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## CRITICAL DISCOURSE ANALYSIS OF WASTE ISSUE REPORTING IN *RRI.CO.ID*

Iksander <sup>1</sup>

Institut Pahlawan 12 Bangka  
[aksansanjayanew@gmail.com](mailto:aksansanjayanew@gmail.com)

Joko Mohamat Santoso <sup>2</sup>

Institut Pahlawan 12 Bangka  
[Joeassegaf8@gmail.com](mailto:Joeassegaf8@gmail.com)

### **Abstract**

*The issue of waste, as both an ecological and social problem, demands that mass media not only report facts but also frame a sense of collective responsibility between the government and society. This study analyzes how rri.co.id frames the issue of waste accumulation at the Temporary Disposal Site (TPS) in Bukit Betung, Bangka, using Norman Fairclough's Critical Discourse Analysis framework. The analysis covers three dimensions: text, discourse practice, and social practice. At the textual level, rri.co.id employs a neutral and educational tone, using phrases such as "public awareness" and "shared responsibility." The discourse practice dimension reveals a top-down communication pattern, with government officials as the dominant sources and citizens positioned merely as narrative support. In the social practice dimension, the reporting reinforces a paternalistic ideology, shifting responsibility primarily onto individual behavior while structural aspects—such as waste management policies and infrastructure—receive limited attention.*

**Keywords:** *Critical Discourse Analysis, Online News Media, Waste Management, Bukit Betung TPS, rri.co.id*

### **Abstrak**

Isu sampah sebagai persoalan ekologis dan sosial menuntut media tidak hanya menyampaikan berita, tetapi juga meringkaskan tanggung jawab kolektif antara pemerintah dan masyarakat. Penelitian ini menganalisis bagaimana rri.co.id meringkaskan isu penumpukan sampah di TPS Bukit Betung Bangka menggunakan Analisis Wacana Kritis Norman Fairclough. Analisis mencakup tiga dimensi: teks, praktik wacana, dan praktik sosial. Pada dimensi teks, rri.co.id menggunakan bahasa netral dan edukatif, dengan diksi seperti "kesadaran masyarakat" dan "tanggung jawab bersama." Dimensi praktik wacana menunjukkan pola komunikasi satu arah, dominan dari pejabat pemerintah, dengan warga hanya sebagai pendukung narasi. Sementara pada dimensi praktik sosial, pemberitaan mencerminkan ideologi paternalistik yang menitikberatkan tanggung jawab pada perilaku warga, bukan pada kebijakan atau infrastruktur pengelolaan sampah.

**Kata kunci:** *Analisis wacana kritis, rri.co.id, Pemberitaan media daring. TPS Bukit Betung Sungailiat, Manajemen Sampah.*

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## INTRODUCTION

One issue that never escapes public attention is the problem of waste. Entering 2025, waste management remains an urgent national issue in Indonesia. Based on national waste composition data, the largest source of waste comes from households, reaching 60.44%, followed by markets (11.63%), public areas (9.73%), commercial businesses (6.47%), offices (6.02%), and public facilities (3.73%), while other categories account for only 1.98% (Asri, 2025). These figures indicate that household consumption behavior and domestic waste management continue to be the main contributors to waste accumulation in various regions.

Waste problems also persist as unresolved issues at the local level. Recent data show that waste management at the local scale still faces significant challenges. In Bangka Regency alone, it is recorded that approximately 68 tons of waste enter the regional landfill daily under normal conditions. This number demonstrates that waste production activities in the area are very high—not only from households but also from the trade, service, and market sectors—all of which demand a more resilient management system (*rri.co.id*, 2024b). This situation illustrates that although various policies and programs have been launched—such as the 3R campaign (Reduce-Reuse-Recycle), source separation, and increased collection fleets—the reality on the ground still reveals gaps. Daily volumes reaching tens of tons require not only technical improvements (infrastructure, landfill space, transport routes) but also changes in public discourse and effective communication regarding collective responsibility (*rri.co.id*, 2024b).

The issue of waste disposal in Sungailiat District, Bangka Regency, Bangka Belitung Islands Province has become increasingly prominent, exemplified by conditions at the Bukit Betung Temporary Disposal Site in Sungailiat District, Bangka Regency. The problem is not only reflected in national figures but also in concrete everyday practices. In the related online reporting, it was stated that waste collection is carried out up to three times a day; however, “waste accumulation on the roadside” and “piles occurring at the TPS site” are still routinely experienced (*rri.co.id*, 2025b).

**Figure 1.** News coverage of mounting waste at TPS Bukit Betung, Bangka



. Source: RRI Sungailiat in (*rri.co.id*, 2025c)

Field observations indeed show that the TPS site is located on the roadside near the Bangka Regency Government Center. The insufficient availability of waste bins around Sungailiat—as the capital of Bangka Regency—makes residents from several sub-districts

appear to flock to this TPS to dispose of various types of waste. As a result, the dirty scene and pungent odors seem to confront anyone passing by, including local government officials who hold the responsibility for managing waste.

Waste problems are no longer merely environmental cleanliness issues but also involve public communication and the formation of social awareness. Mass media play an important role in framing this issue—whether portraying waste as the responsibility of the government, community behavior, or even systemic failure.

Through a critical discourse analysis (CDA) approach—an interdisciplinary method that examines how language is used in texts and social communication to construct, maintain, or challenge power, ideology, and social relations (Ghanizadeh et al., 2020), this study seeks to unravel how online media frame the issue of waste at the local level, particularly in Bukit Betung, Sungailiat, Bangka. This approach views language as a social practice imbued with meanings, power, and values. Therefore, this research not only captures “what the media says” but also reveals “why and for whom” the discourse is constructed.

This research holds high urgency because it provides a critical perspective on how environmental issues—especially waste management—are constructed by online media at the local level. In the context of environmental communication, media not only act as information conveyors but also as influential actors in shaping awareness, public opinion, and the direction of social and environmental policies.

This study focuses on the critical discourse analysis method applied to reporting on waste issues by the online media *rri.co.id*, which is the official site of the National Public Radio of Indonesia (RRI) functioning to broadcast information, education, and entertainment nationwide. However, the research is limited to *rri.co.id* news covering waste issues specifically for the Sungailiat Bangka area. The selection of this single media outlet is based on the consideration that CDA emphasizes in-depth analysis of meanings, linguistic structures, ideologies, and social contexts contained within texts. By thoroughly examining news content, this study aims to reveal how the media frames the issue of waste accumulation at Bukit Betung, who the featured actors are, and what social or ideological values are implied in the news narratives. Additionally, since RRI is a government-owned radio institution, it is also interesting to examine its stance toward local government policies—whether neutral or critical—especially in matters that affect the broader public.

Based on this background, this study seeks to answer how online media—particularly *rri.co.id*—frames the issue of waste accumulation at TPS Bukit Betung, Sungailiat, from the perspective of textual aspects, discourse practice, and social practice.

## LITERATURE REVIEW

The Public Broadcasting Institution (LPP) Radio Republik Indonesia (RRI), through its online news platform *rri.co.id*, is categorized as an online or new media, which is essentially understood as the result of the evolution of communication technologies operating via the internet and digital systems (Hasan et al., 2023) define new media as communication media that use the internet and computer technology as operational tools, gradually shifting the dominance of conventional media.

In line with this, (Siregar & Saragih, 2024a) explain that new media refers to technologies that connect digital devices based on computerized systems directly linked to global networks. This view is further reinforced by (Nur, 2021), who elaborates that the term “online media” originates from “media” as a channel or means of delivering messages and “online” meaning connected to a computer network or the internet. Therefore, online media can be understood as a digital communication medium that utilizes the internet to disseminate information rapidly, interactively, and across spatial and temporal boundaries.

Based on these perspectives, it can be concluded that online or new media—particularly *rri.co.id*—represents a development in digital communication technology that leverages internet connectivity to distribute information quickly, interactively, and without geographical limitations. This transformation shifts conventional communication patterns toward more open and participatory models, giving online media a significant role in framing social issues, including those related to waste management. Moreover, as a broadcasting institution, RRI is expected to adapt to changing audience behavior by employing approaches such as customized content and engaging (Cahyati et al., 2020)

This point is evident in previous studies on the role of mass media in framing waste-related issues. A framing study on waste management in Indonesia by Detik.com and Antaranews.com revealed that waste management is framed as a shared responsibility, meaning that media present the issue as a collective duty between the government and the public (Baihaqi et al., 2022). Another relevant study is the framing analysis of climate change coverage by *Kompas* newspaper, which emphasized the role of multiple actors—including the government, organizations, and civil society—in both mitigation and adaptation, a framing parallel to the notion of shared responsibility in waste management (Nurhayati Rihwandi et al., 2024).

Numerous studies have been conducted on how waste issues are reported in online media. One such study by Baihaqi, Setiawan, and Maspuroh (2022) analyzed the framing of waste management on Detik.com and Antaranews.com using the Pan and Kosicki model. Their findings indicated that both media emphasized the role of the government and formal policies, while the voices of citizens were less accommodated; Antaranews showed a tendency to be more pro-government. These findings are important as they reveal how the issue of waste is positioned as a public concern, yet without critique of the power relations and ideologies embedded within news structures. This gap opens opportunities for research using critical approaches to gain deeper insights into the construction of discourse (Baihaqi et al., 2022).

A methodologically relevant study is that of Mujianto, Hendrawan, and Sadiyah (2023), who applied Fairclough's Critical Discourse Analysis (CDA) to examine fraud news coverage on Kompas.com. They found that the police were the dominant narrative source, while the public was portrayed as passive actors, resulting in an imbalance in representation. Although the study focused on crime, its findings on the dominance of state institutions in discourse production are relevant to waste issues—especially when media rely on government officials as primary sources (Mujianto et al., 2023). Another example is a study on content from the online media platform *Kumparan.com*, which employed inclusion and exclusion strategies in its reporting, analyzed through discourse analysis (Abadi, 2024). as well as Van Dijk's discourse model applied to the novel *Santri dan Kiai Petani* (Mahendra & Yudianto, 2022).

In addition, research by Putri and Aprianti (2021) showed the dynamics of waste management discourse on social media by applying Van Dijk's discourse analysis to the Instagram account @Waste4Change. They found that social media played a role in building public education on cosmetic waste recycling and in raising environmental awareness (Putri & Aprianti, 2021). Unlike participatory social media, a study by Nasution et al. (2025) used van Leeuwen's CDA to analyze how Detik.com framed national political issues and highlighted elite actors. Their research showed how media can exclude public voices and reinforce dominant discourse (Nasution et al., 2025). These findings underscore the importance of critical approaches in examining how public voices and structural issues are either represented or omitted.

While these studies have made significant contributions, no research has yet specifically employed Fairclough's Critical Discourse Analysis to examine local waste

issues, particularly in public media such as *rri.co.id*. Therefore, this study seeks to fill that gap by analyzing how waste discourse at TPS Bukit Betung, Sungailiat, is constructed, negotiated, and reproduced in public media reporting that holds a mandate to serve public information.

The above studies demonstrate that media not only function as information channels but also as agents in shaping social meaning around environmental issues. This reinforces the notion that media, through reporting practices, have the power to frame ecological problems as collective responsibilities between the government and society.

## RESEARCH METHOD

This study is a qualitative analytical research employing Critical Discourse Analysis (CDA) using Norman Fairclough's model. A qualitative approach is utilized because the research aims to understand the meanings, ideologies, and social constructions embedded within news texts, rather than to measure phenomena quantitatively. Qualitative research seeks to comprehend social phenomena from the perspectives of participants or data sources through in-depth interpretation of context and meaning (Creswell, 2017). In this context, the researcher seeks to examine how the online media platform *rri.co.id* frames the issue of waste accumulation at the Bukit Betung Temporary Disposal Site (TPS) in Sungailiat through its linguistic structures, word choices, and the representation of social actors featured in the news texts.

The CDA approach is selected for its focus on the relationship between language, power, and ideology in communication practices, Fairclough (1995) explains that discourse does not merely serve to describe social reality but also functions to construct and legitimize certain social structures (Ghanizadeh et al., 2020). Therefore, this research analyzes not only the linguistic aspects of news texts but also connects them to the context of their production and the social practices underlying the reporting.

The type of data used in this research is qualitative data. Qualitative data is expressed in the form of words, texts, images, symbols, or other visual materials that cannot be numerically measured, but whose meanings can be interpreted through an interpretive approach (Cahyani & Suniasih, 2022). This type of data is commonly used to understand social and cultural phenomena, identify representations, and explore meanings related to symbolic constructions in society.

In the context of this study, the qualitative data consists of four online news texts discussing the issue of waste accumulation at the Bukit Betung TPS in Sungailiat District, Bangka Regency, published by *rri.co.id* during the period 2024 to 2025. The data includes news titles, main content, source quotations, sentence structures, word choices, and visual elements (images and captions) accompanying the reports. All news texts are analyzed using Fairclough's three-dimensional CDA model, which includes textual analysis, discourse practice, and social practice dimensions.

This study specifically analyzes four news articles from *rri.co.id* that address the issue of waste accumulation at the Bukit Betung TPS in Sungailiat during the 2024–2025 period. The selection of these four articles is based on the principle of data adequacy in qualitative research, in which the depth and quality of analysis take precedence over the quantity of data (Creswell, 2017).

Fairclough's CDA model also emphasizes close and intensive reading of texts, discourse practices, and social practices, thus a small corpus can facilitate more thorough and comprehensive analysis (Fairclough, 2010). Furthermore, the number of *rri.co.id* reports specifically related to the Bukit Betung TPS is empirically limited; therefore, all relevant articles are included as a complete corpus in this research. These four articles reflect variations in discourse—including statements from government officials, district authorities,

and public responses—thus meeting the data diversity criteria in critical discourse studies (Wodak & Meyer, 2016). As such, the four texts are deemed sufficient to uncover ideological constructions, patterns of representation, and power relations in the news coverage of local waste issues.

The data analysis technique used in this study is Fairclough’s Critical Discourse Analysis (CDA). This analysis was chosen because of its ability to reveal the relationship between language (text) and the social and ideological contexts underlying discourse. CDA examines not only how reality is presented through language but also explores the interests, power, and ideologies operating behind the text (Ghanizadeh et al., 2020). The data analysis in this study consists of three stages: Textual Analysis, Discourse Practice Analysis, and Social Practice Analysis.

**Table 1.** List of *rri.co.id* News Articles on the Waste Accumulation Issue at Bukit Betung TPS, Sungailiat (2024–2025)

No.	Judul Berita	Tanggal Pembuatan	Link Berita
1	<i>Sampah di TPS Bukit Betung Sungailiat Masih Terjadi Penumpukan (rri.co.id, 2025b)</i>	3 April 2025	<a href="https://rri.co.id/sungailiat/daerah/1431694/sampah-di-tps-bukit-betung-sungailiat-masih-terjadi-penumpukan">https://rri.co.id/sungailiat/daerah/1431694/sampah-di-tps-bukit-betung-sungailiat-masih-terjadi-penumpukan</a>
2	<i>Sampah di TPS Bukit Betung Tidak Sesuai Fungsi (rri.co.id, 2025c)</i>	4 Februari 2025	<a href="https://rri.co.id/daerah/1302067/sampah-di-tps-bukit-betung-tidak-sesuai-fungsi">https://rri.co.id/daerah/1302067/sampah-di-tps-bukit-betung-tidak-sesuai-fungsi</a>
3	<i>Kesadaran Masyarakat Buang Sampah di Tempatnya Masih Rendah (rri.co.id, 2025a)</i>	3 April 2025	<a href="https://rri.co.id/sungailiat/daerah/1431753/kesadaran-masyarakat-buang-sampah-di-tempatnya-masih-rendah">https://rri.co.id/sungailiat/daerah/1431753/kesadaran-masyarakat-buang-sampah-di-tempatnya-masih-rendah</a>
4	<i>TPS Jalan Bukit Betung Dipenuhi Sampah Tebangan Pohon (rri.co.id, 2024a)</i>	17 Maret 2024	<a href="https://rri.co.id/sungailiat/daerah/595864/tps-jalan-bukit-betung-dipenuhi-sampah-tebangan-pohon">https://rri.co.id/sungailiat/daerah/595864/tps-jalan-bukit-betung-dipenuhi-sampah-tebangan-pohon</a>

(Source: *rri.co.id*)

According (Miles et al., 2014) , qualitative data analysis is conducted through three key steps: Data Reduction: Selecting and focusing on data relevant to the research questions; Data Display: Presenting findings in the form of descriptions, text excerpts, and analytical tables; and Conclusion Drawing/Verification: Interpreting the meanings of discourse based on theory and social context.

In the textual analysis stage, the researcher examines the linguistic structure of *rri.co.id*’s news articles on waste issues at Bukit Betung TPS. This includes analysis of word choices, sentence structure, narrative flow, and rhetorical styles to uncover how media construct social realities and represent specific actors. In the second stage, discourse practice analysis, the focus is on the production, distribution, and consumption of the text. The researcher investigates how news is produced by RRI as a public media institution, how it is disseminated through digital platforms, and how the public interprets and responds to the content.

The third stage, social practice analysis, connects the findings from the text and discourse practice stages to broader social contexts, such as power structures, ideology, and environmental policy. This stage interprets how media discourse may reinforce or challenge certain forms of authority and how news coverage contributes to shaping public awareness and collective responsibility toward environmental issues.

Through these three stages, this study seeks to reveal how the language used in *rri.co.id*’s online reporting functions as a tool of ideological representation and social consciousness formation regarding local waste issues.

## RESULT AND DISCUSSION

Based on the results of textual analysis, this section systematically elaborates how linguistic structures, production contexts, and social ideologies are constructed within the discourse of the news reports. This approach is intended to uncover how public media language functions as a social and ideological instrument in framing local environmental issues, particularly the problem of waste in the Bukit Betung area. The analysis does not solely highlight linguistic aspects but also explores power relations, moral values, and social practices that shape the media's representation of environmental responsibility between the government and the public. Accordingly, the discussion presented here offers a comprehensive depiction of the discourse construction developed by *rri.co.id* within the context of public communication and the social responsibility of media institutions.

### Analysis Based on the Textual Dimension

An examination of the news text—specifically the headline “*TPS Jalan Bukit Betung Dipenuhi Sampah Tebangan Pohon*”—reveals the textual (linguistic) dimension through the use of neutral and factual language to depict social reality. Lexical choices such as “*dipenuhi sampah tebangan pohon*”, “*peningkatan signifikan*”, “*kesadaran masyarakat*”, and “*beban sampah bertambah*” demonstrate the media’s attempt to present events objectively and without exaggeration. The term “*dipenuhi*” evokes a vivid visual of an environmental cleanliness crisis, while the word “*kesadaran*” reflects a moral value emphasized as an educational message to the public.

From the perspective of sentence structure, there is a variation between active and passive constructions, which serves to maintain balance in the presentation of information. Passive constructions, such as “*TPS Jalan Diponegoro Bukit Betung Sungailiat dipenuhi sampah*”, omit explicit agents, thus attributing responsibility to a collective level. Conversely, in the direct quote from the Head of the Environmental Agency (DLH), an active sentence is used: “*Peningkatan terjadi sekitar 10–15 lonjakan sampah di TPS*”, which emphasizes institutional responsibility and highlights the government’s role as an authorized and active agent in addressing the problem.

In terms of rhetorical features, the news text refrains from using extreme metaphors and instead builds a clear problem–solution narrative: the problem is an increase in tree-cutting waste; the cause is community activity ahead of Eid al-Fitr; and the proposed solution is a moral appeal from DLH urging the public not to dispose of waste indiscriminately in communal containers. The phrase “*meminta kesadaran masyarakat*” functions as a euphemism, replacing direct criticism with persuasive and educational rhetoric—a hallmark of public broadcasting language.

Regarding cohesion and coherence, the text follows a systematic structure: the opening presents the situation at the TPS site; the middle section contains statements from DLH officials; and the closing includes community perspectives through a citizen quote (Sumitro). While the citizen’s voice is present, it functions more as a complementary element rather than as a counterbalance to governmental views. This pattern constructs a collaborative and solution-oriented discourse, in which the media serves as a communication bridge between the government and the public without fostering confrontation. The text represents the ideological stance of public media, which prioritizes social responsibility, balanced reporting, and the reinforcement of collective awareness in maintaining environmental cleanliness.

Overall, the reading of the four news articles above, as presented in the following table, shows the following patterns:

**Table 2.** Results of Textual Analysis (Linguistic Description)

No	Judul Berita	Fokus Leksikal & Makna	Struktur Kalimat	Ciri Retoris	Kohesi & Koherensi	Ideologi/ Wacana Dominan
1	“TPS Jalan Bukit Betung Dipenuhi Sampah Tebangan Pohon” (17 Maret 2024)	Netral, faktual; kata “dipenuhi”, “kesadaran”, “beban sampah” menggambarkan realitas objektif & nilai moral publik.	Kombinasi aktif pasif; pasif menunjukkan tanggung jawab kolektif, aktif menonjolkan peran DLH.	Masalah solusi; eufemisme “meminta kesadaran masyarakat” menunjukkan gaya persuasif-edukatif.	Struktur sistematis (kondisi DLH warga); kohesi kuat melalui alur tematik.	Wacana edukatif dan kolaboratif antara pemerintah masyarakat .
2	“Kesadaran Masyarakat Buang Sampah di Tempatnya Masih Rendah” (3 April 2025)	Leksikal moral & evaluatif: “main lempar”, “marah-marah”, “bebas buangnya”; menegur tanpa menghakimi.	Aktif dominan; masyarakat sebagai subjek penyebab, pasif untuk deskripsi awal.	Pola masalah penyebab solusi; retorika moral-edukatif.	Pengulangan frasa “masih rendah” menjaga kohesi; narasi konsisten & empatik.	Wacana moral-edukatif, pemerintah sebagai pembina perilaku sosial.
3	“Sampah di TPS Bukit Betung Tidak Sesuai Fungsi” (4 Februari 2025)	Diksi teknis-normatif: “tidak sesuai fungsi”, “hasil usaha masyarakat”, “arif dan bijaksana”.	Aktif pasif seimbang; netral namun tegas terhadap tanggung jawab sosial warga.	Pola masalah analisis imbauan; eufemisme mengganti kritik tajam.	Pengulangan “TPS Bukit Betung”; alur logis kondisi analisis solusi.	Wacana normatif-edukatif, media sebagai mediator perubahan sosial.
4	“Sampah di TPS Bukit Betung Sungailiat Masih Terjadi Penumpukan” (3 April 2025)	Diksi faktual & kuantitatif: “penumpukan signifikan”, “3 kali angkut”, “80 persen”; objektif & data-driven.	Aktif dominan, pasif untuk pembuka deskriptif; menampilkan aktor jelas (petugas & masyarakat).	Pola masalah upaya hasil sementara; retorika empatik terhadap keterbatasan petugas.	Struktur naratif runtut dari situasi → tindakan → hasil; kohesi kuat melalui pengulangan istilah “TPS Bukit Betung” dan “penumpukan”.	Wacana administratif-edukatif, menekankan kinerja pemerintah dan tanggung jawab moral masyarakat

(Source: Compiled by the author, 2025)

An analysis of the four *rri.co.id* news articles indicates that this public media outlet employs a neutral, factual, and educational language style in framing environmental issues. The choice of language reflects an attempt to present social reality objectively while simultaneously promoting public moral awareness regarding environmental cleanliness

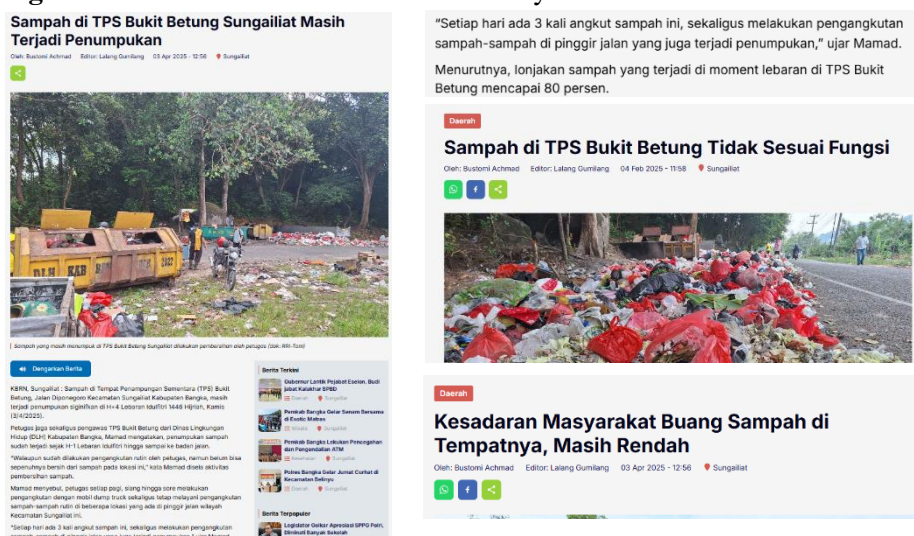
According to Fairclough, language in media texts is never neutral; it serves both to represent and to construct social reality (Ghanizadeh et al., 2020). Every lexical choice carries ideological value and reveals a particular social position. In this context, RRI strives to balance its informative and social functions as a public media institution, in line with McQuail’s assertion that public media are responsible for providing information, guidance in meaning, and social education to the public (McQuail, 2011). Therefore, at the textual level, *rri.co.id*’s reporting reflects a moral-educational discourse grounded in collective

social responsibility, rather than a discourse of criticism or opposition toward the government.

Lexical items such as “dipenuhi,” “kesadaran masyarakat,” and “beban sampah bertambah” reflect the use of moral and factual vocabulary. RRI consistently selects words with educational and persuasive connotations rather than confrontational tones. This approach aligns with the nature of public media, which serves the functions of information, education, and social persuasion (Ardianto et al., 2017). Furthermore, McQuail emphasizes that public media act as guides and interpreters, helping citizens understand social realities without generating social tension (McQuail, 2011). Thus, the word choices in RRI's news texts reveal an editorial cautiousness in constructing instructive rather than accusatory messages Struktur kalimat dalam teks memperlihatkan variasi antara bentuk aktif dan pasif.

The sentence structure within the texts shows a variation between active and passive forms. Passive constructions such as “TPS Jalan Diponegoro Bukit Betung Sungailiat dipenuhi sampah” obscure the specific actor and instead highlight waste management as a shared responsibility. In contrast, active constructions like “DLH melakukan tiga kali pengangkutan” pose the government as a rational and solution-oriented actor.

**Figure 2.** Screenshot of the headline and body text from a news article on the TPS issue



(Source: compiled by the author, 2025)

Fairclough (2003) explains that the use of active and passive voice constitutes a linguistic strategy to reveal or conceal social actors in discourse. Through this construction, RRI maintains a balanced narrative, avoiding direct blame, in accordance with the mass communication function of conveying information while maintaining social harmony (Syafarina, 2022). RRI's reporting follows a problem–solution rhetorical structure and employs euphemistic language. For instance, the phrase “meminta kesadaran masyarakat” replaces direct criticism, reflecting a persuasive and humanistic communication approach. Fairclough argues that euphemistic rhetorical strategies serve to convey ideology subtly, without overtly disrupting power structures (Ghanizadeh et al., 2020). In the context of public media, this strategy represents an effort to construct governmental soft power, encouraging civic responsibility without triggering resistance.

This aligns with Halliday's view, as cited by Fairclough, that every linguistic structure carries a social function, which can serve to legitimize or reinforce institutional dominance—in this case, the authority of the local government through an educational narrative (Ghanizadeh et al., 2020).

Textual cohesion is achieved through the repetition of key terms such as “*TPS Bukit Betung*” and “*kesadaran masyarakat*” reinforcing the central themes of the discourse. Coherence is established through a consistent narrative structure: a description of on-site conditions, statements from DLH officials, and responses from local residents.

This systematic structure illustrates the media's attempt to present a logical, chronological, and balanced flow of information. This reflects the role of mass media as stated by DeFleur and Dennis—to construct social meaning through the presentation of messages in a structured and continuous manner (Halik, 2013). The dominant discourse that emerges from all four texts is one of education, morality, and collaboration between government and the public. RRI positions itself as a social mediator, bridging the interests of the state and the community within a shared framework of environmental responsibility.

According to Fairclough, discourse is a dialectical form of social practice—it simultaneously reflects and shapes social structures and power relations (Ghanizadeh et al., 2020). In this context, RRI—through its neutral and educational language—reproduces the ideology of collective responsibility, where citizens are constructed as moral subjects who require guidance, not blame.

This approach illustrates how language serves as a tool for shaping social consciousness and reinforcing the legitimacy of local government in environmental governance. As emphasized by Nur and Emilsyah, online media hold the power to shape public opinion rapidly and participatively, yet they can also be directed to reinforce moral values and ecological awareness (Nur, 2021).

### **Discourse Practice Analysis (Interpretation)**

An analysis of the second news article, titled “*Kesadaran Masyarakat Buang Sampah di Tempatnya Masih Rendah*” can be interpreted through the discourse practice dimension, which involves examining the context of production, distribution, and consumption as part of the meaning-making process within the public communication system of a state-owned broadcasting institution. Production Context, This article was written by Bustomi Achmad and edited by Lalang Gumilang, both of whom are journalists from the RRI Sungailiat editorial team. As part of the Public Broadcasting Institution (LPP) Radio Republik Indonesia, the editorial office operates under an editorial policy that emphasizes independence, neutrality, and an educational mission. Consequently, the reporting style is not provocative or confrontational but instead aims to deliver moral messages and social appeals

In this article, the main source cited is Mamad, a field officer from Dinas Lingkungan Hidup (DLH) who provides direct testimony on-site. The exclusive reliance on a single source from a government institution reveals a top-down discourse structure, wherein state authority becomes the central source of legitimacy for information. There are no counter-narratives presented from high-ranking officials or members of the public, indicating RRI's editorial stance that positions the media as both a reinforcer of official narratives and a conveyor of moral instruction to the public.

From a Distribution Context, The article was disseminated via the online news portal *rri.co.id* (Sungailiat section) and likely cross-posted to RRI's official digital platforms, such as Facebook, Instagram, and X/Twitter. These digital channels expand the message's reach to both local and national audiences. The distribution model is linear and informational, characterized by a one-way flow from the editorial desk to the public, with minimal space for interaction or dialogue.

Although the website features a “share” button, which enhances the article's role as educational content, the structure of communication remains normative and instructional, typical of public broadcasting formats. Thus, the distribution of this article functions as a

tool for the socialization of environmental responsibility and civic discipline, rather than as a space for public deliberation or debate.

Based on Consumption Context, The consumption context refers to how the audience interprets and responds to the news content. RRI Sungailiat’s primary audience includes local residents, government employees, and civic-minded individuals concerned with environmental cleanliness. The article’s use of diction such as “awareness remains very low” and “a call to help each other” frames the message as a moral appeal and participatory invitation, rather than as a critique of policy or the shortcomings of the waste management system. Audience response is likely passive, with readers accepting the information as advisory content, particularly because the news portal lacks interactive features such as a comment section or discussion forum. At a broader level, this pattern of discourse consumption reinforces a paternalistic-educational ideology, in which the government is positioned as the educator and moral guide, and the citizenry is expected to comply and participate in maintaining environmental cleanliness.

In general, the results of the discourse practice analysis of the four news texts can be summarized in the following table:

**Table 3.** Discourse Practice Analysis Results

No	Judul & Tanggal	Produksi (Aktor & Sumber)	Distribusi (Kanal & Mode)	Konsumsi (Audiens & Tafsir)	Pola Wacana / Ideologi Dominan
1	“TPS Jalan Bukit Betung Dipenuhi Sampah Tebangan Pohon” 17 Mar 2024	Penulis Bustomi Achmad; editor Lalang Gumilang; RRI LPP. Sumber utama: Kepala DLH (Ismir). Suara warga (Sumitro) sebagai pelengkap. Struktur top-down menonjolkan otoritas pemerintah.	Portal <i>Rri.co.id</i> (kanal Sungailiat) + kemungkinan media sosial RRI. One-way, fitur share ada; dialog publik terbatas.	Audiens lokal (warga, aparat, komunitas lingkungan). Ditafsir sebagai imbauan moral & administratif; masalah dipersepsi lebih ke perilaku warga dibanding kebijakan/fasilitas.	Paternalistik- edukatif; pemerintah sebagai pembimbing, warga sebagai pihak yang disadarkan; media menjaga stabilitas & kredibilitas.
2	“Kesadaran Masyarakat Buang Sampah di Tempatnya Masih Rendah” 3 Apr 2025	Penulis Bustomi; editor Lalang; kebijakan editorial LPP (netral, edukatif). Sumber tunggal: petugas DLH (Mamad). <i>Top down</i> , penguat narasi resmi.	<i>Rri.co.id</i> + kanal digital resmi (FB/IG/X). Linear informatif, tanpa ruang interaksi; share untuk memperluas jangkauan edukasi.	Warga & pemda lokal. Dibaca sebagai pesan moral/ajakan tertib, bukan kritik kebijakan; respons cenderung pasif.	Moral-edukatif; negara sebagai pendidik sosial, warga diposisikan perlu ditertibkan/berpartisipasi.
3	“Sampah di TPS Bukit Betung Tidak Sesuai Fungsi” 4 Feb 2025	Penulis Bustomi; editor Lalang; mandat LPP (edukasi & stabilitas). Sumber utama: Kepala DLH (Ismir); warga (Amran) muncul di akhir. Hirarki sumber pemerintah > warga.	<i>Rri.co.id</i> + sebaran digital. Informasi satu arah untuk sosialisasi norma (fungsi TPS, retribusi).	Masyarakat Sungailiat & pemerhati lingkungan. Ditangkap sebagai ajakan patuh aturan; tersirat jarak antara kebutuhan warga & kebijakan.	Normatif-edukatif; media sebagai mediator perubahan perilaku, bukan penggali akar struktural masalah.
4	“Sampah di TPS Bukit	Penulis Bustomi; editor Lalang;	<i>Rri.co.id</i> + kanal resmi	Warga lokal, aparat, pemerhati.	Administratif- edukatif;

Betung Sungailiat Masih Terjadi Penumpukan” 3 Apr 2025	rujukan teknis-birokratis (petugas DLH Mamad). Data kuantitatif menegaskan profesionalisme petugas. Top-down teknokratis.	RRI. One-way; share untuk kampanye moral & citra kinerja DLH.	Ditafsir sebagai laporan faktual + empati pada keterbatasan petugas; tak membuka kritik sistemik.	membenarkan kinerja pemerintah, menekankan disiplin warga.
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Source: Compiled by the researcher, (2025)

In terms of text production, all four news articles were written by Bustomi Achmad and edited by Lalang Gumilang, consistently reflecting a top-down hierarchical structure. Government officials—either the Head of the Environmental Agency (Ismir Rahmaddinianto) or a field officer (Mamad)—serve as the primary sources of information, while citizen voices appear only as supplementary or reinforcing elements, not as discourse-shaping actors.

**Figure 3.** Screenshot of author/editor and news sources in coverage of the TPS issue



(Source: Compiled by the researcher, (2025))

This condition aligns with Fairclough’s view that text production is influenced by institutional structures and media ideology (Ghanizadeh et al., 2020). As a public broadcasting institution (LPP RRI), the media is bound by its institutional mandate to maintain social stability, political neutrality, and public education. As a result, the discourse it produces tends to foreground government authority as the moral guide, while positioning society as the recipient of instructional messaging.

More broadly, this dynamic reflects a paternalistic communication power relation, where the government appears as a “father figure” offering advice, and citizens are cast as “children” who must be guided. This pattern suggests that in reporting on environmental issues, public media do not act as a watchdog, but rather as an educational mediator between the state and its citizens (Ardianto et al., 2017).

All four articles were distributed through the *rri.co.id* portal (Sungailiat section) and further disseminated via official RRI social media platforms such as Facebook, Instagram, and X (formerly Twitter). While the inclusion of share features enables broader message diffusion, the model of communication remains predominantly one-way. There is no interactive dialogue space or public feedback mechanism. According to McQuail (2000), this reflects the informational and persuasive function of classical mass media, rather than the participatory traits of new media (Siregar & Saragih, 2024b). In the context of public communication, media such as RRI practice linear communication—messages are

transmitted from the institution to the audience with the aim of shaping social understanding and awareness, rather than creating a space for deliberation or policy critique.

Thus, RRI's distribution channels continue to exhibit top-down and technocratic communication, where the media's role is to disseminate government policies and instill social values, without facilitating the construction of alternative citizen-based meanings. The primary audience of *rri.co.id* in the Sungailiat area includes local residents, government officials, and environmental advocacy communities. Based on linguistic patterns and media framing, audiences are directed to interpret the issue of waste accumulation as a matter of public behavior, rather than a consequence of flawed policy or inadequate infrastructure.

As Fairclough explains, text consumption is shaped by the audience's ideological and social positioning (Ghanizadeh et al., 2020). Given that RRI's coverage emphasizes official statements and avoids conflictual narratives, local readers are likely to internalize the message as a moral and administrative appeal: citizens must behave responsibly and dispose of waste properly, while the government is portrayed as already performing its duties effectively. This aligns with the function of mass media as a moral educator and harmonizer of public opinion, as noted by (Awaluddin, 2019) and (Ardianto et al., 2017). Consequently, discourse consumption in this case leads to passive meaning-making, in which the public accepts the message without critical reflection or participatory action.

Across all analyzed reports, there is a consistent pattern of educational–paternalistic discourse. The media portrays the government as a social educator with moral and administrative authority, while citizens are positioned as subjects to be guided, regulated, and made aware.

According to Fairclough (2003), this form of discourse results from a dialectical relationship between text and social power, where media function to reproduce the legitimacy of dominant power structures. In the context of *rri.co.id*, the ideology constructed is one of administrative-educationalism—the belief that social order can be achieved through moral guidance from the state and citizen compliance.

This approach can also be seen as part of the correlational and cohesive function of public media (McQuail, 2011). Rather than highlighting conflict, the media emphasizes harmony, discipline, and collective responsibility. Ideologically, RRI affirms its role as a guardian of social stability, placing morality and public order above critical discourse toward governmental policy.

### **Social Practice Analysis (Explanation)**

Based on the reading of the third news article titled “*Sampah di TPS Bukit Betung Tidak Sesuai Fungsi*” this reflects a social practice that illustrates the relationship between power, language, and social values in the context of environmental management policy at the regional level. The dominant discourse within this text positions the regional government, particularly the Environmental Agency (DLH) of Bangka Regency, as the primary and authoritative actor in defining the problem and solutions related to waste. Through direct quotations from the Head of DLH, Ismir Rahmaddinianto, the government appears as a party that understands regulations, possesses technical capacity, and is responsible for maintaining environmental order. Conversely, the public is portrayed as lacking compliance, disposing of waste “tidak sesuai fungsi”, or failing to follow official procedures. The citizen's voice (in this case, Amran) appears only as a supplementary comment, merely emphasizing the need for additional facilities rather than as a party entitled to evaluate or critique the system. Such representation structures illustrate a top–down power relation, where the government functions as the moral and technical regulator while society is placed in a subordinate position that requires direction.

Ideologically, this news text normalizes the ideology of moral responsibility and administrative compliance. Expressions such as “wise and prudent” and “citizens are obliged to pay retribution” are not only persuasive but also frame citizen behavior within a framework of morality and civic duty. The values highlighted do not address the efficiency of systems or public policy but rather emphasize individual behavior as the root of the problem. Thus, environmental responsibility is reduced to a matter of personal ethics, rather than structural issues such as limited facilities, inadequate waste transport, or weak inter-agency coordination. Through such discourse, RRI, as a public broadcaster, reinforces the government’s ideology as the moral educator of citizens, in which social discipline becomes the core normalized message.

The social role of this discourse becomes evident: it functions to shape collective moral awareness grounded in adherence to rules and norms. In this respect, the media does not promote discourse that is participatory or critical of policy systems but rather reinforces the view that solutions to environmental problems lie in changing citizen behavior, not in reforming management structures. When citizens express views such as “TPS itu la harapan kita”, the text does not expand this into a discourse on policy limitations or inadequate public facilities but closes with an emphasis on moral appeal. This pattern shows that public media functions as an agent for the reproduction of state values, educating citizens to be obedient and responsible without encouraging spaces for dialogue or negotiation.

Below are the results obtained based on each article title as shown in the table of Social Practice Aspect :

**Table 4.** Social Practice Aspect Analysis Results

No	Judul & Tanggal	Relasi Kuasa & Representasi	Ideologi yang Dinormalisasi	Fokus Tanggung Jawab	Isu Struktural yang Teralihkan	Dampak pada Partisipasi Publik
1	“TPS Jalan Bukit Betung Dipenuhi Sampah Tebangan Pohon” (17 Mar 2024)	DLH sebagai aktor rasional/otoritatif; warga hanya pelengkap (klarifikasi)	Paternalistik-birokratis, etika kepatuhan	Perilaku warga (kesadaran)	Jarak ke TPA, keterbatasan armada tak diperdalam	Publik diposisikan pasif; top-down menguat
2	“Kesadaran Masyarakat Buang Sampah di Tempatnya Masih Rendah” (3 Apr 2025)	Petugas DLH sebagai pengendali narasi kebersihan	Moralitas & disiplin individual	Individu/warga “kurang sadar”	Fasilitas, retribusi, edukasi sistemik terselubung	Ajakan moral satu arah; minim ruang dialog
3	“Sampah di TPS Bukit Betung Tidak Sesuai Fungsi” (4 Feb 2025)	Kepala DLH sebagai otoritas teknis-moral; warga subordinat	Kepatuhan administratif (tertib, “wajib retribusi”)	Ketaatan pada fungsi TPS & aturan	Kebutuhan sarana tambahan tak dibingkai sebagai kebijakan	Legitimasi pemerintah menguat; kritik struktural melemah
4	“Sampah di TPS Bukit Betung Masih Terjadi Penumpukan” (3 Apr 2025)	Pemerintah pekerja keras/penyelamat; warga sebagai penyumbang masalah	Pelayanan publik + tanggung jawab moral	Warga perlu berubah; pemerintah sudah “maksimal”	Armada/TPA jauh, tata kelola partisipatif tak dibahas	Empati ke pemerintah ; penerimaan teknokratis

(Source: Compiled by the researcher, 2025)

Analysis of the four *rri.co.id* news texts shows that the discourse regarding waste accumulation at Bukit Betung is shaped by hierarchical power relations between the government and society. The government, through the Environmental Agency (DLH), is represented as a rational, solution-oriented, and authoritative actor, whereas citizens appear only as narrative supplements.

According to Fairclough, language functions not only to represent reality but also to maintain or negotiate social power (Ghanizadeh et al., 2020). In this context, *rri.co.id* through its news construction reinforces the position of the regional government as the center of authority with control over definitions of cleanliness, governance, and public morality.

This pattern reflects a bureaucratic-paternalistic discourse, in which the government appears as a more knowledgeable party while the public is positioned as subjects who need to be guided. Such representation embodies Fairclough's notion of discursive hegemony, where power is exercised not through coercion but through moral legitimacy and educational language that society accepts as social truth (Ghanizadeh et al., 2020). The four articles normalize the ideology of compliance, morality, and administrative bureaucracy. Media language is used to instill the value that order and cleanliness depend on individual awareness, not on structural policy.

Fairclough (2003) explains that ideology functions to naturalize certain social relations so they appear normal and unquestionable. In this case, the ideology of compliance emphasized by RRI creates the impression that citizen behavior is the root issue, while the government's role is already optimal.

Narratives such as “*masyarakat kurang sadar,*” “*TPS tidak digunakan sesuai fungsi,*” and “*DLH sudah melakukan tiga kali pengangkutan*” reinforce the view that the primary responsibility lies with individuals. This perspective aligns with the function of mass media as a transmitter of social values and shaper of public norms (Ardianto et al., 2017), yet at the same time potentially obscures structural roles of the government.

**Figure 4.** Screenshot of narrative excerpts regarding the TPS issue

KBRN, Sungailiat : Sampah yang dibuang masyarakat di Tempat Penampungan Sementara (TPS) Bukit Betung Jalan Diponegoro Sungailiat, notabene tidak sesuai fungsi dan kontainer (wadah) yang disediakan.

“Masih sangat rendah, terkadang main lempar walaupun ada kita di lokasi ini, takutnya saat dilempar itu ada pecahan gelas atau piring kena kepala petugas, kapan ditegur marah-marah,” kata Mamad.

Oleh karena itu, dia meminta kesadaran masyarakat untuk tidak membuang sampah terbangun pohon di kontainer yang disediakan, karena itu khusus untuk sampah rumah tangga.

(Source: Compiled by the author, 2025)

The responsibility focus across all texts is largely directed at citizens as the primary cause of the problem, rather than at the institutional waste management system. The government is portrayed as having exerted maximum effort, while citizens are deemed insufficiently aware. Fairclough calls this phenomenon “ideological repositioning,” where social responsibility is shifted from institutions to individuals through specific linguistic strategies (Ghanizadeh et al., 2020) In the context of RRI's news coverage, this is evident in word choices such as “*diminta kesadarannya*” or “*perlu tertib membuang sampah*”, which emphasize citizens' moral responsibility without discussing public policy aspects like limited collection fleets or landfill distance. Therefore, the emerging discourse is not a

critique of the system but a moral appeal to conform to existing policies. This strategy reflects the role of public media as an agent of social stabilization, rather than as an advocate of policy reform.

Across all articles, structural issues such as limited facilities, landfill distance, and waste retribution effectiveness receive inadequate attention. The media discourse foregrounds citizen behavior and moral awareness. According to McQuail (2000), this condition commonly occurs in media that function as public service broadcasting, because their primary orientation is to preserve social order and trust in state institutions. As a result, the structural and political dimensions of environmental issues become marginalized.

This indicates that the media engages in what is called “discursive closure,” limiting the range of discourse and closing opportunities for criticism of the system. In other words, media language is used to maintain government legitimacy while diverting public attention from policy and environmental management issues. The effect of such discourse construction is the lack of critical public participation. Citizens are not positioned as active subjects capable of negotiating with the government but rather as recipients of information and moral appeals.

This stands in contrast to the characteristics of new media (Nur & Emilsyah, 2021) which should open participatory spaces through interactive features and public dialogue. In practice, although RRI uses digital channels such as Facebook, Instagram, and X, their use remains linear and oriented toward one-way dissemination. The resulting social impact is the formation of a vertical communication culture, where the public serves only as receivers of moral messages without opportunities to express aspirations or criticism. This discourse reinforces asymmetric power relations between the state and citizens and inhibits the growth of inclusive, dialogic communication.

## CONCLUSION

Based on the analysis of the three dimensions of discourse—textual, discursive practice, and social practice—several conclusions can be drawn.

First, in terms of the Textual Dimension (Linguistic Description), *rri.co.id* frames the issue of waste accumulation using neutral, factual, and educational language. Lexical choices such as “public awareness” and “piled with waste” demonstrate the media’s effort to construct a discourse of morality and collective responsibility without confrontation. The alternating use of active and passive sentence structures reflects an attempt to balance the roles of government and citizens, affirming the public media’s function as an educational and socially harmonious information provider.

Second, in the Discourse Practice Dimension (Interpretation), the production, distribution, and consumption of the news texts indicate a top-down discursive structure. The government appears as the dominant and authoritative source, while citizens are presented only as complementary voices. The distribution of messages occurs in a unidirectional manner through the website and social media platforms, with no space for public dialogue or feedback. This reinforces a paternalistic-educational ideology, positioning the media as a moral mediator of the state that promotes order and obedience.

Finally, in the Social Practice Dimension (Explanation), *rri.co.id*’s discourse reflects the hegemony of governmental authority in framing environmental cleanliness. The normalized ideology emphasizes bureaucratic compliance and individual morality, effectively shifting the responsibility for waste management to citizen behavior, while structural issues such as insufficient waste transport and weak retribution policy are overlooked. As a consequence, public participation becomes passive and receptive, reinforcing vertical communication patterns and the technocratic legitimacy of the government.

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