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# Editorial Argument Typification of Bisnis Indonesia

*by* Setyaningsih Yuliana

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# Editorial Argument Typification of Bisnis Indonesia

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## ABSTRACT

An argumentation is an activity of giving evidence and justification to support a claim. Writing editorials requires strong arguments in order to convince readers. There are argument models in Douglas Walton's perspective that can be used in writing editorials. This study aims to describe the types of editorial arguments according to Douglas Walton's in *Bisnis Indonesia* Daily. The research data is editorial texts, which contains Douglas Walton's argumentation type. There are two data collection methods are used in this research, which are documentation and interview. Data analysis method is the content analysis of this research. The results show the following types of arguments: (1) arguments from correlation to cause, (2) arguments from consequences, (3) arguments from public opinion, and (4) arguments from expert opinions. This research is expected to contribute to the journalists of *Bisnis Indonesia* Daily in order to have a comprehensive understanding of Douglas Walton's argumentation models and be able to apply it in editorial writing.

**Keywords:** Argument, bisnis Indonesia, douglas walton, editorial

## 1. INTRODUCTION

Editorial is the spirit that becomes the power of the mass media. Through the editorial, writer expresses the views and attitudes of the media towards problems that occur in society. Aji and Rokhman (2017) views editorial as the spirit for a newspaper that contains views, thoughts, impressions, and criticism of the daily management editorial against various constructed events. It produces a point of view that is shown as objectivity of subjective in the midst of the public. Editorial also contains the attitude and editorial opinion of the media concerned news objects. Moreover, Alber (2018) states that editorial are a written work or editor view of a news topic. Through the editorial, readers can gain an overview of the media's attitude towards the hot news discussed in the newspaper.

Editorial writing activity cannot be separated from the writer's argumentation skills in expressing the media's views about the situation that is happening in society. The aim of the utilization of an argument in mass media editorial is to influence the readers to act or do something. Furthermore, Walton (2007) stated that there are some arguments, which are used in various communications medias such as written texts, television, and the internet. These facts try to influence listeners or readers to do something or accept something

as true. In addition, Pertiwi and Dawud (2018) argue that the purpose of editorial is to convince, invite, and influence readers. Therefore, the language that is used in editorial should be argumentative language.

An argumentation is a series of activities to make, oppose, and support a position statement, which is accompanied by evidence as reasons for supporting the position statement so that the position statement can be trusted by its readers (Toulmin et al., 1979). In the same line, Walton (2005) notes that the term of argument refers to reasons providing in order to support or criticize a claim. Furthermore, Keraf (2007) states that argumentation tries to influence people so that they believe and act according to what the writer wants. Meanwhile, Rybacki and Rybacki (1996) added that argumentation is a form of instrumental communication that relies on reasoning and evidence to influence someone's beliefs or behaviour through spoken or written messages.

The relevant research is carried out by Hasanah (2017) which concluded that: 1) the method of argumentation can be a method of proving by definition, cause and effect, equality, contradiction, comparison, testimony, and authority; and 2) argumentation patterns can be in the form of simple and complex patterns. In addition, a research conducted by Pertiwi and Dawud (2018) showed two suggestions, namely 1) the

argumentation technique consists of rationalization, identification, suggestion, conformity, compensation, replacement, projection; and 10 argumentation patterns can be found in the form of rationalization patterns, identification, suggestion, conformity, compensation, replacement, projection.

An appropriate planning in editorial writing activities is argumentation types. Brooks and Warren (in Ridhani, 2013) asserts that the type of argument is a form of discourse, which is characterized by a stance that something (conclusion). It can be trusted because of something else, for example data, premises, and credible evidence. Meanwhile, Walton (2005) sees the type of argument as a reflection of the schemes of an argument model used in everyday discourse or in special contexts such as arguments in the legal and scientific fields. The type of argument provides a clear description of the logical reasoning used by the writer in editorial so that the arguments, which are presented, can be trusted.

The study of using argument types in editorial is significant in journalistic or linguistic study. This paper is intended to describe the types of arguments in the editorial of the Bisnis Indonesia media from Douglas Walton's perspective. This research can be used by various mass media in using these types of arguments in their editorial writing in order make them reliable and applicable.

## 2. METHODS

The method of this research is qualitative descriptive. 3 Mulyadi (2011) asserts that qualitative descriptive is intended to explore and clarify a social phenomenon or reality by describing a number of variables, which relates to the problem and the unit under study. In this study, the researcher describes the use of the types of arguments in the editorial text of printed media Bisnis Indonesia 14th the type of text analysis research. The data of this research is in the form of discourse that describes the argumentation model. Moreover, the data of this research is editorial text in Bisnis Indonesia July 2020 edition. There are twenty texts will be analysed.

Through documentation study and interviews the researcher collects the data for this research. There are two participants in this research. Arik 11 (2006) stated that documentation is to look for data or variables in the form of notes, transcripts, magazines, agendas and others. Documentation techniques are carried out by: 1) reading Bisnis Indonesia, 2) collecting and classifying editorial texts that will be analyzed, 3) providing code in the editorial to be analyzed, 4) marking the type of argument in the editorial, 5) recording data into the analysis table, 6) grouping data based on argument type, 7) providing code, and 8) conducting analysis. Meanwhile, the interviews are conducted directly with

the chief editor of Bisnis Indonesia to gather data regarding the editorial management's understanding of the types of arguments.

The analytical method, which is used in this 2 search, is content analysis (content analysis). The qualitative content analysis focuses on the characteristics of language as communication with attention to the content or contextual meaning of the text (Bowers & Bryant, 1968).

The core instrument of this research is researcher 8 himself because the researcher plays fundamental role in determining the focus of the research such as selecting data sources, collecting data, analyzing data, interpreting data, and making conclusions and findings. Lincoln and Guba (in Mulyadi, 2011) argued that in a qualitative approach, researcher should take advantage of themselves as instruments, because non-human instruments are difficult to use in a flexible way to capture the various realities and interactions that occur.

## 3. FINDINGS AND DISCUSSION

Based on the analysis of twenty editorial texts, it is found that the types of arguments, which are used in the editorial of Bisnis Indonesia Daily, are divided into (1) argument from correlation to cause, (2) argument from consequences, (3) argument from public opinion, and (4) argument from expert's opinions.

### 3.1. Argument from Correlation to Cause Type

Argument from correlation to cause uses the concept of thinking that is characterized by causality. Walton (2005) stated that arguments from correlation to cause are a form of argument which shows practical and contextual causality, which means that condition A causes condition of B. Furthermore, John Stuart Mill (in Hastjarjo, 2011) states that a cause and effect or consequence is caused by a number of causes or antecedents. The correlation links between state A and B that occurs causally can be seen in the following data.

In the last few months, in the midst of the corona virus pandemic or Covid-19, the public has been flooded with news about banking problems, from the screams of customers - both individuals and corporates - to insufficient performance that has triggered concern (ED1)

The outbreak of the Covid-19 pandemic has made coal industry globally becoming sluggish, and Indonesia is no exception. This condition was exacerbated by falling demand from traditional buyers such as China and India (ED6).

ED1 and ED6 raised the topic of the Covid-19 pandemic which is endemic throughout the world. Authors in ED1 and ED2 use the argument type of

causal relationship. An event exists because of another event as its cause (Walton, 2005). In practical terms, the causal relationship that appears in ED1 is the Covid-19 pandemic which has caused problems around banking. The Covid-19 pandemic is seen as an antecedent while the problems surrounding banking is its result.

The causal link is also shown in ED6. The Covid-19 pandemic can be categorized as a cause. Lewis (in Hastjarjo, 2011) writes that a cause is something that makes a difference and that difference must be a difference from what would have happened if there is no cause. If there is no cause then there is no effect either. The effect caused in ED6 that has been mentioned above is the sluggishness of the coal industry globally. The result is the difference that occurs if there is treatment with what if there is no treatment (Hastjarjo, 2011).

There are several critical questions, which can be asked to test the type of argument from the causal relationship. Walton (2005) raises three critical questions if arguments from the causal relationship are proposed. The three questions are (1) Is there a correlation between A and B? (2) Is there any reason to think that the correlation is not accidental? (3) Is there a third factor (C) that causes A and B to occur? These critical questions are necessary to be asked so that the arguments, which are presented, are stronger and more trusted by the readers.

### 3.2. Argument from Consequences Type

Literally, the argument from consequences means an argument that leads to consequence. Walton (2005) asserts that arguments from consequences are presumptions that can be predicted from the proposed action. Furthermore, Walton (2005) said that argument from consequences is one form of arguments that is generally used in deliberations of the political and economic fields where both parties do not agree on what is the best course of action to take.

The argument from consequences type can be divided in two forms, namely arguments from positive consequences and arguments from negative consequences. Walton (2005) states that arguments from positive consequences are arguments that cite positive consequences of implementing a policy or action. Meanwhile, arguments from negative consequences are arguments that come from negative impacts that will occur when a policy or action is taken place. These two types of arguments appear in the editorial text as follows.

Indonesia Bank has increased the monetary dose to accelerate the national economic recovery. Yesterday (16/7), the Board of Governors Meeting decided to lower the BI 7- Day Reverse Repo Rate by 25 bps to 4%. (ED12).

The effectiveness of the absorption of the budget for handling the Covid-19 pandemic has actually been tested during this year. If it is delayed until the end of the year, the risk of economic pressure will deepen and drag on (ED15).

ED15 shows the argument types of positive consequences. The author states that the move to lower the BI 7- Day Reverse Repo Rate by 25 bps to 4% is an effort to accelerate the national economic recovery. The expectation of positive consequence of policy making to lower the BI 7- Day Reverse Repo Rate by 25 bps to 4% is the recovery of the national economy.

ED15 illustrates the use of the type of argument from the negative consequences by the author. The risk of deep and protracted economic pressure will be a negative consequence if the absorption of the budget for handling Covid-19 is not effective.

### 3.3. Argument from Public Opinion Type

The arguments from public opinion can also be understood as arguments from the public view. The form of argument from public opinion according to Walton (2005) is, if most (everyone, almost everyone) accept A as true as opinion polls show, this is an evidence that A is generally accepted. If A is a common knowledge, which is not usually debated, then it is a proof that A is generally accepted.

There is an increase in cases per day in a relatively large number. There are those who assess the acquisition of this high number as a result of the increasing incessant rapid tests or mass rapid tests (ED4).

Many people are worried that an economic recession will hit Indonesia, as a result of being hit by the chain effect of the Covid-19 pandemic which damages fundamentally economic (ED5).

The type of argument from general opinion, which is used by the author in ED4, is read through a position from people who think that the acquisition of a high number of cases of the Covid-19 pandemic is the result of incessant rapid tests or mass rapid tests. Meanwhile, in ED5, the author claims that the probability of an economic recession that will hit Indonesia as a result of the Covid-19 pandemic. The position of the statement is expressed by the author based on the concerns of many people.

The two types of arguments of public opinion in ED4 and ED5 seem to be weak argument because the authors in ED4 based his arguments on the judgments of several people. The author do not mention in detail those who judge the acquisition of the high number as a result of the increasing number of rapid tests or mass



rapid tests. This argument will be strong if it is supported by opinion poll results (Walton, 2005).

Writer in ED5 conveys his position statement from the concerns of many circles. It makes the argument from public opinion in the Indonesia Bisnis weak and arguable. This weakness has actually been recognized since in the beginning (Walton, 2005). The arguments from public opinion are not easily accepted or believed to be true because the arguments are based on the opinion of most people.

The weakness of the argument from public opinion can be overcome by presenting evidence that can strengthen the argument. By doing so, the reader can accept and believe it as a truth. To obtain corroborating evidence, it can be done in various ways, one of which is opinion polls (Walton, 2005). ED4 and ED5 data in Indonesia Bisnis editorial text can be weak because they are not supported by corroborating evidence in the form of opinion polls.

The consideration of the arguments from public opinion can be done by asking critical questions. Walton (2005) suggests two critical questions, namely (1) what is the evidence (opinion polls or public knowledge appeals) to support a claim that A is accepted as true? (2) If A is accepted as true, is there any logical reason to doubt that it is true? By asking these critical questions, it makes the argument stronger and can be trusted by readers.

### 3.4. Argument from Expert Opinion Type

The arguments from expert opinion are one of the important types of argument from reasoning. This type of argument emphasizes that the expert is a source who is thought to be in the capacity as a subject who has knowledge or expertise on a particular subject (Walton, 2005). Furthermore, Huenemann (16 Wagemans, 2011) states that an expert is a person who is epistemically responsible for a particular knowledge domain. It can be seen through the following data.

The large portions of working capital credit and investment credit in total bank credit also suppressed bank lending as a whole, which only grew by 3.04%. Based on data from the Financial Services Authority (OJK), the realization of working capital loans in May was recorded at IDR 2,544.52 trillion or only grew 1.43% compared to the same period in 2019. (ED13).

The author in ED13 uses data from the Financial Services Authority (OJK) to support his statement. OJK is seen as a knowledgeable or credible authority in the domain of bank lending. The authority in this argument is not an individual in the perspective of Walton (2005) but an institution. It distinguishes the type of argument from expert's opinion in the Indonesian Business

editorial with the type of argument from expert's opinion in other fields such as politics, law and others.

The argument from the expert's opinion is not an absolute statement that can be accepted as truth but can be doubted by making judgments for its consideration. The consideration of the argument model from expert's opinion can be done by asking critical questions about the requirements that must be met by an expert (Wagemans, 2011). Walton (2005) reveals that there are six critical questions that can be asked, namely (1) questions about expertise, (2) questions about the areas discussed, (3) opinion questions, (4) trust questions, (5) consistency questions, (6) backup proof question.

## 4. CONCLUSION

There are four types of arguments in the editorial of Bisnis Indonesia, namely argument from correlation to cause type, argument from consequences type, argument from public opinion type, and argument from expert's opinions type. The use of these types of arguments has an impact on a stronger, more reliable editorial, and is able to influence the readers to do or accept something as the truth and right.

The researcher realizes that this study still has its limitations in terms of the coverage of the research data. This study was only taken in July 2020. Further research can utilize by using much more data.

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