



# Critical Discourse Analysis on the Viral Case of Lesti Kejora and Rizky Billar in Instagram News Headlines

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**Abstract:** This study aims to construct reporting on cases of domestic violence that befell LK and RB in various Instagram news headlines through Norman Fairclough's critical discourse analysis approach. Sources of data were taken from an online news media called Instagram, namely narasinewsroom, detikcom, and liputan6 with a publication time range from September to October 2022 with research subjects in the form of news headlines related to celebrity news. With the three dimensions of discourse from Norman Fairclough's critical discourse analysis, data analysis was carried out in three stages, namely the descriptive analysis stage, the interpretation analysis stage, and the explanatory analysis stage. The results found that through the microstructural dimension, the eight news headlines used language tools by 1) choosing vocabulary that was focused on the various phrases, 2) grammatical units dominated by phrases, and 3) a form of news that emphasize declarative sentences. Then, through the mesostructural dimension, the three instagram news headlines have different characteristics and characters in delivering their news, but are still presented accurately and objectively so that the news content can be conveyed to readers. Finally, through the macrostructural dimension, with the news of domestic violence cases, LK and RB received a negative image in the eyes of the Indonesian people, because they were seen as contradicting their previous image as a harmonious couple. The public is disappointed with LK's decision to reconcile with RB on the basis of household sustainability. Again, gender awareness for victims of domestic violence needs to be encouraged because it is difficult for victims of domestic violence to get out of abusive relationships. This negative image is formed by news headlines using tendentious language to attract readers.

**Keywords:** Critical Discourse Analysis, Domestic Violence, Gender Awareness, Instagram

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## 1. Introduction

In the mechanism of human life, language does not actually stop at its function as a medium of communication, but language is a manifestation of the practice of power and ideology. Bourdieu [1] views language as not only used to communicate, but also used to do something, even as an instrument of power. Eriyanto [9] argues that language is the main aspect in describing a subject because through language an ideology is conveyed. Language often becomes the hegemonic apparatus of a system of power that is connected and systematically organized to form discourse that has a relation to a certain reality so that language does not only reflect reality, but also creates reality.

Social media is a description of how language is understood and played in certain contexts and functions. Hall [3] added that the media has an important role in explaining events and how these events are interpreted and understood by the public. Millions of active social media users (netizens) from various different demographic and geographical factors, increasingly demonstrate the central role of information technology in the digital era civilization. With technological sophistication, language is easy to apply contextually, practically, and dynamically for various purposes. With online media, now every individual has broad access to various information and news about current events, one of which is about Indonesian celebrities, such as viral news about cases of domestic violence that have befallen

celebrities: LK and RB. Information about celebrity life is constructed differently by several media according to their respective media ideology. To understand the information, readers get different references according to the news that has been constructed by each of these media [20]. Therefore, this study will examine how various media construct news about the lives of LK and RB exposed to cases of domestic violence using Norman Fairclough's critical discourse analysis so that the news can be more easily accessed and understood more clearly.

Several previous studies related to this research have been conducted by analyzing viral news published by various forms of news media [3, 7, 12, 17, 20-22]. The critical discourse analysis approach used is dominated by the Norman Fairclough approach as in research [3, 7, 12, 20, 21], but only one study this uses the critical discourse analysis approach of Teun A. van Dijk [17]. The data objects studied were taken from various forms of news media, including online media [3, 20, 22], printed media [7], and television media [21]. What is different from the seven studies is the varied and different news topics. In addition, there has been no research that discusses news cases of domestic violence through Instagram social media. Therefore, this study aims to reveal the construction of news headlines about cases of domestic violence that befell LK and RB in various Instagram online news media using critical discourse analysis of the Fairclough approach.

## 2. Research Method

The approach used in this study includes a qualitative descriptive methodological approach and a theoretical approach to Norman Fairclough's critical discourse analysis. Fairclough's analysis can be categorized as critical analysis because in its application it does not only analyze the syntactic and grammatical levels of texts, but also contexts outside the text such as analysis of discursive practices and analysis of social and cultural conditions of society which also form elements of a discourse. To answer this, the object under study is mapped into three dimensions of discourse, namely 1) the

textual (microstructural) dimension is an analysis of the text by looking at vocabulary, semantics, sentence structure, and cohesion and coherence between sentences; 2) the dimensions of the practice of discourse (mesostructural) are the practice of discourse by analyzing the processes of production, consumption, and distribution of texts; and 3) the socio-cultural dimension (macrostructural) is a socio-cultural practice that is analyzed using three levels, namely (a) situational, (b) institutional, and (c) social [10].

The data collection process is divided into three stages, namely data collection, classification, and validation. The data is downloaded via social media Instagram, namely narasinewsroom, detikcom, and liputan6 in the range of publishing from September to October 2022. To focus on the scope of the study, the downloaded data is then classified based on the theme. The next step is to validate the data by eliminating data that has the same concept, to minimize the number and choices with different theme content. What will be analyzed is the text of the news title in order to form a unified analysis that is interrelated in constructing a reality. Fairclough analysis was chosen because it was considered appropriate to the needs of the study in the formulation of the problem. In Fairclough's perspective [10], critical discourse analysis (CDA) is a three-dimensional framework that is applied to map three separate forms of analysis from one another, namely analysis of language texts which is describing the content, the interpretation analysis, which is interpreting the text associated with discourse practice, where the text is not analyzed descriptively but is interpreted by relating it to how the text production process is; and 3) the explanation analysis aims to find an explanation for the results of the interpretation that have been carried out at the interpretation stage.

## 3. Result and Analysis

From the search results for news related to the domestic violence case of LK and RB, several news headlines were found from instagram news media as shown in Table 1.

*Table 1. The data of Instagram News Headline on the Domestic Violence Case of LK and RB.*

Media	Data	News Headlines
narasinewsroom	1	Dibanting & Dicekik: Lesti Kejora Alami KDRT
narasinewsroom	2	LESTY KEJORA DAN MENGAPA KDRT MASIH JADI MOMOK PEREMPUAN INDONESIA
narasinewsroom	3	Setop Hujat Lesti, Korban KDRT Sulit Keluar dari Hubungan Abusif
detikcom	4	5 Pengakuan Lesti Kejora di Laporan KDRT, Dibanting-Dicekik Rizky Billar
detikcom	5	Alasan Lesti Kejora Cabut Laporan KDRT: Demi Keberlangsungan Rumah Tangga
detikcom	6	Komnas Perempuan: Damai Kasus KDRT dengan Rizky Billar Rugikan Lesti Kejora
liputan6	7	Rizky Billar Dilaporkan Lesti Kejora ke Polisi atas Dugaan KDRT
liputan6	8	USAI DICEKIK DAN DIBANTING, LESTI KEJORA TEMPUH JALUR DAMAI DAN CABUT LAPORAN KDRT
liputan6	9	KEKECEWAAN WARGANET USAI LESTI KEJORA CABUT LAPORAN KDRT, DISEBUT LEBIH PARAH DARI PRANK-NYA BAIM WONG

The reporting of LK's domestic violence case was analyzed based on three dimensions of Fairclough's critical discourse analysis: microstructural dimension, mesostructural

dimension, and macrostructural dimension through three analysis stages: description, interpretation, and explanation, as seen in Figure 1.

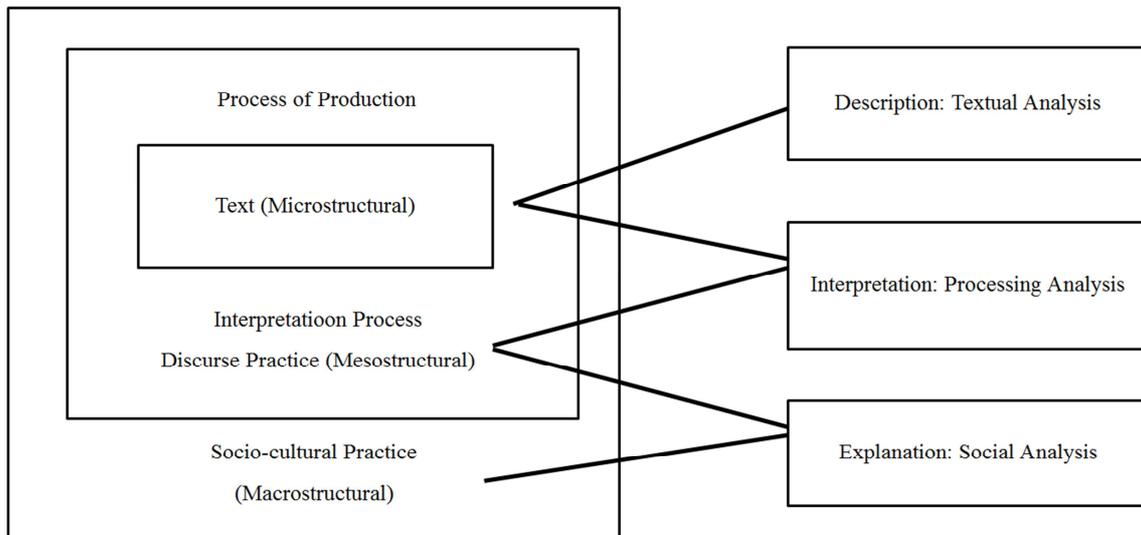


Figure 1. Fairclough's Critical Discourse Analysis Framework.

With the Fairclough's critical discourse analysis framework, as shown in Figure 1, each stage of the analysis is presented to reveal the three aspects below.

### 3.1. Microstructural Dimension (Text Analysis)

The microstructural dimension is analyzed based on the various language tools used by these media in reporting the LK's domestic violence case, where two tools mark the representation of a person's theme, namely through (1) the selection of diction or vocabulary, and (2) grammatical units, and the form of news.

It was found that there were similarities in the the choice of diction or vocabulary. "Lesti Kejora/Lesti/Lesty" was mentioned in all headlines while "Rizky Billar" was only three times (in data 4, 6, 7). The more frequent the mention of the name shows the popularity in which Lesti Kejora is more popular than Rizky Billar in order to attract the interest of news readers. "KDRT" or "domestic violence" was mentioned frequently in all headlines. This shows that domestic violence is a very serious problem and really needs to be emphasized. The phrase "dibanting dicekik" (1, 4) or "slammed strangled" shows the treatment/actions experienced by the victim. In addition, "momok" or "spectre/scourge" is a form of disappointment that the problem of domestic violence is always a dilemma like an iceberg phenomenon. In data 2, "perempuan" (2) or "women" namely that the victims of domestic violence are on average experienced by the majority of women. "Setop hujat" (3) or "Stop blasphemy" is similar to "kececewaan warganet" (9) or "netizens' disappointment", this statement arose because of the disappointment of netizens when the victim LK decided to withdraw the report on domestic violence. Netizens were annoyed by blaspheming LK because the victims who were defended as victims of violence that went viral in cyberspace finally chose peace.

Moreover, the phrase "cabut laporan" (5, 8, 9) or "revoke the report" which was carried out by LK under the pretext of "demi keberlangsungan rumah tangga" (5) or "for the sake of

the sustainability of the household" which is the reason that infuriated netizens because victims of domestic violence who persist in husband and wife relationships actually will make the victim trapped in a household relationship that is toxic and dangerous for the mental health of a wife as well as a mother for her children. This form of disappointment is emphasized in the headline in data 6 where the phrase "Komnas Perempuan" or "Women's Commission" is mentioned. This phrase emphasizes that cases of domestic violence experienced by women should be of concern and important lessons for women who also experience similar things. Even in data 9, "prank-nya Baim Wong" or "Baim Wong's prank" is referred to as the assumption that the peaceful action of withdrawing reports and LK and RB is not much different from pranks/tricks/jokes to prank netizens. Baim Wong himself is an artist/youtuber/content creator who is popularly known for doing pranks.

When observed in Cambridge Dictionary [2], the word "momok" (2) or "spectre/scourge" is a noun which means the idea of something unpleasant that might happen in the future. Literary, "spectre/scourge" means "a ghost". The word "abusif" (3) or "abusive" is an adjective which means using rude and offensive words [2]. When viewed from its literal meaning, the adjective of "abusive" means using or involving physical violence or emotional cruelty. However, compared to its noun form "abuse" has several similar meanings namely: crime, exploitation, injustice, misconduct, misdeed, misuse, offense.

When observed in terms of grammatical units, the nine data are included in the units of phrases and clauses. The unit of phrases are found in data (1), (2), (3), (4), (5), (6), and (9), while clause units are found in data (7) and (8). The two data include clause units because there are the use of verbs that function as predicates, namely active verbs of "tempuh" or "take" (7), and passive verbs of "dilaporkan" or "be reported" (8). There are three types of the phrase units found in the seven data namely, verb phrase (1, 3), noun phrase (2, 4, 5, 6), and adjective phrase (9). In addition, writing words, phrases,

or sentences that are larger is an attempt to provide focus related to the main message to the reader such as shown in data 2, 8, 9.

Based on the results of the analysis of the news headlines as a whole, grammatically the sentences in the news headlines are classified according to their type. The mode in the form of news headlines is used to see relational value,

namely how the participant's relationship is displayed in the text so that it becomes very important and significant to know how social power is displayed. According to Fairclough [11], there are three main modes in text analysis, namely declarative sentences, grammatical questions, and imperative sentences. The following is a news headline mode presented in Table 2.

Table 2. Mode in the Form of News Headlines.

Mode	Data	News Headlines
declarative sentences	1	Dibanting & Dicekik: Lesti Kejora Alami KDRT [18] (Slammed & Strangled: Lesti Kejora Experienced Domestic Violence)
declarative sentences	2	LESTY KEJORA DAN MENGAPA KDRT MASIH JADI MOMOK PEREMPUAN INDONESIA [19] (Lesty Kejora and Why Domestic Violence is still a Scourge of Indonesian Women)
declarative sentences	3	Setop Hujat Lesti, Korban KDRT Sulit Keluar dari Hubungan Abusif (Stop Blaspheming Lesti, Victims of Domestic Violence Hard to Get Out of Abusive Relationships)
declarative sentences	4	5 Pengakuan Lesti Kejora di Laporan KDRT, Dibanting-Dicekik Rizky Billar [4] (5 Confessions of Lesti Kejora in the Domestic Violence Report, Rizky Billar Slammed and Strangled)
declarative sentences	5	Alasan Lesti Kejora Cabut Laporan KDRT: Demi Keberlangsungan Rumah Tangga [5] (Reasons for Lesti Kejora Withdrawing the Domestic Violence Report: For the Sake of Household Continuity)
declarative sentences	6	Komnas Perempuan: Damai Kasus KDRT dengan Rizky Billar Rugikan Lesti Kejora [6] (Women’s Commission: Domestic Violence Case with Rizky Billar is a Loss for Lesti Kejora)
declarative sentences	7	Rizky Billar Dilaporkan Lesti Kejora ke Polisi atas Dugaan KDRT [15] (Rizky Billar Reported by Lesti Kejora to the Police for Alleged Domestic Violence)
declarative sentences	8	USAI DICEKIK DAN DIBANTING, LESTI KEJORA TEMPUH JALUR DAMAI DAN CABUT LAPORAN KDRT [16] (After Being Strangled and Slammed, Lesti Kejora Took a Peaceful Path and Withdrew the Domestic Violence Report)
declarative sentences	9	KEKECEWAAN WARGANET USAI LESTI KEJORA CABUT LAPORAN KDRT, DISEBUT LEBIH PARAH DARI PRANK-NYA BAIM WONG [14] (Netizens' Disappointment after Lesti Kejora Withdraws Domestic Violence Reports, Called Worse than Baim Wong's Prank)

From the results of the analysis, it can be seen the intensity of the appearance of declarative sentences, grammatical questions, and imperative sentences. Declarative sentences are the sentences that appear most frequently in news headlines. The emergence of a declarative sentence is interpreted as information conveyed by the author to the intended party, namely the recipient. This can be proven by the many uses of declarative sentences, which in essence are statements or statements made by news headline makers. The use of declarative sentences suggests that the relationship described between the writer or speaker and the receiver is as information provider and receiver [11].

3.2. Mesostructural Dimension (Discourse Practice)

The mesostructural dimension or discourse practice is focused on how texts are produced and consumed. Text production is closely related to the ideology of news writers and the news media that support them, in which there is discourse processing, such as the process of spreading and using discourse, media profiles, editorial procedures, and the way workers produce news texts. The online news media of instagram discussed in this dimension are narasinewsroom, detikcom, and liputan6.

The instagram news media of narasinewsroom is part of Narasi.tv which is an Indonesian start-up company engaged in journalism and mass media. This company was founded by former MetroTV announcer Najwa Shihab in early 2018. This company is the production house for her talk show, “Mata Najwa”, which was originally broadcast on television stations before finally moving into digital talk shows since 2022. Not

only producing “Mata Najwa”, Narasi also produces journalism content in the form of videos, talks, reports, documentary packaging, opinions and interaction spaces, and so on. The online media of narasinewsroom has joined instagram since August 2019. As of December 19, 2022, it has posted 10,382 posts and has 1 million followers. This media is also known for its actual and neutral news packaging using journalistic language.

The instagram news media of detikcom was joined on October 2014. Recorded since December 19, 2022, detikcom has 4 million followers and posted 37,648 posts. Instagram of detikcom is part of detik.com as the main website base. Detik.com server was fully online on July 9, 1998. Initially, detik.com's main coverage focused on political, economic, and information technology news. Only after the political situation began to subside and the economy began to improve, detik.com also presented entertainment and sports news. From there, the desire to form detik.com was sparked, whose updates no longer use the characteristics of print media which are daily, weekly, monthly. What detikcom sells is breaking news. By relying on this kind of vivid description, detik.com shot up as the most popular digital information site among internet users. News about celebrities is presented by detik.com in an up-to-date manner and is packaged in a casual manner using short words that are easy for readers to understand.

The instagram news media of liputan6 (the part of liputan6.com) was joined on August 2014. As of December 19, 2022, it has 2.1 million followers and has posted 33,744 posts. Liputan6.com has been around since August 14, 2000. Initially, this site only presented news broadcast on Liputan 6

SCTV. Since May 24 2012, the online site has been made under the banner of PT Kreatif Media Karya. News channels that were originally only politics, sports and lifestyle, since 2012 have been equipped with business, techno, showbiz, health, automotive, and regional. Liputan6.com presents a variety of interesting topics, ranging from political, business, lifestyle, culinary information, to sports news. Liputan6.com not only provides the latest news, but we also choose the right news. However, liputan6 does not cover much of celebrity issues, unless the celebrity commits a crime and is convicted of a criminal case, because this news media mainly presents news about actual crime, sports, and politics.

### 3.3. Macrostructural Dimension (Socio-Cultural Practice)

The macrostructural dimension is an analysis of sociocultural practices based on the notion that the social context outside the media influences how discourse is conveyed within the media. Socio-cultural practices, such as situational, institutional and social levels influence media institutions and discourse. First, the situational level related to production and the context of the situation. Then, the institutional level relates to institutional influences internally and externally. Finally, the social level relates to more macro situations, such as the political system, economic system, and community cultural system.

Three news headlines (1, 4, 7) have similarities on topicalization of discourse related to the course of domestic violence case that LK was slammed and strangled by her husband and reported to the police on suspicion of domestic violence. Also, there are news headlines with the similar topicalization of discourse as the two news headlines in data 5 and 8 regarding efforts to withdraw reports of domestic violence ("cabut laporan KDRT"). As this case had occurred in the last September 2022, the public not only LK and RB fans called "Leslar" (stands for Lesti Billar) but also Indonesia citizens, got shocked, disbelieved, astonished and disappointed with this news. The data show that there are sociocultural practices at the situational level because the reporting of this case occurred in September to October 2022 as this news spread very widely and massively and became the most phenomenal news throughout 2022. Even though, this news is about entertainment celebrities, this is not only broadcast on entertainment gossip media but also on national television news broadcasts as a national issue.

Socio-cultural practices at the institutional level are also found in news headlines (4, 5, 6, 7, 8, 9). These titles are focused on the topicalization of discourse related to reports of cases of domestic violence related to police institutions and "Komnas Perempuan" or "Women's Commission" (6). On the other hand, even though the data (4, 5, 8, 9) do not show any related institutions, information about police institutions as contained in the news content can be seen from the phrases "cabut laporan" or "withdraw the report" which means withdrawing the police report on cases of domestic violence. With the inclusion of the police institution as an investigative party in the LK and RB cases, this can be categorized as institutional influence externally.

Socio-cultural practices at the social level are related to the cultural system of society. From a sociological perspective, domestic violence is a form of crime that is spread everywhere regardless of ethnicity, beliefs, and social status boundaries [8]. Even though domestic violence is a matter of privacy, it has been considered in the public interest and a criminal act because the impact of each of these types of violence on victims physically, sexually, and mentally is devastating and serious. As a crime, domestic violence is punishable by criminal law according to the Law of the Republic of Indonesia Number 23 of 2004 concerning the Elimination of Domestic Violence. That is why as shown in the news headlines 9 (Netizens' Disappointment after Lesti Kejora Withdraws Domestic Violence Reports, Called Worse than Baim Wong's Prank), the public was disappointed with LK's decision to reconcile with RB to revoke the report on the basis of household sustainability. This agrees with the statement by Toule (2022), if violence occurs in any domain, including domestic, it has entered the public domain because it is form of crimes against humanity. In addition, Women's Commission also stated that the decision to reconcile domestic violence would harm the victim (6 "Women's Commissions: Domestic Violence Case with Rizky Billar is a Loss for Lesti Kejora") because it is difficult for victims of domestic violence to get out of abusive relationships (3 "Stop Blaspheming Lesti, Victims of Domestic Violence Hard to Get Out of Abusive Relationships").

Domestic violence is an act based on gender-based discrimination that results in misery or suffering for women physically, sexually or psychologically, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in the public sphere or in private life. Cultural factors, customs and religious legitimacy for the position of women in society, especially as wives in the household, are triggering factors for the rise of violence against women as wives in the household [13]. Further, the following are several gender factors that perpetuate domestic violence and make it difficult for victims to obtain support and assistance from the community [23]. First is the unequal relationship between men and women in the household and in public life. Unlike other crimes, victims and perpetrators of domestic violence are in personal, legal, institutional relationships and have social implications (2 "Lesti Kejora and Why Domestic Violence is Still a Scourge for Indonesian Women"). Women who are beaten by their husbands are both raising children, doing housework, raising families, earning money and being emotionally attached to the abuser (3 "Stop Blaspheming Lesti, Victims of Domestic Violence Hard to Get Out of Abusive Relationships"). Second, laws that discriminate against men and women and do not punish men who commit violence against their wives, because of the custom of seeing domestic violence more as a household matter that should not be interfered with. Third, the husband will use his wife's economic dependence to threaten her, such as threats of not providing a living and threats of divorce if she does not follow what he wants and fulfill what he needs. Fourth, the belief and trust that grows in society that the soleha wife must give in, be

patient for the good and sustainability of the family (5 “Reasons for Lesti Kejora Withdrawing the Domestic Violence Report: For the Sake of Household Continuity”) because of concerns about the divorce process and the consequences of divorce that affect children which is often used to perpetuate domestic violence.

The expansion of acts of domestic violence in society should not be allowed to continue to develop without control. Various efforts and methods must be carried out by all parties as a form of concern for shared social problems, especially by those who are directly related to them as perpetrators and victims. All steps towards eliminating acts of domestic violence can be started from efforts to break the chain of causes and triggers through strengthening social networks, re-understanding the positive values contained in local wisdom, and strengthening economic foundations and family’s structures [8]. Apart from that, the implementation of religious messages in real everyday life must also be carried out by every spouse, especially teachings about the ideal family.

The presence of the media in reporting the LK and RB case cannot be separated from the element of interest. The strength of the grip of the media in reporting determines whether the information broadcast to the public contains truth or falsity. In composing news, the news headlines uses tendentious and open language to attract readers’ interest that reflects press freedom which must be upheld. The online news media used here are transformed into an extension of the arm to control the public. The figure of LK and RB as the most popular celebrity couple who are well-known for their romantic spouse. However, this turned around when the public was shocked by the domestic violence case committed by RB against LK. RB’s image as a loving father and husband turned negative as a slammer and strangler. Meanwhile, LK who is motherly gentle nature wife called as a brave woman because she dared to report cases of domestic violence that happened to her without considering the image of a romantic partner as a public figure. Unfortunately, the public then was disappointed because LK decided to make peace by withdrawing the police report because it was for the sake of the continuity of the family. The media tries to report objectively and transparently as a form of public interest to attract readers.

#### 4. Conclusion

Based on Fairclough’s critical discourse analysis through three dimensions of discourse, it can be concluded that through the dimensions of textual microstructure, the nine headlines use language devices by 1) selecting diction or vocabulary focused on various phrases, 2) grammatical units dominated by phrases, and 3) a form of news that emphasize declarative sentences. Then, through the mesostructural dimension, the three online news media have different characteristics and characters in delivering their news, but are still presented accurately and objectively so that the news content can be conveyed to readers. Finally, through the macrostructural dimension, with the news of domestic violence cases, LK and RB received a negative image in the

eyes of the Indonesian people, because they were seen as contradicting their previous image as a harmonious couple. The public is disappointed with LK’s decision to reconcile with RB on the basis of household sustainability. Again, gender awareness for victims of domestic violence needs to be encouraged because it is difficult for victims of domestic violence to get out of abusive relationships. This negative image is formed by news headlines using tendentious language to attract readers.

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