

The Strategy of Inclusion of *IKN* News in kompas.com: Theo Van Leeuwen's Approach

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Abstract-The relocation of Indonesia's capital city from Jakarta to East Kalimantan has been studied by the government for many years. The move aims to accelerate economic equality, reduce the gap between Java and other regions, and support more inclusive economic growth. This research aims to examine the inclusion strategies used to see how the media presents various social actors in the news, as well as how they influence the narratives formed. This study uses a qualitative research approach in the form of a critical discourse analysis method with Theo Van Leeuwen's model, in order to identify how the media tries to create inclusive news and how media discourse can influence public perception of the issue. This research is considered significant because it is a novelty that provides a deeper understanding of how major media in Indonesia deal with major and controversial issues, as well as how they manage news coverage to ensure diversity of voices and balanced information in the digital realm. The results of the analysis show that there are 34 data from 25 news articles that use six inclusion strategies consisting of objectivation (8 data), nomination (6 data), determination (3 data), identification (3 data), individualization (10 data) and association (4 data). And there are strategies that are not found, namely differentiation, indifference, abstraction, categorization, identification, assimilation, and dissociation.

Keywords: Critical Discourse Analysis, Inclusion of Social Actors, kompas.com, Media Representation of *IKN*.

I. INTRODUCTION

Through a meeting held on April 29, 2019, Indonesian President Joko Widodo decided to move the capital city outside Java. With various studies and public consultations, an area located in the Penajam Paser Regency of East Kalimantan Province was chosen as the new capital city of Indonesia (Septiani et al., 2022). Not only that, the name of the new capital has also been determined after eliminating dozens of proposed names. President Jokowi Widodo, who has the prerogative as the leader of the country, chose the name "Nusantara" as the name of the new

capital. The reason for choosing the name "Nusantara" is because the name is commonly known by various countries and is attached to Indonesia (Akbar, 2023).

The relocation of Indonesia's capital city from Jakarta to East Kalimantan has been studied by the government for many years. One of the reasons for the relocation of the National Capital City (*IKN*) in the Penajam Paser Utara area was carried out as one of the strategies to realize Indonesia's 2045 economic target, namely more inclusive and equitable economic growth through accelerated development of Eastern Indonesia

(Agustino & Silas, 2022).

The government argues that the main reason for moving *IKN* out of Java is economic equality. Government and business activities centered on Java Island, especially DKI Jakarta, have hampered the growth of new economic centers outside Java Island (Hasibuan & Aisa, 2020). According to Daryono (2019) in (Kurniadi, 2019), there are several reasons that can be accepted for the relocation of the new Indonesian National Capital (*IKN*) by looking at aspects: (1) the risk of disaster impacts is small; (2) representation of the Nation's Identity; (3) in the center of the Republic of Indonesia; (4) energy availability; (5) safe from major disasters; (6) there is an environmental carrying capacity around it; (7) economic and population equity; and (8) better environmental quality.

The relocation of the Capital City of the Archipelago (*IKN*) raises various pros and cons. Starting from the selection of the location, the ratification of the Law which is considered too hasty, and lately the government has also invited the Indonesian people to do crowd funding to build the Capital City of the Archipelago. This is evidenced by the various results of surveys conducted regarding the relocation of the National Capital City to *IKN* Bini. According to one survey conducted by Data Indonesia, the majority of Indonesians agree on the sustainability of the development of the National Capital City (*IKN*) of the Archipelago in East Kalimantan. That number consists of 17.6% of respondents who disagree and 6.3% of respondents who strongly disagree (Fahrudin et al., 2022).

From the current problems, then the mass media explores this issue in accordance with the editorial policy of the media itself. This of course cannot be separated from various aspects that can affect the media's neutrality in its reporting. The mass media has its own angle or news perspective according to the policies of each media (Rustono Farady Marta et al., 2021). In Indonesia, mass media is the main source for people to obtain accurate and reliable information (Kusuma et al., 2024). Mass media involves the play of language and meaning, the development of new words and their associative meanings, the expansion of the meanings of existing terms, the replacement of old meanings with new meanings, and the alteration of existing meanings in the language system (Chandradewi et al., 2019).

Media representation refers to the way media portrays, shows, or represents individuals,

groups, and events in society. Media, be it television, movies, news, social media, or other digital platforms, not only convey information, but also shape how we perceive the world, including the social groups involved. Inclusion strategies in the media aim to ensure that groups that have been marginalized or unrepresented get equal opportunities to be seen and heard. Media representation and inclusion strategies are crucial in shaping a more just and equal society. The media has great power in constructing narratives that influence how we perceive ourselves and others. Therefore, it is crucial to actively analyze how the media portrays social actors, as well as encourage inclusion in content creation to create a more just and open space for all.

One of the mass media that highlights the news about *IKN* is *kompas.com*. *kompas.com* now has a website and online news. *kompas.com* is a very well-known and critical media among mass media in Indonesia today, and has covered a lot of various genres of news. *kompas.com* provides a wide range of news, from politics, economy, social, culture, to technology. *kompas.com* is known for its objective and in-depth journalism, often presenting diverse analysis and perspectives. The site design is generally clean and easy to navigate, with clear categorization. In addition, *kompas.com* is also active on social media and has a mobile application to facilitate access to news for readers.

kompas.com is also seen to bring up and display the latest news rubric which is given a special name, namely "*IKN*". This rubric is present together with the news rubric "Election" next to it. This shows *kompas.com*'s focus on providing in-depth coverage of these topics. This allows readers to easily find the latest news related to *IKN*, along with the latest information about the election, which is an important topic in Indonesia's political context (Arnavillia et al., 2024). While other media outlets may also cover *IKN*, *kompas.com* seems to see that this topic deserves to be given special attention through a separate section, given the broad and long-term impact it will have. *kompas.com* also offers interactive features, such as polls and opinion columns, to engage readers in discussions. Overall, *kompas.com* is an important and trusted source of information for Indonesians.

In connection with these topics and problems, the author has an interest in choosing *kompas.com* as a news media that will be analyzed using the critical discourse analysis

model. According to Fauzi (2023) Critical Discourse Analysis (CDA) is not just a study of language, but is a linguistic study that is closely related to context. This context can be understood as the use of language for certain practices and purposes, as well as for certain groups or institutions, in which there are also practices of power. This is in line with the opinion of Nur et al (2023) which states that critical discourse analysis is used to describe, translate, analyze, and criticize aspects of social life that are ideological and contained behind words in texts or speech in various forms of power.

According to Ummah (2019) critical discourse analysis is an effort or activity to understand discourse more deeply, not only viewing discourse as text alone. In critical discourse analysis, discourse is seen as a social practice, the production of which has a specific purpose or intention. Critical discourse analysis at least views discourse as a dimensional object consisting of three elements: text, social cognition and context. Further Darma (2009) Critical Discourse Analysis examines the efforts of social power, abuse, domination, and inequality that are reproduced and maintained through texts whose discussions are linked to social and political contexts. Critical Discourse Analysis is used in different ways, but all variations of the procedure have several goals and assumptions.

One of the discourse analysis methods that can be used to identify and study the way a group or individual is marginalized in a discourse is the discourse analysis developed by Theo Van Leeuwen (Azmi, 2021). Theo van Leeuwen is an expert in the field of discourse analysis who is famous for his theory of discourse and social practice. His approach focuses on how language and discourse shape, represent, and construct social identities in society. In this theory, van Leeuwen emphasizes that discourse not only functions as a communication tool, but also as a tool to shape and regulate social relations and power structures in society. Theo Van Leeuwen created an analytical model that can be used to see how events and social actors are depicted in the media, and how a group that does not have access becomes a party that is constantly marginalized. According to Van Leeuwen, the marginalization of certain social groups can be seen based on the presence of these groups in a discourse.

There are two parts in Theo van Leeuwen's critical discourse analysis approach, namely (1) the exclusion process is social actors who are

eliminated in the news text by using discourse strategies consisting of passivation, (2) the process of inclusion is the social actors that are featured in the news text by using discourse strategies of differentiation-indifference, determination-indetermination, nomination-categorization, objectivation-abstraction, nomination-identification, assimilation-individualization, and association-dissociation (Eriyanto, 2009).

Inclusion strategies are the focus of this research, because researchers want to observe the phenomenon in the komspas.com Web site that supports and favors the habits of the community, as evidenced by the existence of a special rubric about *IKN*. The main objective of this research analysis is to identify the strategies used in shaping identity and nationalism through the narratives presented. Thus, this article will provide a deeper understanding of how the mass media plays a role in forming opinions and identities in the context of the coverage of the Capital City of the Archipelago (*IKN*). The reason the author chose the news about the Capital City of the Archipelago to analyze is because this topic has many dimensions that can be explored, ranging from economic, social, political, environmental, to cultural aspects. This makes it a very relevant and important issue to be understood in depth.

Based on the description above, the problem that will be studied in this research is critical discourse analysis based on Theo Van Leeuwen's point of view. The difference between this research and the previous research is in the object. This study looks at how inclusion strategies in discourse are carried out when something, someone, or a group of people are featured in online news texts, while previous studies have examined how mainstream media tend to represent certain groups in unequal or stereotypical ways. Several studies have shown that the media often portrays minority groups in a way that is not complex and often discredits them. For example, research by Lauzen (2016) on gender representation in the media shows that women are often portrayed in limited roles and are not given opportunities to appear as empowered figures. Similarly, a study by Gill (2007) on the representation of women in social media shows how these representations often influence social perceptions and public policy. This research is expected to be useful for the community to provide in-depth information regarding the disclosure of the ideological

characteristics of social actors who are omitted and displayed in the news.

II. METHODS

This research uses a qualitative research approach in the form of a critical discourse analysis method. Qualitative research is one of the research methods used to describe and describe a phenomenon, event, or event in detail and comprehensively (Moleong, 2018). The data source in this research is the kompas.com web portal regarding the news of the Capital City of the Archipelago (*IKN*). The data in this study is in the form of narrative text of the news of the Capital City of the Archipelago whose sources are taken from the online news media kompas.com. Furthermore, the data will be analyzed in the form of language elements contained in the news such as words, phrases, and sentences that are in accordance with Van Leeuwen's discourse strategy model.

The strategy of inclusion is divided into six parts (objectivation, nomination, determination, identification, individualization and association) operationalized by analyzing how certain social groups are portrayed or treated in the news. By identifying how social differences are positioned, whether groups are given specific identities or disguised, whether they are portrayed as active actors or just objects, and whether they are omitted or emphasized in the narrative. Theo Van Leeuwen's inclusion strategy model is very suitable for analyzing *IKN* news on kompas.com because this model makes it possible to explore how news is structured to include or exclude various perspectives in the news.

The data collection techniques used in this study are: (1) documentation technique, conducted to collect the news text of the Capital City of the Archipelago (*IKN*) in kompas.com online media, (2) listening technique, means observing and examining the discourse or text, to identify how information is conveyed, who is given a voice, and how the structure of language or discourse is used to form meaning. (3) note-taking technique, which is done through quoting the text of the Nusantara Capital City news in the online media kompas.com using the critical discourse analysis guide of Theo Van Leeuwen model. Analyzing data using the critical discourse approach of Theo Van Leeuwen's model which is divided into exclusion strategies and inclusion strategies. There are several stages in analyzing the data including the following: (1) data reduction, (2) data presentation, (3)

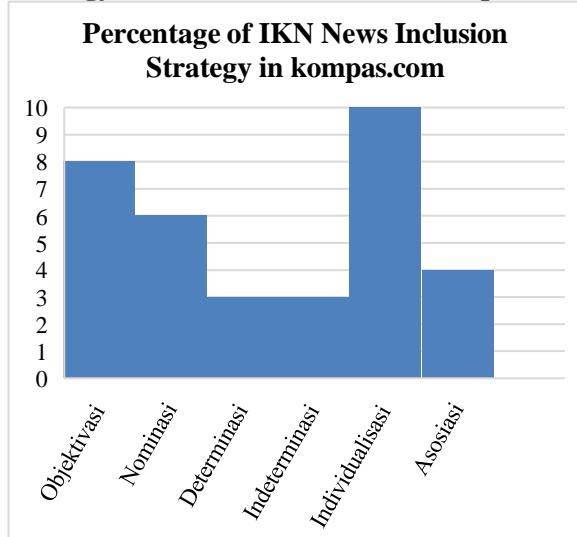
conclusion drawing.

III. RESULT AND DISCUSSION

Inclusion strategy of *IKN* news in kompas.com

Inclusion strategies are a focus in critical discourse analysis, as they affect the way we understand and perceive reality. In every text, there are actors who are presented explicitly or implicitly. Inclusion opens the door to understanding who is presented, how they are presented, and the impact on the reader or listener. This is in line with Kanita (2023) which states that the inclusion strategy is a discourse strategy used to present something, someone, or a group in the news text. Based on this research, several inclusion strategies were found, including objectivation, nomination, determination, indetermination, individualization and association:

Figure 1. Percentage of *IKN* News Inclusion Strategy in kompas.com



1. Objectivation

According to Imron (2022), objectivation strategy is when social actors in the news are presented in a news discourse by providing information about events that show clear and specific or concrete numbers. This can be seen in the quote below.

Data 1

On this occasion, OIKN Deputy for Funding and Investment Agung Wicaksono said OIKN received 500 letters of intent (LoI) from potential investors. "More than 500, the most important thing is LoI that is really for investment, so what we process is investment LoI" said Agung.

The quotation of the news text includes an objectivation strategy. This text includes Agung Wicaksono as a resource person who provides important information about the investment and funding process for the *IKN* project. As *OIKN*'s Deputy for Funding and Investment, Agung is included in the narrative as a competent figure to talk about numbers and data related to the development of investment in *IKN*. Objectivation is done by mentioning the number of 500 LoIs received, which is a measurable and specific number. This gives the impression that *OIKN* is handling a large and organized amount of investment, and gives weight to the ongoing process. In addition, Agung emphasized that the LoIs processed were those with clear investment objectives, indicating that the process was highly selective and based on objective criteria.

Data 2

Basuki said the number of ministerial houses in IKN will be increased, from 36 units to 48 units. "If the Red and White will be 48, we will have to add more houses," Basuki continued.

Based on this quote, the objectivation strategy is used to provide concrete and measurable clues and information about the number of ministerial houses in *IKN* that will be added. The objectivation strategy lies in the word 48 units. The number indicates that the number of ministerial houses will be increased by 48 units and the number indicates a factual data in numerical form so that it is easily understood by readers clearly, the objects and events written in the news. The construction of the new state capital, the Capital of the Archipelago (*IKN*) continues. In this news, Basuki also revealed his coordination with the Minister of Administrative Reform and Bureaucratic Reform regarding the plan to transfer ASN to *IKN*. Basuki gradually reported what was ready, or offices. All are ready, but also how many echelon I, how many echelon II, how many staff, including the occupancy," said Basuki.

Data 3

Head of the Infrastructure Development Implementation Task Force who is also Acting Deputy for OIKN Facilities and Infrastructure Danis Hidayat Sumadilaga detailed, quantitatively, Kemenko Office Building 1 has reached a progress of 85.5 percent, Kemenko Office Building 2 reached 61.2 percent. Then the

Kemenko 3 Office Building reached 85.4 percent, and the Kemenko 4 Office Building reached 92.1 percent.

The quotation of the news text includes events of social actors who are displayed by providing concrete clues or information by including Danis Hidayat Sumadilaga as an individual authorized to provide information regarding the progress of infrastructure development in *IKN*. In this case, objectivation is carried out by presenting quantitative building progress figures, which provide a clear and measurable picture of the development of the project. This strategy creates the impression that the information conveyed is highly measurable, verified, and based on valid data, thus increasing the transparency and credibility of information regarding the development of *IKN*. This is in line with Laily (2023) opinion, which states that the objectivation strategy will share the impression of certainty with its readers. Thus, the actor is displayed by providing concrete clues or information without legitimizing the reader's understanding.

Data 4

"The President targets in the next four or five years IKN as the center of political government. This means that it can organize executive, legislative, and judicial activities."

The text excerpt above includes an objectivation strategy by describing *IKN* and the governance process as entities separate from individual actors or subjectivities that may be involved in the development or planning. *IKN* is treated as an object ready to carry out executive, legislative, and judicial activities, without emphasizing the more personal or contingent elements in the development process or its role. In other words, *IKN* is only seen as a physical entity that has the potential to organize government activities, not as the result of more complex human efforts. The phrases "target" and "organize activities" imply that the process is considered as an objective administrative procedure or plan, without involving external factors or the establishment of social relations between individuals or groups in achieving the goal. Here, the focus is more on practical structures and objectives than on dynamic social processes or human participation.

Data 5

The Nusantara Capital Authority (OIKN) through the Deputy for Green and Digital Transformation (THD) received a grant commitment from USTDA worth IDR 7.6 million US dollars or the equivalent of IDR 119.3 billion. This grant will be used for the construction of the Proof of Concept (PoC) Command Center Phase II at the Coordinating Ministry (Kemenko) Polhukam 3 IKN Building.

Based on the quote, the objectivation strategy is used to provide concrete and measurable clues and information about the grant from USTDA. The objectivation strategy lies in the word IDR 7.6 million US dollars or the equivalent of IDR 119.3 billion. The figure shows that the amount of grant funds from USTDA is Rp 7.6 million US dollars or the equivalent of Rp 119.3 billion. The number indicates factual data in numerical form so that it is easily understood by readers clearly, the objects and events written in the news. This is in line with Aulia (2023) opinion, which states that the objectivation strategy will share the impression of certainty with its readers.

2. Nomination

According to Alfianika (2016), nomination is an inclusion strategy that only presents actors as they are without explaining in detail the categories of these actors. This can be seen in the quote below.

Data 6

Head of the East Kalimantan Public Works, Spatial Planning and Public Housing Agency (PUPR) Aji Muhammad Fitra Firnanda in Samarinda said, this discussion forum is an important step in the preparation of policies for the implementation of construction services in the region.

The data above is categorized as a nomination strategy. Nomination is used to pin a title or position of a social actor featured in a discourse. kompas.com displays Aji Muhammad Fitra Firnanda's position as Head of the Public Works, Spatial Planning and Public Housing (PUPR) Office. Nomination in van Leeuwen's theory refers to the way individuals or groups are mentioned in the text in a way that gives them a certain identity or position. Nomination is often done through the use of specific names or positions.

In this instance, Aji Muhammad Fitra Firnanda is referred to by his complete title and role as the Head of the East Kalimantan Public Works, Spatial Planning and Public Housing Agency (PUPR). This designation serves as a nomination that bestows a formal identity and enhances the credibility of his statements. It bolsters his role and authority within the context of the policy and the discussion forum at hand. This nomination affirms Aji Muhammad Fitra Firnanda's significance as a key figure, while the notion of inclusion suggests that the policy process entails a broader discourse.

Data 7

Deputy Minister of Public Works (Wamen PU) Diana Kusumastuti ensured that the projects being carried out in the Capital City of the Archipelago (IKN), East Kalimantan Province (Kaltim) will continue as ordered by President Prabowo Subianto.

The news excerpt uses a nomination strategy to give identity and roles to two main characters: Diana Kusumastuti and President Prabowo Subianto. By mentioning their full names and formal positions, the text reinforces the legitimacy of their roles in the continuation of the *IKN* project. Inclusion creates the impression that Diana Kusumastuti and President Prabowo Subianto are the main actors in decision-making regarding the project, while nomination emphasizes their authority and position in the policy context.

Data 8

A number of important people in the ranks of the legislative body showed gestures of joy. They were treated to a panoramic view of IKN decorated with buildings with unusual architecture, and were amazed. In fact, no one in the group failed to capture this visit with a selfie.

In the quote above, the phrase "a number of important people" is used in the quote. This shows that there is a use of nomination. In the quote, the group described in the quote is not shown in detail, but only in an abstract, uncertain, and too broad form so that readers will generalize it in large numbers. The use of the word a number of people does not refer to a certain category, but rather immediately generalizes, even though there are certain categories or not all important people are included in the ranks of the legislature.

Because the text does not mention a number of important people.

3. Determination

Determination is one of the inclusion strategies that display actors or events clearly in a text or news. The use of the determination strategy displays actors using anonymous vocabulary or phrases so that the generalization effect emerges so that it can legitimize the reader's understanding of the social actors displayed anonymously:

Data 9

OIKN Deputy for Green and Digital Transformation Mohammed Ali Berawi explained that in this PoC project, each company has a strategic role to strengthen the foundation of the Phase II Command Center both in terms of hardware and software.

The quote is included in the inclusion of determination because the author clearly displays the name of the actor in the quote, which is applied by specifically mentioning the name of the individual (Mohammed Ali Berawi) as well as his position and institution (Deputy for Green and Digital Transformation of *OIKN*). This provides a very clear identification of who is speaking and their position within the organization. There is no ambiguity as to who is providing the information, which makes the text more defined and minimizes room for interpretation as to the identity of the speaker.

Data 10

Pangdam Mulawarman Major General Tri Budi Utomo emphasized the importance of SPKLU as an infrastructure that supports the charging needs of electric vehicles, both two-wheeled and four-wheeled, in the Balikpapan City area.

The quote is included in the determination strategy, because the author clearly displays the name of the actor in the quote, namely *Pangdam Mulawarman Major General Tri Budi Utomo*. In this section, the text determines the identity very clearly. *Pangdam Mulawarman* refers to the position held by the individual, which automatically gives an idea of authority and role in the context of the conversation. The addition of the title “*Mayjen TNI*” (Major General of the Indonesian National Army) and the full name “*Tri Budi Utomo*” provides further identification that confirms who is speaking, as well as his

status and authority. It reduces any doubt or uncertainty about who is making the statement and in what capacity. The mention of the full name and title of *Pangdam Mulawarman Major General Tri Budi Utomo* is very effective in determining who is making the statement, by emphasizing their authority and position within the government or military structure. The reader is left in no doubt about who is delivering this message, which increases the credibility of the statement.

Data 11

Dede Yusuf and his colleagues visited IKN in the framework of a Specific Working Visit for the Preparation and Readiness for the Implementation of Simultaneous Regional Head Election Stages in 2024. They were received by the Head of the IKN Authority (OIKN) Basuki Hadimuljono, Chairman of the Infrastructure Development Implementation Task Force Danis Hidayat Sumadilaga, and Acting Governor of East Kalimantan Akmal Malik.

The quote is included in the determination strategy, because the author clearly displays the names of the actors in the quote, namely the Head of the *IKN Authority (OIKN)* Basuki Hadimuljono, the Chairman of the Infrastructure Development Implementation Task Force, along with Danis Hidayat Sumadilaga and Akmal Malik, the Acting Governor of East Kalimantan, are clearly articulated by the author. The author displays the actor by mentioning the actor's name as the head of the *IKN Authority (OIKN)*, the chairman of the infrastructure development implementation task force and the PJ Governor of Kalimantan. By using this determination strategy, the actor of the problem in the data gets a positive stigma from the reader directly. This is because the actor is clearly conveyed that the actor is an important person who receives Dede Yusuf and his colleagues when visiting *IKN* in the context of a specific working visit for the preparation and readiness of the implementation of the 2024 simultaneous regional head election stages.

4. Indeterminacy

Indeterminacy is the opposite of determination, where indeterminacy is one of the inclusions that does not display actors or events clearly (anonymous) in the text or news (Lestari, 2023). The full explanation is as follows:

Data 12

Along with hundreds of other visitors, Ardi was treated to a view of the massive construction of a number of buildings while walking along the West Side of the National Axis Road.

The data above contains an indeterminacy strategy with the display of unclear social actors. This can be seen from the words hundreds of other visitors. The phrase hundreds of other visitors is an example of indeterminacy in this text. The word hundreds gives a picture of a large number, but it is not specific. There is no further explanation of who these hundreds of other visitors are, who they are, or their identities in more detail. The phrase a number of buildings is another form of indeterminacy. The term a number indicates that there are many buildings under construction, but there is no definite explanation as to how many buildings or what types of buildings are being referred to. The indeterminacy strategy in this text is used to create vagueness and room for interpretation for the reader. With words that don't give specific information about the number, identity or other details, the text leaves the reader to fill in the missing information according to their own interpretation, while still conveying a general idea of the construction at the site.

Data 13

Nusron visited the Presidential Palace in Jakarta to meet President Prabowo Subianto and report on a number of general land issues. He also mentioned that the government will soon hold a coordination meeting with relevant parties to discuss efforts to eradicate the land mafia.

The text excerpt above contains an indeterminacy strategy by displaying social actors who are less clear. This can be seen in the quote reporting a number of common land issues. The phrase a number of common problems contains indeterminacy, because it does not specifically explain what problems are meant. A number of problems is a fairly vague term that allows readers to interpret a wide variety of problems that exist in the land context, without any clarity on the type, impact or urgency of the problem. This leaves room for interpretation for the reader to fill in the information gaps. The indeterminacy strategy in this text is used to provide a more general and less detailed description of the land issues, the actions to be taken and the parties involved.

Data 14

Who said that the construction of the Capital City of the Archipelago (IKN) stopped just because President Prabowo Subianto did not mention it in his first political speech after being inaugurated by the MPR / DPR RI on October 20, 2024?

The data above contains an indeterminacy strategy by showing unclear social actors. This can be seen from the word who said the construction of *IKN* stopped. In the quote, the actors in the news are not displayed directly. The actor in the news revealed that the construction of the Nusantara Capital City (*IKN*) had stopped. This implies that the author may not know who the social actor who reported the construction of the capital city of the archipelago (*IKN*). Ceased solely because President Prabowo Subianto did not reference it during his initial political speech following his inauguration by the *MPR/DPR RI* on October 20, 2024, which was explicitly intended. In this quote, the actors in the news are not shown directly.

5. Individualization

According to Pauji (2019), the individualization strategy is a process when social actors are presented in media discourse explicitly with specific and unambiguous categories. The form of individualization in the Kompas newspaper can be seen in the following quote:

Data 15

Head of the Archipelago Capital Authority (OIKN) Basuki Hadimuljono said that the Office of the Coordinating Ministry (Kemenko) was completed in December 2024.

The news text excerpt is a form of Individualization strategy focuses more on how individuals are specifically mentioned in the discourse, giving them an identity or position that distinguishes them from others. In this text, Basuki Hadimuljono is mentioned by his full name and formal title "Head of the Authority of the Capital City of the Archipelago (*OIKN*)". The mention of his full name and title shows clear individualization, as he is not only referred to as "Basuki Hadimuljono," but also as "Head of the Nusantara Capital Authority (*OIKN*)," which gives the connotation that he is an individual who has special authority in the context of *IKN* development. This title emphasizes his position of authority and highlights his important role in

ensuring that projects in *IKN*, such as the construction of the *Kemenko* Office, can be completed on time according to the plans submitted.

Data 16

Nanda admits there are still many weaknesses in the implementation of construction services in the region “One of the things we found is the culture of slamming prices in the auction process. Contractors from outside the region often don't understand the calculation of costs in East Kalimantan so they bid at very low prices,” he said.

The quote above uses an individualization strategy by clearly presenting the category and social actors in a simple yet effective way. Nanda is included as an actor involved in the discourse on the implementation of construction services in East Kalimantan, especially related to the issue of price slashing in construction auctions. Individualization occurs through the reference to Nanda's name; however, there is no indication of a formal position or status that defines this individual's authority or official role within the organizational structure. Thus, Nanda is still positioned as a relevant individual in the context of the discussion, even though his formal identity is not explained in the text.

Data 17

USTDA Director Enoch T Ebong said he wanted to help OIKN to advance the development of smart cities and high-quality infrastructure that would improve sustainability and quality of life in Indonesia's new capital city.

The quote uses an individualization strategy by clearly presenting social actors in the news. Enoch T. Ebong is individualized by mentioning his full name and official position. The mention of USTDA Director emphasizes the authority and position he holds, which strengthens the credibility and legitimacy of the statements he makes. This identification distinguishes him from other individuals in the wider context, showing that he is not just an ordinary individual, but an official with high authority in an international organization involved in large-scale development projects. Enoch is included in discourses related to the development of smart cities and high-quality infrastructure in *IKN*. This strategy reinforces the impression that Enoch T. Ebong is a key figure

who has a direct role in the successful development of *IKN*.

Data 18

Chairman of the Infrastructure Development Implementation Task Force who is also Acting Deputy of OIKN Facilities and Infrastructure Danis Hidayat Sumadilaga detailed, quantitatively, the Kemenko 1 Office Building has reached 85.5 percent progress, the Kemenko 2 Office Building has reached 61.2 percent.

The quote contains an individualization strategy by clearly displaying the category of the social actor, namely “Head of the Infrastructure Development Implementation Task Force who is also Acting Deputy of *OIKN* Facilities and Infrastructure Danis Hidayat Sumadilaga” by providing clear information about his identity, this strategy highlights the role and contribution of individuals in the situation described. The mention of social actors with their categories can imply that the social actors involved have a high position, namely as Head of the Task Force for the implementation of infrastructure development and Acting Deputy for Facilities and Infrastructure of *OIKN*.

Data 19

Minister of Agrarian and Spatial Planning/Head of the National Land Agency (ATR/BPN) Nusron Wahid explained that the land is outside the IKN area. Meanwhile, land within the IKN area is under the authority of the IKN Authority.

The quote contains an individualization strategy by clearly displaying the category of the social actor, namely “Agrarian and Spatial Planning/Head of the National Land Agency (ATR/BPN) Nusron Wahid” by providing clear information about his identity, this strategy highlights the role and contribution of individuals in the situation described. The mention of social actors with their categories can imply that the social actors involved have a high position, namely as minister of Agrarian and Spatial Planning/Head of the National Defense Agency (ATR/BPN).

6. Association

According to Sobari (2018) the association strategy is a discourse strategy that associates social actors with other groups on a larger scale. The group shows where the actor being discussed is. This allows readers to understand the

relationship between social actors and the group. The full explanation is as follows:

Data 20

The United States-backed Integrated Command and Control Center (ICCC) for the Capital City of the Archipelago (IKN) project involves seven global technology giants. They are Amazon Web Service, Autodesk, Cisco, Environmental Systems Research Institute (ESRI), IBM, Honeywell, and Motorola.

The news excerpt is a use of association strategy. The text associates the ICCC *IKN* project with seven major global technology companies, building an image of the project as a global initiative involving leading international actors. These companies are included in the *IKN* development discourse and the project is associated with technological advancement and high-quality infrastructure. By associating the ICCC project with companies such as Amazon, IBM, Cisco and others, the text emphasizes that the project is not only important for Indonesia but also has international impact and relevance. This reinforces the impression that the construction of the ICCC at *IKN* is a large-scale project involving advanced technology and international collaboration, lending legitimacy and credibility to the project.

Data 21

Prabowo was welcomed by Peruvian Minister of Agriculture Angel Manuel Manero Campos, Ambassador of the Republic of Indonesia in Lima Ricky Suhendar, Commanding General del Ala Aérea N°2 Major General Julio Cesar Gutiérrez Gonzales, and Peruvian Deputy Head of State Protocol Minestera Sandra Pinto La Fuente.

The excerpt above is an association strategy, in which various individuals including Prabowo and Peruvian officials are included in the narrative as part of a larger diplomatic meeting. They play a role in an official event that includes international interaction, reflecting the importance of their role in the context of state relations. The text also shows the relationships between actors that are established in a broader social context. There is a direct association between Prabowo and the Peruvian officials who welcomed him. The text demonstrates that Prabowo received a warm welcome not only from a single individual but also from several high-ranking officials representing two different

countries, each fulfilling their distinct roles. This creates an association between Indonesia and Peru through an organized diplomatic meeting, showing official interaction between the two countries represented by individuals with strategic positions. Each individual is positioned in an official role connected to the country or sector they represent, creating a social picture structured around the relationship between the countries.

Data 22

In addition, this data and fact-based decision-making also accelerates the development of IKN. Therefore, OIKN's move to cooperate with UI will be continued with the cooperation of various other universities.

The news quote is the use of association strategy. This is evidenced by the mention of another wider group to which the actor belongs. In this text, there is an association between *OIKN* and universities, linking data-based decision-making and academic research to the development process. The text associates cooperation with UI and other universities with more scientific, evidence-based and planned decision-making, which serves to accelerate the development of *IKN*. Here it can be assumed that the *OIKN* group will cooperate with other groups such as UI and other universities. So that social actors with other groups are interrelated on a larger scale.

IV. CONCLUSION

Based on the results of the analysis that has been carried out, it can be concluded that the inclusion strategy in the Nusantara Capital City News was found 34 data from 25 news articles that used six strategies consisting of objectivation 8 data, nomination 6 data, determination 3 data, identification 3 data, individualization 10 data and association 4 data. The individualization strategy is widely used in reporting on *IKN* in kompas.com because it relates to a humanist approach to big issues, giving clear responsibility, and simplifying very complex issues. By highlighting specific individuals involved or affected, the media is able to connect macro issues with personal experiences that are more easily understood by readers. There are 7 inclusion strategies that were not found, namely differentiation, indifference, abstraction, categorization, identification, assimilation, and dissociation. This is because this media prefers to

present news that is comprehensive and open to various voices, guarding against separation or grouping that can lead to polarization.

In reporting on *IKN*, kompas.com adopts an inclusion strategy approach that is in line with Van Leeuwen's theory. The inclusion strategies identified in kompas.com's coverage can have a direct impact on how readers understand and form their opinions about the *IKN* project. Inclusive coverage that recognizes social diversity, identifies marginalized groups, and portrays them as active actors can influence readers to be more aware of the social challenges and inequalities that exist in the *IKN* development. Conversely, coverage that ignores social differences, excludes certain groups, or emphasizes benefits to elite groups may result in the perception that the project is fair and equitable, even though this may not be the case. Research on the inclusion strategy of *IKN* coverage in kompas.com has great potential to provide deeper insights into how the media plays a role in shaping public perceptions of a major national project. By developing this research through a broader, multi-dimensional approach, as well as considering factors such as reader response and comparisons with other media.

The author recommends that research on the inclusion strategy of *IKN* news on kompas.com can be expanded with various approaches to understand how the media shapes narratives related to the issue. Through more in-depth analysis, comparison with other media, as well as incorporation of visual data and public responses and exploring comparisons of identified strategies on other news platforms or in different contexts to provide a broader understanding of media inclusion strategies.

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