
Discourse Analysis toward News Texts on Fire Extinguishing Service of Kupang City in the Printed Mass Media of Timor Express

Ratna Katharina Lema

1. Universitas Nusa Cenda Kupang, Nusa Tenggara Timur, Indonesia

ratnalema@gmail.com

Received: 15/08/2018

Revised: 18/09/2018

Published: 31/10/2018

How to cite (in APA style):

Lema, R. K. (2018). Discourse Analysis Toward News Texts on Fire Extinguishing Service of Kupang City in the Printed Mass Media of Timor Express. *RETORIKA: Jurnal Ilmu Bahasa*, 4(2), 181-189. Doi: <http://dx.doi.org/10.22225/jr.4.2.777.181-189>

Abstract—This article examines news text on fire extinguishing of Kupang city in Timor Express to analyze its macro structure, super structure, micro structure and to describe the cognition and social context realized in it. I collected the data by taking the news texts of Timor Express purposively. Additionally I interviewed the editorial chief of the electronic mass media of the Timor Express to verify the data accuracy and to reach a deep understanding in enabling to provide details of the cognition and social contexts implicitly realised in the news text construction on fire extinguishing in the printed mass media of Timor Express. Results showed that the text structure of the Kupang City fire extinguishing service in Timor Express daily news consists of macro-structure, super-structure, and micro-structure. For the level of superstructure, in general Timor Express formulates headlines followed by leads consisting of script elements, which can be identified as: what, when, and who elements. Meanwhile, element why and how elements are in the news content (story). Macro structure is a thematic form of the Kupang city fire extinguishing service news text. The micro structure consists of semantics, syntactic, stylistic, rhetoric. In the microstructure of the news of the Kupang City fire service, the use of words that pointed to or reinforced news messages about the fire disaster that received fire services for the City of Kupang was found. In terms of social cognition, the aspect is realized in the form of journalists' mental awareness of a fire disaster that received services from the Kupang City fire service department. Timor Express journalists consider that fire is an unpredictable humanitarian disaster whose effects bring material losses in life. The social context relates to how a meaning is shared together. In accordance with the news text of the fire extinguishing service contains news of a fire accident and getting fire services from Kupang City.

Keywords: Cognition; Discourse; Fire Extinguishing Service; Social Context; Text Structure.

I. INTRODUCTION

The language ideological perception of distinct language practices are, in part, dependent on the social identify of the person using the language, and the significance or meaning of an ideology can differ substantially for different subgroups or subject positioning (Henderson, 2017). The internal linguistic factors refer to the structural traits of the grammar and lexicon of the target language, compared to the languages already known to

the learner, i.e. his or her linguistic repertoire (Gobbo, 2017). Being spoken to or being evoked in language, even at a distance, can have material effects and consequences for people and their relations with others (High, 2018).

Bilinguals often experience interference from the unintended language during daily communication (B. Li, Liu, Pérez, & Xie, 2018). Bilinguals frequently switch between their languages in daily life (de Bruin, Samuel, & Duñabeitia, 2018). The language generated

by a pattern is the set of strings that can be obtained from the pattern using some substitution (Hölzl, Jain, & Stephan, 2018). Typically-developing (TD) childrens' language acquisition is supported by general cognitive, social and perceptual skills (Mason-Apps, Stojanovik, Houston-Price, & Buckley, 2018). Flow has been shown to play an important role in enhancing learning and language development in the foreign language classroom (C. Li, Jiang, & Dewaele, 2018). Language shift is a cause of concern in the communities (Hauck, 2018). The aim of automatic language recognition is to identify the language being spoken from a group of possible languages (Irtza, Sethu, Ambikairajah, & Li, 2018).

Scholars in the field of communication have long recognised the mass media's socio-economic imperative, which exerts widespread influence on individuals and society (Sheng & Lan, 2018). The dynamics of opinions in real societies is also affected by many exogenous factors, the mass media being one of the most important (T.V., blogs, newspapers, etc.) (Pineda & Buendía, 2015). Strong evidence links mass media access to greater private benefits from government welfare programs (Keefer & Khemani, 2014). Despite the journalistic ideal of "just reporting the truth", media outlets as a rule operate as profit maximizing firms (Petrova, 2012). Mass media can potentially play an important role in influencing attitude towards spousal violence (Bhattacharya, 2016).

Language and mass media are two related aspects. The mass media uses language, both oral and written to convey information to the public. The language of mass media must be effective so that the information conveyed is easily understood by the public.

(Hamad, 2004) views mass media endeavor as telling events, and therefore its main activity is constructing various realities that will be broadcast through meaningful stories or discourses.

Fire is a humanitarian disaster whose presence is not desired. This disaster often occurs suddenly and is unpredictable. Fire events are often caused by human negligence. In this regard, the media as the party that publishes fire suppression services have a large share in delivering information, especially fire service news on a regular basis to the public.

Harian Timor Express is part of the Jawa Pos Group, and is included in the Java Pos National Network (JPNN), which is the largest

media network in Indonesia that leads the market of local newspapers from Aceh to Papua. Timor Express Daily has been operating for 12 (twelve) years in the Kupang City area.

A news is about a text that is structured systematically and presents intact and meaningful news both for individual and social groups. Therefore, news must be arranged according to certain criteria so that news that is to be presented can attract the attention of listeners or readers. Apart from structure, external elements are also taken into account in compiling a news, including aspects of cognition and aspect of social context. It must be determined to whom the news will be presented. The system and pattern of news writing can be analyzed from the various perspective of linguistic studies. There are several critical discourse analysis models that develop in the language world today, but researchers chose to use Teun van Dijk's critical discourse analysis model, in which the model applies multilevel analysis including text analysis, journalist social cognition analysis, and developing discourse construction analysis in society. Research on the structure of text structure that has been done before, (Brata, 2017) in his research entitled spa advertisements in ubud sub-district, his research used discourse theory by Van Dijk and semiotic theory by Pierce about macro structure, super structure and text structure on spa advertisements as research data

Based on the description above, this paper is made to 1) describe the structure of the news text of the Kupang City fire extinguishing service in the printed mass media of Timor Express daily news and 2) analyze the cognition and social context of in the news text in question.

II. METHOD

I made use of qualitative research methods in conducting this study in the city of Kupang, precisely in the Central Timor Express sector, especially the one that manages fire fighting service. I took 4 news texts related to the research problem, consisting of the news of Timor Express August 10, 2013 with the title *Gubernur Syukuran, Kantor Terbakar*, Timor Express news May 30, 2014 entitled *Mess Aston Terbakar, 2 Pekerja Hangus*, Timor Express news March 20 2015 entitled *Rumah dan Kos-kosan Pegawai Gubernuran Terbakar*, and the news of Timor Express March 29, 2015 with the title *Gudang Rokok dan Snack Ludes Terbakar*. In addition, I

interviewed the editor in chief of the Kupang city print media to obtain information that I used in determining journalistic cognition and the social context that was realized through the news text presented. During the interview process, I recorded the activities that were taking place for then I could play them back when analyzing the data. I analyzed the news structure from the point of view of discourse analysis theory proposed by Teun van Dijk's, which included macrostructure, super structure, and microstructure of text. Analysis results are presented in an informal form, including the presentation of data using phrases and clauses.

III. DISCUSSION

Text Structure of Fire Extinguishing Service

Macro Structure (Thematic)

Literally *thematic* means something that has been described or something that has been placed, which comes from the Greek word *tithenai*. This word is also often juxtaposed with the word 'topic' from the Greek word *topoi* which means 'place'. Topic can theoretically be described as part of the most important information of a discourse. Teun van Dijk defines the topic as a macro structure of a discourse and plays an important role as a shaper of social awareness (Eriyanto, 2008).

On Saturday, August 10, 2013, on the front page of Timor Express, it contained news about the citizens of Kupang City who were shocked by the fire that struck the East Nusa Tenggara (NTT) Governor's office. Timor Express formulated a headline "**Gubernur Syukuran, Kantor Terbakar**". This news has the theme of a fire disaster in the office of the governor of NTT when the governor is being thankful. This theme is described in detail and systematically in the following paragraphs. Thus the headlines and leads can be used as thematic icons that become the basis of the reader's understanding of the news of this disaster. This fire disaster occurred when the Governor and Deputy Governor of East Nusa Tenggara (NTT) Frans Lebu Raya and Benny Litelnony were holding a thanksgiving party in the framework of victory in the last gubernatorial election.

On Friday, May 30, 2014 on the front page of Timor Express contains news about the fire disaster that befell the mess of workers at the Aston Kupang Hotel in the Kelapa Lima Village of Kupang City. Timor Express formulated a headline "**Mess Aston Terbakar, 2 Pekerja Hangus**". The central theme of this

news contains news of the fire that befell the mess of workers at the Aston Kupang Hotel, resulting in casualties. It was supported by the sub theme "Aston mess workers who died badly after firefighters put out the fire". Timor Express makes explicit the headline theme and its description on leads.

On Friday March 20 2015 on the front page of Timor Express contains news about the fire disaster that befell houses and boarding houses located on Jl. Jati with Neighborhood Association of 020 and Community Association of 006, Airnona Village, Kota Raja Sub-district, Kupang City. Timor Express formulated a headline "**Rumah dan Kos-kosan Pegawai Gubernuran Terbakar**". The central theme of this news contained news of a fire that befell a house and boarding house of an employee of the NTT governor's office, supported by a sub-theme of "negligence of PLN (State Electricity Company) which often extinguished electricity, causing residents to lose their homes because of fire". Timor Express makes explicit the headline theme and its description on leads.

On Sunday 29 March 2015 the Timor Express front page contains news about the fire accident that hit the cigarette warehouse and snack located on Jl. Pulau Indah, West Oesapa Village - Kelapa Lima Sub-district of Kupang city. Timor Express formulated a headline "**Gudang Rokok dan Snack Ludes Terbakar**". The central theme of this news is to contain news about fire disasters that hit cigarette warehouses and snacks, supported by a sub-theme that builds the entire text, namely the constraints of fire services caused by the PLN that did not respond when contacted to turn off electricity. Timor Express makes explicit the headline theme and its description on leads (news core).

Super Structure (Schematic)

According to van Dijk, the significance of the schematic is the journalist's strategy to support certain themes/topics that are intended to be conveyed by arranging certain parts in specific sequences. Schematic stresses which parts take precedence, and which parts can be used as strategies to hide important information (Sobur, 2006).

The story plot displayed in the Timor Express news on August 10, 2013 was an opening statement explaining that a fire incident occurred at the East Nusa Tenggara governor's office at 7:00 a.m. In the disaster there were no fatalities but estimated losses

were estimated at billions of rupiah. Timor Express writes leads with news texts consisting of script elements that can be identified by the presence of *what* (the NTT governor's office), *When* (Friday, 9 August 2013). *Who* is prioritized in the news is the NTT governor and deputy governor represented by the figures involved, namely Frans Lebu Raya and Benny Litelnoni. The prioritization of the two figures was due to the fire that befell the governor's office. In addition, the two figures are also officials in the province of NTT. Meanwhile, the element of *How* and the element of *Why* is found in the core content of the news.

The plot displayed in the news of Timor Express May 30, 2014 is an opening explaining the great fire disaster that overflowed the mess of workers at the Aston Kupang Hotel, which resulted in the death of two people. Timor Express writes leads with news texts consisting of script elements that can be identified by the presence of the element *What* (Mess Aston burns, two people dead) and *When* elements (Wednesday 28 May 2014, dawn). Prioritizing the element of *What* (Aston Mess burns, two lives lost) due to the severe fire that hit the Aston Hotel mess resulted in the death of two humans in a fire as high as a dozen meters. Furthermore, the content of the news describes the elements of *Who*, *Why* and *How*.

The plot of the story featured in the news of Timor Express News March 20, 2015 is an opening explaining that the fires that have occurred in the City of Kupang lately caused by negligence of citizens due to frequent power outages. Timor Express writes leads with news texts consisting of script elements that can be identified by the presence of *who* (Jemy Balenguru), elements of *what* (houses and boarding houses on fire), elements of *When* (Thursday 19 March 2015), and elements of *why* (candlelight). In this section, the most preferred element is the element of *what*. The prioritization of *what* (referring to houses and boarding houses are burned) is caused by the burning buildings are houses and boarding houses and as a result of candlelight. Furthermore, the essence of the content of the news is to explain the element of *How* (the chronology of the occurrence of fire).

The story plot displayed in Timor Express News on March 29, 2015 was as an opening news to explain the similar fire that happened to a Saliti cigarette warehouse in Oesapa Village, Kelapa Lima Sub-district. Timor Express wrote a news text lead consisting of script elements that could be identified through

the presence of elements of *what* (warehouse and snack warehouse) and *when* (Saturday night March 23 2015). The prioritization of *what* in the lead part of the news is due to the fact that those who experience the fire are cigarette warehouse and snack. Furthermore, the core of the content of the news is to explain the element of *who* (Rico Umar) as the Head of the Kupang City Fire Prevention and Service Section. In connection with the element of *how*, actions taken to overcome the fire accident are explained.

Micro Structure

Micro structures include semantic, syntactic, stylistic, and rhetoric.

Semantic

Semantic can be understood as the way the Timor Express journalists display the meaning they want to emphasize in the fire extinguishing service news text. There are several semantic strategies, among others, setting, details, and intention. The setting of the event chosen will determine which direction the audience will take (Eriyanto, 2008).

- The setting becomes an element of discourse incorporated in the semantic meaning that can be used as a reason for justifying the ideas put forward in the text. The setting can reveal what the reporter intends to say. The setting of Timor Express news on August 10, 2013 was a fire service in tackling the fire at the NTT governor's office. In the incident there were no fatalities but the estimated loss was estimated at billions of rupiah. The implicit meaning in the news writing was to attract the attention of residents who wanted to see the blackout process. The setting of the news of Timor Express on May 30, 2014 was a great fire that befell the mess of the Aston hotel of Kupang workers, resulting in the death of two human. In the news of the Timor Express fire on March 20, 2015, the background that was to be conveyed to the readers was the fire that befell the house and boarding house of Jemy Balenguru, an employee of the NTT governor's office located on Jl. Jati, Neighbourhood Association of 020 and Community Association of 006, Airnona Village, Kota Raja Subdistrict, Kupang City. The background to the news of Timor Express on March 29, 2015 was a fire that struck a cigarette warehouse and snack (snack) owned by PT Atri Distribusindo in Oesapa Barat Village, Kelapa Lima Subdistrict,

Kupang City.

- Detail is an element of discourse related to the control of information displayed by journalists. Long, wide and complete details are deliberate protrusions to create a particular image to the public (Eriyanto, 2008). Timor Express News on August 10, 2013 detailing the chronology of the fires in the NTT governor's office, namely the fire originating from the law firm's room propagated throughout the rooms on the third floor; the fire also destroyed the VIP living room and the NTT governor and deputy governor's secretary room. This news detail aims to strengthen the accuracy of the news. Timor Express on May 30, 2014 shows in detail how the efforts of fire-fighters in extinguishing fire are by spraying tens of thousands of litres of water for more than three hours so that the fire can be extinguished. Timor Express News on March 20, 2015 shows in detail the explanation from the surrounding community about the arrival of the Kupang City fire-fighters who arrived half an hour after the fire, successfully extinguished the flames. Timor Express News on March 29, 2015 in detail showed an explanation from the head of the Kupang City fire prevention and fire services section that it immediately responded to help deal with the fire.
- Intent relates to seeing the information required, namely information that will be described explicitly, firmly, and clearly, and points directly to the facts (Eriyanto, 2008). The news of Timor Express on 10 August 2013 provided explicit information about the fires that occurred at the NTT governor's office, namely the coordination with the fire department, in which one member of the Public Order Enforcers contacted the fire department to ask for help at 7:20 a.m. The element of intent in the news of Timor Express on May 30, 2014 was to inform the public that although fire-fighters had tried to cope with fires and rescue the messengers of Aston Hotel workers, this fire accident caused loss of life. The element of intent in the Timor Express news on March 20, 2015 aimed at informing the public that the fire accident was caused by the use of candles as a lighting device when electricity was out. This indicates that Timor Express discusses this fire accident indirectly due to a power outage that has recently occurred in the city of Kupang. Elements of the nature of Timor Express's intention on March 29, 2015

aimed at informing the public that the fire department had been hampered because the PLN contacted to turn off the electricity did not respond. The fire-fighters almost shocked the electricity when doing blackouts. PLN officers only arrived an hour later. This indicates that PLN is the party that hinders the fire prevention process.

Syntactic

Syntactic is a part of grammar that talks about the structure of phrases and sentences. Ramlam in (Sobur, 2006) says that syntax is part of linguistics that talks about the intricacies of discourse, sentences, clauses, and phrases. Strategies at the syntactic level are including:

- Coherence between words and between sentences in text is used to describe different facts so that they appear coherent. Coherence in the Timor Express 10 August 2013 news text is indicated by the use of the words 'and', 'with', 'but', and 'after'. In the Timor Express news text on May 30, 2014 coherence is indicated by the use of the words 'because', 'with', 'just', and 'agar'. In the Timor Express news text on March 20, 2015 coherence is indicated by the use of phrase 'due to negligence'. In the text of the news of Timor Express on March 29, 2015 coherence is indicated by the use of the words 'because', 'due to', 'for', and 'consequence'.
- A pronoun is a tool used by communicators to indicate where a person is in a discourse (Eriyanto, 2008). In the text of Timor Express News on August 10, 2013 there is the use of pronouns, namely the use of a third person pronoun 'he'. Timor Express News on 30 May 2014 contained the use of 'their' plural third person pronouns. Timor Express News on March 20, 2015, there is the use of pronoun, the word 'katong' (Malay language), replacing the word 'we'. Timor Express News on March 29, 2015, there is a use of pronoun, namely 'us' plural first person pronoun and single first person pronoun.
- The form of sentences is a syntactic aspect related to logical thinking, namely the principle of causality (Eriyanto, 2008). This sentence shape determines whether the subject is expressed explicitly or implicitly in the text. Active sentences are generally used so that someone becomes the subject of his response, whereas passive sentences

place someone as an object. Overall, in the text of the fourth news, the sentence used by Timor Express in writing syntactically is declarative sentences, used by journalists to make statements so that the content is news for Timor Express readers. The overall use of active sentence forms is more dominant than passive sentences.

Stylistic

Stylistic is a style (language style) which is a method used by journalists to express their intentions by using language as a means. Language style is a way of using language in certain contexts by certain people for specific purposes. But traditionally the style of language is always linked to literary texts, especially written texts (Sobur, 2006). Timor Express August 10, 2013 chose to use the vocabulary of 'thousands of residents', the word *condense*, *creep*, and the vocabulary of 'the red rooster'. Timor Express May 30, 2014 chose to use the vocabulary 'scorched' and 'flat ground'. Timor Express News on March 20 2015 chose to use the words *ludes* 'sold out', *katong*, and *gobble*. Timor Express News on March 29, 2015 chose to use 'inviting attention' vocabulary. Vocabulary 'invites attention' is the chosen language style used by Timor Express to put pressure on or highlight that the fire incident attracted the attention of the surrounding community.

Rhetoric

Rhetoric is a style that is expressed when a reporter speaks or writes. Teun A van Dijk divides this element into three parts, namely:

- Graphics

Graphics in text discourse, usually appear through the writing section that is made different than other writings. Use of bold letters, italics, underline usage, letters made in large sizes. These highlighted parts emphasize the importance of the section to the audience. Parts written differently are parts that are considered important by the communicator, where he wants the audience to pay more attention to that part. (Eriyanto, 2008). Visually, the title of the fire that hit the governor's office by Timor Express was written with the title "**Gubernur Syukuran, Kantor Terbakar**". The headline is written with a very large one and uses Times New Roman font with 78 font. The letter is printed using red. This characterizes colors that are identical to the color of fire. Likewise, the front page photo display is very striking and attractive to the reader because the news photo is located on

the front page of the right side of the newspaper with a size of 24.5 x 13.5 cm and bigger than the other news contained on the page in front of Timor Express.

Visually, the Timor Express news on May 30, 2014 featured a title written in Times New Roman font, measuring 48 and bold. The writing of the title is also confirmed by the news layout that is placed in a typical place (the top). This place is the first part that is found by the reader and is a location intended for headlines. The protrusion that is generally encountered by readers is a photo as a news supporter. This fire news is also supported by three photos that are very striking and attract the attention of readers. The three photos almost filled the top left-right page of the Timor Express newspaper. The three photos are very interesting because they look colorful and are supported by the size of each photo measuring 9 x 7 cm.

Visually, Timor Express news on March 20, 2015 is a headline written in Times New Roman type with a font of 35. Likewise the effect of the front page photo display, it is very striking in the eyes of the reader. The photo that was published was a presentation of how the actual service provided by the Kupang City fire department at the fire location. The photo is quite interesting and striking because in addition to the color it is also supported by a size that is large enough that is 16 x 7 cm, located at the top of the front page of the newspaper. Visually Timor Express news on March 29, 2015 is a title written in Times New Roman type and has a 48 font in bold. The writing of the title is also confirmed by the news layout placed at the top. This place is the first part of the reader. The protrusion that is generally encountered by readers is a photo as a news supporter. This fire news is also supported by striking photos that attract the attention of readers with a size of 16 x 7 cm, located at the top of the front page of the newspaper.

Metaphor

Metaphor is an ornament or spice from a news text. The use of certain metaphors can be the main clue to knowing the meaning of a text. Certain metaphors are used by the text maker strategically as a basis for thinking, justifying reasons or certain opinions or ideas to the public. Text makers use public trust, everyday expressions, proverbs, proverbs, advices, ancestors, ancient words, all of which are used to strengthen the main message (Eriyanto, 2008: 259). Timor Express on August 10, 2013

used a 'tamed' metaphor as an expression intended to extinguish the fire. The use of the 'tamed' metaphor is the Timor Express strategy to provide a metaphor or justification for emphasizing the fire news that the reader wants to convey.

Timor Express on May 30, 2014 used the 'life flying metaphor. Life is identical to soul and spirit, while flying is identical to flying or leaving the victim's body. Timor Express on March 20, 2015 exploited the metaphor of 'sold out in smoke'. 'Sold out' is identical to the meaning of being totally finished or flat with the ground while 'engulfed' is identical to being eaten or burned. Timor Express on March 29, 2015 used a 'soaring' metaphor, which explained that a flame was like a tube or tube shaped like a tube rising high.

Expression

This element is part of examining what is emphasized or highlighted by someone or a journalist that can be observed from the news text. This expression appears usually in the form of graphics, pictures or photos. In the fire news photo, Timor Express on Saturday, August 10, 2013, featured the front of the third floor of the Burning East Nusa Tenggara Governor's Office. It was right in front of the stairs of the office, where two Kupang City fire-fighters were trying to extinguish the flames that were still burning in the front of the office.

On the news of the Timor Express fire on May 30, 2014, the first photo showed four fire-fighters trying to extinguish a dozen meters of flames that burned the Aston mess using fire-proof clothing. The second photo shows a fire victim worker. The Aston mess is being evacuated and treated by the medical team. The third photo shows a number of people from the Forensic Laboratory team who are trying to identify the cause of the fire in the debris left over from the fire.

On the photo of the fire news on March 20, 2015, four officers from the Kupang City fire department were trying to extinguish the fire at the victim's house which was levelled. Antarz four people, two of whom held the hose and sprayed water on the debris of the remaining buildings of the fire. On the photo of the fire news March 29, 2015, the display expressed the fire that hit the cigarette warehouse and snack owned by PT. Atri Distribusindo. The photo shows the top of the fire engine siren that is right in front of the office building that escaped the fire; the fire destroyed the cigarette warehouse and snack

behind the office building.

Social Cognition and Context

Social Cognition

Timor Express reporters in writing the news of the Timor Express 1 fire, the aim is to inform the public through newspapers. In addition, the main idea in writing the fire news is to notify the public that if a power outage occurs, there is no leaving a candle burning in an empty house. The aim of the journalist in addition to providing information to the public about the dangers of fire, it is also expected that after reading the news of the community fire, be more careful about using candles when there is a power outage. When leaving home to be more careful.

Timor Express reporters who wrote fire news stated that they were competent in writing fire news. Their competence and capabilities are conveyed through their statements and journalistic experience. In connection with events understood by Timor Express journalists, often they display or highlight fire news with surrounding events. Timor Express journalists often highlight the cause and chronology of fire. In addition, fire-fighters conduct services through fire prevention efforts at the fire location.

Social Context

Social analysis looks at how the text is linked further with the social structure and knowledge that develops in society over one discourse (Eriyanto, 2008:225). Therefore, the social context in this case answers the question of how the discourse developed in the community regarding the fire services of Kupang City. Fire is a humanitarian disaster whose presence is not desired. This disaster often occurs due to electricity zippers, and is also caused by the negligence of the community when using candles as lighting when the electricity is out. Fire-fighters basically have the purpose of providing services to the community in every effort to prevent and control fire disasters with effective and efficient prevention systems.

The people of Kupang City, when they experienced a fire, put great hope in the officers. The ability and performance of fire-fighters in providing services is an important factor in serving the community. The ability of fire-fighters to be demanded must have competent abilities and skills without having to ignore the applicable procedures and provisions so that they are expected to provide a sense of security to the community

Standard Operational Procedure (SOP) of fire fighting services, including, placing the position of the unit and fire engine in its place and in which direction the fire extinguisher is the most appropriate for use. Constraints faced by fire-fighters, namely the access to the victim's house is very difficult due to the residents' houses which are in close contact with one another. Fire engines must be parked at a distance of 100 meters from the location of the fire. The lack of coordination between the fire department and PLN when tackling fires is an obstacle faced by officers in the service to the community. The results of research on the quality of fire extinguishing service indicate the lack of facilities and infrastructure of the Kupang City fire department that was used when dealing with fire disasters which became one of the factors influencing community satisfaction for the service (Pattipeilohy: 2013)

IV. CONCLUSION

From the description described above, some conclusions can be drawn, namely as follows.

The text structure of the Kupang City fire news in Timor Express daily news consists of macro structure, superstructure, and microstructure. Macro structure is a thematic structure of the news text. The general theme realized in all four news was the fire that struck the NTT governor's office when the governor was holding a celebration (Timor Express, 10 August 2013); the fire that hit the Aston Kupang Hotel mess resulted in the derifting of lives of two humans (*Timor Express* 30 Mei 2014); the fire that befell the houses and boarding houses of the governor's employees (Timor Express, March 20, 2015), and the fires that hit the cigarette shed and snacks (Timor Express March 29, 2015). At the superstructure level, Teun A van Dijk places the unit of analysis, the schematic with the elements observed, which in the news study are news headlines, leads, and stories. In general Timor Express formulates headlines followed by leads consisting of script elements, identified as what, when, and who. Meanwhile, the elements of why and how are contained in the news content (story). The micro structure of the text of the fire services of Kupang City consists of semantic, syntactic, stylistic, rhetoric. In the micro structure of the Kupang City fire service, the use of words that point to or reinforce news messages about a fire accident that gets Kupang City fire extinguishing service is found. From the analysis of the micro structure

of the four news texts, the link between the global meanings of the news text is found, supported by the selection of words, sentences, and the style of language used by journalists. Coherence between words and between sentences in text is used to describe different facts so that they appear coherent. The use of pronouns to express the intent and form of sentences in the four news texts, which are generally declarative sentences. Through news texts, it can also be known how journalists reveal fire events that get Kupang City fire extinguishing service into certain languages or rhetoric. The use of visual graphics in the form of photos, the use of metaphors and also expressions.

Next is the cognition and social context of the Kupang City fire service text discourse in the Timor Express daily news. In terms of social cognition, the rejected aspect is in the form of mental awareness of journalists facing fire disasters that receive services from the fire department of Kupang City. Timor Express reporters view that a fire is a humanitarian disaster that is unpredictable whose effects bring material losses and loss of life. This disaster is often caused by human negligence. Likewise also with fire extinguishing service which are jobs that contain risks. For this reason, fire-fighters must always be alert in any circumstances and conditions to deal with fires. Timor Express reporters in writing fire news found that the people of Kupang City were not yet aware of the dangers of fire, the community often neglected to use candles as lighting and simply left it so that it triggered a fire. Likewise the State Electricity Company (PLN), they often extinguished electricity and lacked coordination with the fire department when the fire department was carrying out fire fighting at the scene. The social context relates to how meaning is lived together. This is in accordance with the fire extinguishing service news text containing news of a fire accident and getting fire services for Kupang citizens. In the context of the growing reality in society, through previous research researchers, it can be concluded that fire extinguishing service is a responsive service and the fire-fighters are figures who have the skills in mastering SOP, but this must also be supported by high public awareness of the potential for fire hazards threatening.

ACKNOWLEDMENT

I show gratitude to God, lecturers, tutors, and also fellow who have helped in this study.

REFERENCES

- Bhattacharya, H. (2016). Mass media exposure and attitude towards spousal violence in India. *Social Science Journal*, 53(4), 398–416.
- Brata, I. (2017). Analisis Iklan Rumah Spa Dan Salon Kecantikan Di Kecamatan Ubud. *RETORIKA: Jurnal Ilmu Bahasa*, 3(1), 16–29.
- de Bruin, A., Samuel, A. G., & Duñabeitia, J. A. (2018). Voluntary language switching: When and why do bilinguals switch between their languages? *Journal of Memory and Language*, 103(January), 28–43.
- Eriyanto. (2008). *Analisis Wacana Pengantar Analisis Teks Media*. Yogyakarta: LKiS.
- Gobbo, F. (2017). Are planned languages less complex than natural languages? *Language Sciences*, 60, 36–52.
- Hamad, I. (2004). *Konstruksi Realitas Politik dalam Media Massa*. Jakarta: Granit.
- Hauck, J. D. (2018). The origin of language among the Aché. *Language and Communication*, 1–13.
- Henderson, K. I. (2017). Teacher language ideologies mediating classroom-level language policy in the implementation of dual language bilingual education. *Linguistics and Education*, 42, 21–33.
- High, C. (2018). Bodies that speak: Languages of differentiation and becoming in Amazonia. *Language and Communication*, 1–11.
- Hözl, R., Jain, S., & Stephan, F. (2018). Learning pattern languages over groups. *Theoretical Computer Science*, 742(June 2017), 66–81.
- Irtza, S., Sethu, V., Ambikairajah, E., & Li, H. (2018). Using language cluster models in hierarchical language identification. *Speech Communication*, 100(January), 30–40.
- Keefe, P., & Khemani, S. (2014). Mass media and public education: The effects of access to community radio in Benin. *Journal of Development Economics*, 109, 57–72.
- Li, B., Liu, H., Pérez, A., & Xie, N. (2018). Cathodal transcranial direct current stimulation over right dorsolateral prefrontal cortex improves language control during language switching. *Behavioural Brain Research*, 351(May), 34–41.
- Li, C., Jiang, G., & Dewaele, J. M. (2018). Understanding Chinese high school students' Foreign Language Enjoyment: Validation of the Chinese version of the Foreign Language Enjoyment scale. *System*, 76, 183–196.
- Mason-Apps, E., Stojanovic, V., Houston-Price, C., & Buckley, S. (2018). Longitudinal predictors of early language in infants with Down syndrome: A preliminary study. *Research in Developmental Disabilities*, (August 2017), 0–1.
- Petrova, M. (2012). Mass media and special interest groups. *Journal of Economic Behavior and Organization*, 84(1), 17–38.
- Pineda, M., & Buendía, G. M. (2015). Mass media and heterogeneous bounds of confidence in continuous opinion dynamics. *Physica A: Statistical Mechanics and Its Applications*, 420, 73–84.
- Sheng, J., & Lan, H. (2018). Business failure and mass media: An analysis of media exposure in the context of delisting event. *Journal of Business Research*, (January), 1–8.
- Sobur, A. (2006). *Analisis Teks Media (Suatu Pengantar Untuk Analisis Wacana. Analisis Semiotik. dan Analisis Framing)*. Bandung: Remaja Rosdakarya.