ABSTRAK

Semenjak 1 tahun terakhir Omnibuslaw merupakan pembahasan yang ramai dipergunjingkan oleh publik. Disaat pandemi Covid-19 menjadi situasi darurat global yang banyak melumpuhkan beragam sektor per-ekonomian negara merespon situasi tersebut dengan kebijakan Omnibuslaw yang dinilai banyak pihak memperlebar jurang ketimpangan antara kaum elit dan masyarakat. Beragam kritik, dan aksi unjuk rasa diselenggarakan selama Oktober – November 2020 sebagai bentuk protes masyarakat sipil. Aksi yang dilakukan ditengah pandemi Covid-19 tersebut memunculkan kontroversi karena menciptakan kerumunan. Untuk memediasi permasalahan tersebut media massa diperlukan untuk menghadirkan gagasan yang berimbang. Namun, alih – alih mempertemukan gagasan media massa justru menyematkan bahasa diskriminatif kepada buruh.

Penelitian ini menggunakan pendekatan analisis isi kualitatif, yang berpusat pada kerangka konseptual analisis wacana kritis sebagai alat untuk membedah teks, konteks, & wacana yang digunakan media online CNBCIndonesia.com dalam melakukan konstruksi realitas terhadap pemberitaan aksi buruh tolak omnibuslaw saat pandemi terkhusus dalam bentuk penggunaan bahasa dan pembingkaian berita. selain itu pendekatan kualitatif ini dipilih agar mampu memberi analisis dan deskripsi secara jelas agar hasil yang telah dicapai benar sesuai konteks dan tanpa dibuat dan dilebih – lebihkan

Berdasarkan analisis teks representasi, relasi dan identitas melalui model Fairclough, secara tekstual berita CNBCIndonesia.com tersebut mengandung tiga bentuk unsur strategi diskriminasi diantara lain adalah ; *negative other-representation, scare tactics, Disclaimers.* Ketiga unsur tersebut dapat dilihat secara bersamaan dalam penggunaan kosa kata, sintaksis, dan juga atribusi terhadap kalimat

Kata Kunci : Media, Diskriminasi, Analisis Wacana, Buruh.

ABSTRACT

In the last 1 year Omnibuslaw has being the most topic of the public conversation. When the pandemic Covid-19 became a global emergency situation that paralyzed many sectors of the country's economy. The parlement respond it with the Omnibuslaw policy which is considered by many other people to spread confilict and make a widen gap between the elite and people. Various citicisms, and demonstrations were held during October –November 2020 as a form of civil society protest. The Demonstrations, which was carried out in the midst of the Covid-19 pandemic, caused controversy bercause it created a crowd. To mediate the problems, the mass media is needed to present balanced ideas to the public. However, instead to balanced ideas the mass media actualy embeds discriminatory language on workers

This research uses a qualitative content analysis approach, which is centered on the conceptual framework of critical discourse analysis as a tool to dissect the text, context, & discourse that used by CNBCIndonesia.com in carrying out the construction of the reality on the news report of the workers action against Omnibuslaw during the pandemic, especially in the form of language use and news framing. In addition, this qualitative approach was chosen to able a provide clear analysis so that the results achieved are correct according to the context and without being made and exaggerated.

Based on the textual analysis of representation, relation and the identity through the Fairclough model, tectually the CNBCIndonesia.com news contains has a three form of discrimination strategy elements, including : *negative other-representation, scare tactics, Disclaimers.* These three elements can be seen simultaneously in the use of vocabulary, syntax, and the attribution of the senteces

Keyword: Media, Discrimination, Discourse analysis, Workers