

THE IDEOLOGICAL PERSPECTIVES IN 5.0 ERA: DISCURSIVE STRATEGIES IN DIGITAL ECONOMY DEVELOPMENT AT TRIBUNNEWS

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Abstract: *The younger generation, being a vital component in driving the development of the digital economy, possesses a high degree of creativity and an innate ability to foster innovation. However, their role alone is insufficient, as they require guidance and support, particularly from the government, to nurture their talents effectively. This study aims to uncover ideological perspective about digital economy news in an online news. It employs the Historical Discourse Approach (DHA) and Wodak's discursive strategies (Wodak & Meyer, 2015) to examine the author's ideology and how it is revealed through the discourse in Tribunnews. The findings underscore the critical stance taken by the authors towards the importance of fostering the digital economy through the active participation of the younger generation, as well as evaluating government policies aimed at advancing the digital economy in Indonesia. It represents that the author has the ideological change to transform the better future and innovation. By understanding these ideological perspectives, stakeholders can glean valuable insights to foster an environment conducive to the growth and development of the digital economy while effectively harnessing the potential of the younger generation.*

Keywords: *discursive strategies, ideological perspective, Tribunnews, discourse-historical approach*

Abstrak: *Generasi muda, sebagai komponen penting dalam mendorong perkembangan ekonomi digital, memiliki kreativitas dan kemampuan bawaan yang tinggi dalam mendorong inovasi. Namun peran mereka saja tidak cukup karena mereka memerlukan bimbingan dan dukungan, terutama dari pemerintah, untuk mengembangkan bakat mereka secara efektif. Penelitian ini bertujuan untuk mengungkap perspektif ideologis mengenai berita ekonomi digital dalam sebuah berita online. Penelitian ini menggunakan Pendekatan Wacana Historis (DHA) dan strategi diskursif Wodak (Wodak & Meyer, 2015) untuk mengkaji ideologi pengarang dan cara pengungkapkannya melalui wacana di Tribunnews. Temuan ini menggarisbawahi sikap kritis penulis terhadap pentingnya pengembangan ekonomi digital melalui partisipasi aktif generasi muda, serta evaluasi kebijakan pemerintah yang bertujuan memajukan ekonomi digital di Indonesia. Ini menyatakan bahwa penulis memiliki perubahan ideologis untuk mengubah masa depan dan inovasi yang lebih baik. Dengan memahami perspektif ideologis ini, para pemangku kepentingan dapat memperoleh wawasan berharga untuk menciptakan lingkungan yang kondusif bagi*



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pertumbuhan dan perkembangan ekonomi digital sekaligus memanfaatkan potensi generasi muda secara efektif.

Keywords: *strategi diskursif, perspektif ideologi, Tribunnews, pendekatan wacana-historis*

INTRODUCTION

The younger generation can progress and develop their nation because they have strong spirits, noble ideals, vast perspectives, and abilities (Ganguli et al., 2022). The ideological perspective of the younger generation or it is called Generation Z towards the digital economy is multifaceted and nuanced (Francis & Hoefel, 2018; Mahapatra et al., 2022). They recognize the vast opportunities presented by the rapid technological advancements, including the potential for innovation, collaboration, and global connectivity (Ganguli et al., 2022; RASLIE & TING, 2021; Rodriguez et al., 2019).

However, the advancement of information and communication technology has the potential to reshape people's behavior and perspectives, particularly in the realm of the economy (Baum, 2019). They also grapple with the challenges posed by the digital revolution, such as the fear of missing out, the need for work-life balance, and the ever-increasing pace of change. Generation Z's approach to the digital economy is marked by a pragmatic and entrepreneurial spirit (Rodriguez et al., 2019). They are driven by a desire to contribute to solutions for social and global challenges, and they see technology as a powerful tool to drive sustainable progress (Kustini et al., 2020). They are not content with simply following traditional career paths but instead seek to create their own opportunities, often through the lens of social impact and environmental responsibility.

Technological progress can influence economic behavior by enabling rapid and easy product creation, distribution, and marketing (Gayatri et al., 2023) (Adiwihardja, 2016). This facilitates and expedites economic growth by accelerating the management and dissemination of information. The rapid flow of information and technology in today's world has a significant positive impact on the global economy (Suntsova, 2022). Unlimited access to communication and information retrieval, coupled with the conveniences provided by technology, nurtures an entrepreneurial spirit among the younger generation (Rodriguez et al., 2019). This spirit, accompanied by creativity and innovation, supports economic growth (Casanova et al., 2023).

Many countries prioritize the use of technology, especially digital media, to develop and accelerate economic growth, thereby ushering in the era of Society 5.0 (Sułkowski et al., 2021). The economy holds immense importance in a nation's development process, as it is the focal point of government policies aimed at creating prosperity for the population. The economy serves as a fundamental factor underpinning every country worldwide. Ultimately, it is through the economy that the well-being of the people can be achieved, making it a key indicator and objective of national and societal life (Bose, 2023).

Apart from human resources, capital and technological advancements are also crucial factors in driving economic growth.

Technology, being a product of human intellect, serves as a tool for accomplishing various objectives and exerts a significant influence on human activities (Mahbub & Shubair, 2023). Technological progress is a prevailing trend influenced by globalization, which advocates for widespread technological literacy and proficiency across all sectors (Leaning, 2019).

In response to the issues raised in the news article, the author adopts the Historical Discourse Analysis (DHA) proposed by Wodak to analyze the discourse structure in Tribunnews' article titled "Generasi Muda yang Berkualitas Tinggi Berperan Penting Dalam Pertumbuhan Ekonomi di Era Society 5.0" to shed light on the underlying ideologies and power relations present in the text. DHA focuses on the historical, social, and political contexts that shape discourse production and interpretation.

The analysis commences by examining the article's title, "Generasi Muda yang Berkualitas Tinggi Berperan Penting Dalam Pertumbuhan Ekonomi di Era Society 5.0" (High-Quality Youth Play an Important Role in Economic Growth in the Society 5.0 Era). The title itself reflects the article's central theme, emphasizing the significance of high-quality youth in propelling economic growth during the era of Society 5.0. The utilization of the term "high-quality" implies a particular standard or criteria for evaluating the younger generation, indicating that not all youth possess equal capabilities or qualifications. This establishes the groundwork for analyzing the role of youth in economic development and positions high-quality youth as pivotal actors in attaining economic growth. This study aims in uncovering the ideological perspective in the text of digital economy in 5.0 era.

METHOD

The Discourse Historical Approach (DHA), which is rooted in Critical Discourse Analysis (CDA), is characterized by its socio-philosophical orientation influenced by critical theory (Wodak & Meyer, 2015). Within the framework of DHA, there are three fundamental concepts employed by the author, namely critique, ideology, and power. These concepts are essential for conducting the analysis. DHA is grounded in a socio-philosophical orientation that aligns with critical theory. Wodak and Meyer (Wodak & Meyer, 2015) explain that one critical aspect is text or discourse-immanent critique, which aims to identify inconsistencies, self-contradictions, paradoxes, and dilemmas within the internal structures of the text or discourse. The goal is to make the analytical position transparent and provide theoretical justification for why a particular interpretation of the text or events is more valid than others.

Schmitt (Schmitt et al., 2022) extensively discusses the concept of ideology and its relationships with other concepts, particularly in the realm of mass communication. He defines ideology as the social forms and processes through which hegemonic symbolic forms circulate in the social world. Therefore, in the context of DHA, ideology is understood as a perspective or worldview shared by members of a particular social group,

comprising associated mental representations, convictions, views, attitudes, and assessments.

According to Wodak (2012), the term "power" refers to an unequal relationship between social actors occupying different social positions or belonging to diverse social groups. Furthermore, power manifests through various means such as 'Actional power' (physical force and violence), the control of individuals through threats or promises, the adherence to authority (the exertion and submission to authority), and the technical control achieved through objects (Huising, 2014; Wodak, 2012; Wodak & Reisigl, 2015).

These three concepts of discursive strategies within the framework of the Discourse Historical Approach (DHA), namely critique, ideology, and power, are employed to analyze the article titled "Generasi Muda yang Berkualitas Tinggi Berperan Penting Dalam Pertumbuhan Ekonomi di Era Society 5.0" published on Saturday, March 12nd, 2022, in *Tribunnews.com*. The analysis of this discursive strategy encompasses several aspects, including nomination, predication, argumentation, perspective, as well as intensification and mitigation.

The analysis steps involve some principal points. Firstly, it is about the names and references given to people, things, events, processes, and activities in language. Secondly, the attributes, traits, and features are social actors, objects, phenomena/events, and processes attributed, and the arguments are used in the particular discourse, and standpoint for claims, credits, and arguments made. Lastly, the corresponding phrases which are expressed explicitly made stronger or softer (Wodak & Reisigl, 2015).

RESULTS

The findings and discussion of this study adhere to the discursive strategies of the Discourse Historical Approach (DHA) to explore the portrayal of critique and ideology in the text titled "*Generasi Muda yang Berkualitas Tinggi Berperan Penting Dalam Pertumbuhan Ekonomi di Era Society 5.0*". The study highlights the significance of these young individuals as valuable resources that will play a crucial role in driving economic growth in the era of Society 5.0.

3.1. Persons, objects, phenomena/events, processes, and actions named and referred to linguistically (Nomination Strategies)

Airlangga Hartarto, serving as the Economic Minister, is mentioned in the article and thus considered a relevant social actor whose name is nominated. According to the author, Airlangga Hartarto, as a member of the government, has actively contributed to digital development, particularly in the economic sector, benefiting the younger generation.

The article further explains that the digital economic growth has witnessed a significant surge during the pandemic, thanks to the implementation of digital transformation systems, especially within the

economic domain. The role of the younger generation is expected to exert a profound influence on this digital economy.

The author expresses confidence in Indonesia's potential for the advancement of the digital economy, given that a substantial portion of its population, approximately 191 million people, consists of young individuals. These young generations are portrayed as integral components who will play a pivotal role in fostering the development of digital talents, particularly within the economic sphere.

Indonesia memiliki jumlah penduduk usia produktif mencapai lebih dari 191 juta orang dan sebagian besarnya merupakan Generasi Z. Hingga 2030, Indonesia diperkirakan membutuhkan talenta digital sebanyak 9 juta orang. (Paragraph 2)

Airlangga Hartarto, the Minister of the Economy, emphasized the crucial role of a high-quality younger generation in driving Indonesia's economic growth during the Society 5.0 era. The government's focus is on cultivating the younger generation as the key drivers of the country's economic progress in this era. The term "high quality" refers to individuals who possess strong determination, skills, professionalism, and a serious attitude.

The government's efforts in digitalization are seen as a strategic approach to nurture the character of high-quality youth and promote the advancement of the country's economy. These endeavors are expected to make a significant contribution to Indonesia's GDP. The development of digital technology in the economy has brought about transformative changes in people's lives across various regions (Aminullah et al., 2022; Barata, 2019). Consequently, there is a need to prepare a large pool of human resources to effectively face future digital challenges (Supriadi et al., 2023).

3.2. Characteristics, qualities, and features attributed to social actors, objects, phenomena/events, and actions (Predication strategies)

Airlangga Hartarto, the coordinating minister for Economic Affairs of the Republic of Indonesia, has been recognized for his outstanding contribution to national economic recovery. In 2021, he was honored with the Priyadarshini Academy Global Award at the 37th Anniversary Global Awards Function (BeritaSatu.com, 2021). He is regarded as a prominent figure in Indonesia who has played a crucial role in revitalizing the national economy and managing the challenges posed by Covid-19. He has been instrumental in formulating comprehensive and inclusive policy measures, earning him several prestigious awards that reflect his unwavering dedication and integrity to his work as a minister.

One notable achievement is his initiative to digitize the Indonesian economy through the development of digital talent programs, with a particular focus on empowering young people. This policy is expected to have a positive impact and benefit the growth of the digital economy,

especially for micro, small, and medium enterprises (MSMEs) in Indonesia. As mentioned by the author, MSMEs are essential pillars of economic growth that contribute to the welfare of society. This aligns with Article 33, paragraph (4) of the Indonesian Constitution (UUD 45), which recognizes the significant potential and independence of MSMEs in improving people's well-being (Ministry of Investment, 2020).

Furthermore, in addition to the role of MSMEs in advancing societal welfare, the younger generation also plays a vital role in driving economic digitization, particularly within the MSME sector. Their active involvement can significantly contribute to the country's economic growth.

3.3. Arguments employed in the discourse (Argumentation strategies)

The article presents its argument by citing the views of Airlangga Hartarto, the Minister of Economy, in paragraph 3. According to the minister, the advancement of digital skills will significantly contribute to Indonesia's GDP. As a result, it is crucial to continually harness the immense potential of the digital economy in Indonesia for the benefit of all. Consequently, the active participation of a skilled and talented younger generation will play a pivotal role in driving economic growth, particularly in the era of Society 5.0.

Generasi muda yang berkualitas tinggi akan memiliki peran penting dalam pertumbuhan ekonomi Indonesia di era Society 5.0. Pengembangan keterampilan digital diperkirakan akan berkontribusi senilai Rp 4.434 triliun kepada PDB Indonesia di 2030 atau setara dengan 16% dari PDB. Peluang besar ekonomi digital Indonesia ini harus dimanfaatkan untuk kesejahteraan bersama. (Paragraph 3)

Therefore, the author stated the argument in paragraph 4 about Indonesia's digital economy currently being higher in ASEAN with a value of US \$70.

Ekonomi digital Indonesia saat ini merupakan yang tertinggi di ASEAN dengan nilai US\$70 miliar atau menguasai 40% dari pangsa ekonomi digital ASEAN (Paragraph 4).

In addition, related to that, the writer also explained that entrepreneurship and MSMEs are currently the pillars of economic growth, especially during the pandemic. He mentioned in paragraph 9 that Indonesian MSMEs have contributed to a Gross Domestic Product (GDP) of around 60.51%.

UMKM Indonesia saat ini berjumlah sekitar 64,2 juta usaha dan berkontribusi 60,51% terhadap PDB atau senilai Rp9.580 triliun. (Paragraph 8).

Behind the magnitude of the contribution, it turns out that Indonesia does not meet the requirements of a country that has a developed economy

because of the low entrepreneurship ratio. The paragraph that follows the statement:

Namun, saat ini rasio kewirausahaan di Indonesia masih rendah, yakni 3,47% dari total populasi. Rasio kewirausahaan untuk sebuah negara maju minimal 5% dari total populasi. (Paragraph 9).

Therefore, it can be concluded that Indonesia requires a significant economic transformation, particularly concerning micro, small, and medium enterprises (MSMEs). This transformation entails the adoption and advancement of digital technology, as well as the cultivation of digital skills among the younger generation. By embracing a digital-based economy, transactions can be conducted more conveniently and swiftly. Moreover, this shift towards digital innovation allows for easy access to a wide range of information without complications, ensuring faster, safer, and smoother transactions (Septiana, 2021).

3.4. Perspectives expressed to the nomination, attributions, arguments (Perspectivation Strategies)

The author's text in this article highlights the government's contribution to fostering the digitalization of Indonesia's economy, with a particular focus on the role of the younger generation in the era of Society 5.0. Tribunnews.com, as a representative media outlet, serves as a platform for sharing information, ideas, and practical experiences that benefit the nation (Oktavia, 2019). It provides timely and comprehensive coverage of local, national, and international news, encompassing various topics such as politics, health, sports, economics, business, celebrities, and lifestyle.

Through critical thinking, the articles demonstrate an analytical approach that examines the actions of the government and other social groups and their impact on citizens. Critical thinking involves actively and skillfully conceptualizing, applying, analyzing, synthesizing, and evaluating information (Alfaaz et al., 2023; Andriani et al., 2023, 2024) obtained through observation, experience, reflection, reasoning, or communication, serving as a guide for beliefs and actions (criticalthinking.org, 2018). In addition to offering critiques, Tribunnews.com also presents solutions to address the challenges at hand. For instance, in this study, the author provides suggestions to the government to address economic issues as a proactive measure in preparing for the era of Society 5.0.

3.5. Respective utterances articulated overtly; (intensified or mitigated) (Intensification and mitigation strategies)

The author of this article presents a clear statement of argument, effectively expressing their opinion on the government's policies. Moreover, the author provides constructive suggestions that enhance the positive impact of the information presented throughout the article.

Furthermore, the author skillfully communicates their ideology in a manner that is easily understood by readers, ensuring that the provided information does not generate negative connotations or perspectives. This approach maintains the credibility of the facts presented. Tribunnews, as a news outlet, maintains accuracy in its data, including the information related to the Indonesian economy discussed in the article.

Furthermore, the author adeptly conveys their ideology in a manner that effectively resonates with readers, ensuring that the presented information (Rosdiana et al., 2023) is easily understood and does not evoke negative connotations or perspectives (Sidiropoulou, 2020). By employing clear and accessible language, the author avoids any potential barriers that may hinder readers' comprehension or create unfavorable interpretations (Prior, 2019).

This skillful communication serves to enhance the overall impact of the article, allowing readers to engage with the content more readily and grasp the author's intended message (Yurko & Styfanyshyn, 2022). By employing a writing style that is both informative and reader-friendly, the author fosters a positive reading experience and encourages a constructive interpretation of the information provided (FRANKEL et al., 2016; Kessareas, 2022; Setyono, 2018).

Through this approach, the author maintains the validity and integrity of the facts presented, as readers are more likely to absorb and interpret the information accurately without any undue bias or misrepresentation. By ensuring that the language used is inclusive and free from any potentially divisive or controversial elements, the author promotes a balanced and objective understanding of the subject matter (Musolff, 2021; Sierra, 2019).

Overall, the author's adeptness in conveying their ideology in a manner that is easily understood by readers not only facilitates comprehension but also ensures that the information is received and interpreted in a constructive and unbiased manner. This contributes to a more positive reading experience and fosters a broader appreciation for the ideas and perspectives presented in the article (Park, 2012; Widodo, 2009).

Additionally, Tribunnews highlights the significance of the digital economy, as emphasized by Airlangga Hartarto, the Minister of Economy, in his efforts to enhance economic activities in the era of Society 5.0. The article also emphasizes the crucial role of the younger generation as pioneers in strengthening and supporting the digitization of the economy (Parr et al., 2021; Vajen et al., 2023).

CONCLUSION

Tribunnews, an extensive online media network managed by PT Tribun Digital Online, is recognized as one of the leading digital news platforms in Indonesia. As a prominent online media outlet, Tribunnews is committed to delivering news that provides a local perspective, directly conveying the viewpoints of news sources without intermediaries. The author expresses the view that further digitalization of economic activities in Indonesia is necessary for future economic growth and development. This

is particularly important given Indonesia's relatively low level of entrepreneurship, which is partly attributed to suboptimal digitization efforts. Implicitly, the author emphasizes the need for the government to take a more proactive approach in providing training and developing digital skills among the younger generation to drive the economy forward. The active involvement of the younger generation, who engage in constructive criticism regarding the current state of economic development, is seen as crucial. This innovative thinking, when combined with technological advancements, can support Indonesian micro, small, and medium enterprises (MSMEs) and harness the potential of the creative industry, especially in the era of Society 5.0.

Furthermore, it is important to note that this research study relies on a single source for the article, which can introduce biases, generalizations, and inappropriate perspectives. Therefore, further research is necessary to explore the topic from multiple sources, incorporating diverse perspectives and employing a comprehensive analytical framework, such as incorporating broader communications and a blended approach involving fundamental discourse analysis, to obtain intertextual and interdiscursive insights.

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