

## ABSTRACT

**Hasibuan, Elsi Revita. Registration Number: 8166111011. Intertextuality in Editorials of Presidential election 2019. A Thesis. English Applied Linguistics Study Program. Post Graduate school. State University of Medan (UNIMED), 2020.**

This study investigates the intertextuality in articles of opposite editorials related to Presidential Election 2019. The objectives of the study are to analyzed kinds of intertextuality, to evaluate the ways of the intertextuality are realized, and to elaborate the reasons of intertextuality in opposite editorials are realized. This research applied qualitative research design. The data were complex clauses which contained of intertextuality from opposite editorials of four newspapers, namely Kompas, Media Indonesia, Analisa, and Waspada started from January 2nd until April 17th 2019 and were collected by capturing the pictures of the articles, selecting them, and identifying the complex clauses. The data were analyzed by using content analysis technique proposed by Elo and Kyngas (2007). The findings showed that there are five out of seven types of intertextuality based on Genette theory in which the most dominant one is implicit quotation, there were five elements those caused intertextuality realized in opposite editorials, they were; paraphrasing, patchwriting, making implicit meaning, putting contrastive conjunction, and last, image building, and there were nine reasons of the intertextuality realization, they were; to serves to deepen and broaden topics, serves to give a certain impression, serves by refining message, to turning or revive old text, to provide examples, to provide contradictory statement, to provide data, to state, and to questioning.

*Keywords—Intertextuality, opposite editorials, Presidential Election, content analysis.*



## ABSTRAK

**Hasibuan, Elsi Revita. Nomor Pendaftaran: 8166111011. Intertekstualitas dalam Editorial Pemilihan Presiden 2019. Sebuah Tesis. Program Studi Linguistik Terapan Bahasa Inggris. Sekolah Pasca Sarjana. Universitas Negeri Medan (UNIMED), 2020.**

Penelitian ini mengkaji intertekstualitas dalam artikel-artikel tajuk rencana terkait Pemilu Presiden 2019. Tujuan dari penelitian ini adalah untuk menganalisis jenis-jenis intertekstualitas, mengevaluasi cara-cara mewujudkan intertekstualitas, dan menguraikan alasan munculnya intertekstualitas dalam editorial. Penelitian ini menggunakan desain penelitian kualitatif. Data berupa klausul kompleks yang berisi intertekstualitas dari editorial dari empat surat kabar, yaitu Kompas, Media Indonesia, Analisa, dan Waspada mulai tanggal 2 Januari hingga 17 April 2019 dan dikumpulkan dengan cara menangkap gambar artikel, menyeleksi, dan mengidentifikasi artikel yang berisi klausul kompleks. Data dianalisis dengan menggunakan teknik analisis isi yang dikemukakan oleh Elo dan Kyngas (2007). Hasil penelitian menunjukkan bahwa terdapat lima dari tujuh jenis intertekstualitas berdasarkan teori Genette dimana yang paling dominan adalah kutipan tersirat, terdapat lima unsur penyebab intertekstualitas terwujud dalam editorial, yaitu; parafrase, patchwriting, membuat makna implisit, meletakkan konjungsi kontrastif, dan terakhir, membangun citra, dan ada sembilan alasan terjadinya intertekstualitas, yaitu; untuk menyediakan hal memperdalam dan memperluas topik, memberi kesan tertentu, memurnikan pesan, menghidupkan atau menghidupkan kembali teks lama, memberi contoh, memberikan pernyataan yang kontradiktif, memberikan data, menyatakan, dan mempertanyakan.

Kata kunci - Intertekstualitas, editorial berlawanan, Pemilihan Presiden, analisis isi.

