strives to create conditions that are safe and conducive.

### 3.3 Social Practices Analysis

The socio-cultural (explanatory) practice analysis is an analysis of the relationship between practices discourse and social context. This analysis aims to find an explanation for the interpretation results on level of description and level of interpretation. [14] had been emphasized that, at this level, the researcher analyzes and explains the relationship between trends in texts, complexity in discourse practice, and also processes in social change. [14] also concluded that there are four aspects to gain the explanatory, they are: (1) what's going on in this case (*Delaying Umrah is a phenomenal problem*) this incident had a significant impact on the economic and social conditions of the community, (2) Who's involved, in this case: the

Saudi Government, umrah congregation, and travel bureau, (3) What relationships are at issue (*The news on postponing Umrah is a controversial issue*), and (4) What's the role of language. By elaborating the umrah postponement during pandemic covid 19, we can conclude that "language has power". Language is able to influence the social conditions of society. Language can play with the emotions of the newsreader.

## 4 Conclusion

From the results of the analysis of Umrah news above, it can be concluded that the mass media tries to preach balanced and positive news to the public. By paying attention to the aspect of word choice, mass media in Arabic are trying to make conditions more conducive in the midst of the Covid 19 pandemic. There are five main sections in the text announcing the postponement of Umrah, such as: (1) news headline, (2) the time and place where the news was released, (3) the opening part of news, (4) arguments that strengthen the initial statement in the opening of the news, and (5) the closing part of the news. To make it easier to convey information to the public, headlines had been used a special pattern (S+ V+ O) – jumlah ismiyyah.

From the second-layer interpretation study, it can be concluded that there are phrases that are often used in reporting on postponing Umrah in the midst of the Covid 19 pandemic, such as (تعلق العمرة) /ta'allāqa (al-'umrata)/ and (توقف العمرة) /tawāqqafa al-'umrata/. To get a positive impression from readers, news narratives had been used "temporal" words, such as (مؤقتاً) muaqqatan. This strategy had been done by some news reporting to emphasize that the termination of Umrah is only "temporary", not permanent, thus, conflict in society can be avoided.

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