Critical Discourse Analysis On Racism by Netizen On Facebook Group: A Study of ethnic Mentioning on 'Info Cegatan Jogja' Facebook Group Threads

by Yulian Purnama

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Abstract - Discourse created in society is increasingly diverse. Many media can be used to convey discourse. In today's increasingly sophisticated era, Facebook is one of the media that can be used to convey discourse. In this discussion the author tries to analyze the discourse structure contained in the Facebook thread, in the 'jogja cegatan' group whose content is racism, especially in terms of the mention of certain ethnicities, with the following problem formulation: 1. What is the critical discourse analysis process from Facebook thread ? 2. What is the context of the discourse on Facebook thread, especially in the group 'Jogja', which mentions ethnicity in Van Dijk's theory? The discourse in the Facebook group 'info cegatan jogja' threads which mentions ethnic names mostly shows the negative behavior of the ethnic member they mention.

Keywords - racism; ethnic; Facebook.

I. INTRODUCTION

Linguists generally share the same opinion about discourse in terms of the most complete language unit. But in other cases there are differences. The difference lies in discourse as the highest grammatical element realized in the form of a complete essay with complete mandate and with high coherence and cohesion.Whole discourse is considered in terms of coherent content, while cohesiveness is considered from the suitability of supporting elements (forms). Linguists describe the understanding that discourse is; 1) words, sayings, said which are unity; 2) the whole speech. (Fatimah Djajasudarma, 2010). Discourse analysis is the study of message structure in communication. More precisely, discourse analysis is a study of various (pragmatic) functions of language. Discourse analysis is born from the awareness that the problems found in communication are not limited to the use of sentences or sentence parts, speech functions, but also include the structure of messages that are more complex and inherent. Discourse analysis cannot be separated from the use of the rules of various branches of linguistics, such as semantics, syntax, and so on. (Alex Sobur, 2006). Discourse analysis is intended to describe the rules of sentence, language, and meaning. Discourse is then measured by syntactic and semantic considerations. (Eriyanto, 2001)

Van Dijk's analysis here connects (textual analysis that focuses only on the text) toward a comprehensive analysis of how the news text is produced, both in relation to individual journalists and from society. (Eriyanto, 2001). Darma (2013) states that language is an important communication tool for humans so that in reality language becomes an important aspect in socializing or interacting socially. The use of language as a communication tool is bound by the theme, meaning of language, context and situation. The attachment of these four elements is focusing on the level of discourse.

Discourse created in society is increasingly diverse. Many media can be used to convey discourse. In today's increasingly sophisticated era, Facebook is one of the media that can be used to convey discourse. Facebook is a social networking website launched on February 4, 2004 by Mark Zuckerberg. Until this writing was compiled, Facebook is a media / social network that has very many users, even becoming the leader of social networks in the world. A study conducted in 2009 by Harris Interactive and Teenage Research Unlimited states that young people aged 13-14 spend more time using the internet than watching television. The Technology Observer Agency (Suwarno: 2009) also said Facebook users in Indonesia were the third largest in the world.

The freedom of Facebook users turned out to be able to make its users do activities they like. Sometimes Facebook users do not pay attention to the interests of other users. In fact, Facebook users must pay attention to the rights of other users. Among Facebook users' rights that are often violated are equal treatment of all humans, especially racism. This arises because the control of utterances made by users is not necessarily controlled and is the user's personal responsibility. One element of racism that

many Facebook social media users use is the mention of ethnicity which tends to give a negative impression. In this discussion the author tries to analyze the discourse structure contained in the Facebook thread, in the 'jogja cegatan' group whose content is racism, especially in terms of the mention of certain ethnicities, with the following problem formulation: 1. What is the critical discourse analysis process from Facebook thread ? 2. What is the context of the discourse on Facebook thread, especially in the group 'Jogja', which mentions ethnicity in Van Dijk's theory?

II.   LITERATURE REVIEW

A. Discourse Analysis

One of the views on discourse analysis is critical. This view wants to correct the view of constructivism that is less sensitive to the process of production and reproduction of historical and institutional meanings. Discourse analysis in this paradigm emphasizes the constellation of forces that occur in the process of production and reproduction of meaning. Individuals are not considered neutral subjects who can interpret freely in accordance with their minds, because they are very related and influenced by the social forces that exist in society. Therefore, discourse analysis is used to uncover the power that exists in each language process: what boundaries are allowed to become discourse, the perspective that must be used, what topics are discussed. With this view, the discourse of seeing language is always involved in power relations, especially in the formation of subjects, and various acts of representation contained in society. The third discourse analysis is often referred to as critical discourse analysis (CDA) (Eriyanto, 2001). In accordance with the view of critical discourse analysis that has been described previously, we can know that critical discourse analysis is a study method of using language that departs from a critical paradigm. This view wants to correct the view of constructivism which only limits the process of the formation of a discourse as an effort to reveal the hidden intentions of the subject who put forward a statement, without considering the historical or institutional production process (Eriyanto, 2001). Discourse analysis in this paradigm emphasizes the constellation of power that occurs in the process of production and reproduction of meaning. Individuals are not considered neutral subjects who can interpret freely in accordance with their minds, because they are very related and influenced by the social forces that exist in society. Critical discourse experts, such as Fairlough, Wodak, van Dijk, and van Leeuwen always state that the main purpose of critical discourse analysis is to uncover opacity in discourse that contributes to unequal income relations between discourse participants (Fauzan, 2014)

B. Teun A. van Dijk's Critical Discourse Analysis

Teun A. van Dijk (2001) stated that Critical Discourse Analysis (CDA) is the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk. in the social and political context. Discourse analysis is a study that examines or analyzes the language used naturally, both in written and oral forms. The use of language naturally means the use of language as in everyday communication. The data in discourse analysis in the form of text, both oral texts and written texts. The text here refers to the form of transcription of a series of sentences or utterances, as described above, the sentence is used in various written languages while utterances are used to refer to sentences in various spoken languages. Basically, analysis is an attempt made to uncover the identity of the object of analysis. Because the object of discourse analysis is never present alone, always accompanied by context, the context is the determinant of the identity of the object of analysis.

Teun A. van Dijk saw a text consisting of several structures or levels that each part supports each other. He divided it into three levels, namely macro structure, super structure and microstructure.

Macro Structure (Thematic) deals with thematic elements, it is global meanings from one discourse. Themes are general descriptions of opinions or ideas conveyed by someone. The theme shows the dominant, central concept, and the main thing from the content of a discourse or idea.

Superstructure (Schematic / Flow): Text or discourse generally has a scheme or plot from introduction to end. The flow shows how the parts in the text are arranged and sorted so as to form a unity of meaning. A news consists of two large schemes. First a summary marked with titles and leads. Then the second is the story, which is the overall content of the news.

Microstructure. This structure consists of:

a.   Semantic Analysis, Semantic Review of a news or report will include the background, details, illustrations, intentions and presuppositions that exist in the discourse.

1)   Sentence Analysis (Syntax). The discourse strategies in the syntactic level are :

Coherence is the connection or connection between words, propositions or sentences. Two sentences or propositions that describe different facts can be connected using coherence. So that these two facts can be related. Coherence can be devided into causal coherence, explanatory coherence, differentiation coherence.

Causal coherence can easily be seen from the use of conjunctions used to describe and explain relationships, or separating a proposition is related to how someone understands something that wants to be displayed to the reader. Explanatory Coherence. Explanatory coherence is characterized by the use of clauses as explaners. If there are two propositions, the second proposition is the explanation or explanation of the first proposition.

Differentiation coherence. This relates to the question of how the two events or facts will be distinguished. Two events can be made as if they are conflicting and contrast. The conjunctions commonly used to distinguish these two propositions are compared.

2) Denial: A form of discourse practice that describes how speakers hide what they want to express implicitly. Denial shows as if the speaker approves of something but the nature does not approve it.

3) Form of sentence: Relating to logical thinking, namely the principle of causality. This causality logic if translated into language become subject arrangement (which explains) and predicate (which is explained). In sentences with active structure a person becomes the subject of his statement, whereas in a passive sentence someone becomes the object of his statement.

4) Pronouns: a tool for manipulating language by creating imaginative communities. The pronoun is an element used by the communicator to indicate where someone is in a discourse.

C. Lexicon Analysis (Word Meaning)

The lexicon dimension sees the meaning of the word. The observation unit of the lexicon is the words used by someone in stringing words. The words chosen are attitudes to certain ideologies and attitudes. Events are interpreted and labeled with certain words in accordance with their interests.

D. Stailistic (Rhetoric).

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1) Writing Style: description, exposition, argumentation, persuasion and narrative.

2) Graphics: the use of bold letters, italics, underline usage, letters made in larger sizes, including, captions, rasters, graphics, images or tables to support the importance of a message.

   (a) Macro Structure (Thematic)

   (b) Superstructure (Schematic / Flow)

E. Racism

Race is a human classification anthropologically based on physical characteristics such as skin color, shape and color of hair, eye color, and other physical characteristics. Oommen (1997) classifies the human race in three major groups, namely the Mongoloid race or the yellow skin race, the Negroid race or the black race, and the Caucasoid race or the white race. UNESCO in 1950 stated that all humans on earth are the same as homo sapiens which consists of a number of populations. Large populations are called races, and there is no scientific evidence to show that biological differences are also identical to differences in intellectual abilities. In addition, different races can interbreed between races without causing biological defects. Based on this, all humans on earth should be able to live peacefully and not conflict with one another, because all humans are homo sapiens.

Racial classification in anthropogical studies does not place race in a hierarchical position or place a race superior to other races. But in its development race became a social construction when certain racial societies believed and claimed that their race was superior to other races. This belief then encouraged some of the racial communities to dominate and control racial communities that were considered inferior or different.

Fredrickson (2002) explains that racism is a belief that has two components, namely difference and power. Racism comes from a mental attitude that views them differently from us permanently and is not bridged. These different feelings then encourage racial communities who feel superior to dominating and controlling other racial communities. The contestation of racist attitudes is reflected in the form of racial prejudice, labeling or stereotyping of other races, and racial discrimination. This phenomenon continues to occur repeatedly when different racial communities meet and interact.

Meanwhile Sarup (2011) states that the references and meanings in a discourse in social life are very potentially shaped by humans who have the power to do so. In various aspects of human life, discourse in general is never neutral and born based on natural assumptions. Discourse is basically deliberately shaped and conditioned by more dominant institutions. In this case Sarup cites Foucault's opinion which states that power is not created in a single form. Power is everywhere, exists in all social relations and is carried out at innumerable points in heterogeneous forms. Power does not always work negatively and repressively, but also in a positive and productive way in the form of normalization. One example of normalization is in terms of the body. Gymnastics, fitness, and various forms of exercise flexibility to follow the norms about body standards that are considered good, namely slim. Truth is pinned and produced by the power system, therefore in discourse analysis the focus of attention should be

on how truth is created in discourse, how discourse provides a true or false description of reality. This can be done by identifying representations of discourse that are different from reality.

III. METHOD

This research was conducted with critical discourse analysis methods. By using this critical discourse analysis method, the analysis will focus on linguistic aspects and contexts related to that aspect. The context here can mean that linguistic aspects are used for specific purposes and practices. The object that will be examined by the researcher is the text thread in the group 'Jogja Prevention Info' which has racism content. This research method is formulated in several stages, namely the preparation stage, the data collection stage, and the data analysis stage and the presentation of the results of data analysis. The first stage, namely the preparation stage, is the earliest step where the researcher tries to prepare material objects and formal objects related to the chosen research topic. At this stage, there are readings for several Facebook groups that have many members in Yogyakarta and its surroundings, local or territorial. After doing a lot of consideration, finally the Facebook group 'jogja info' is selected as the object in this paper. The second stage is data collection, which is a set of ways to collect empirical facts from threads in groups related to racism issues. The data of this research are qualitative data, namely data in the form of discourse (words, sentences, paragraphs, expressions or utterances) about racism. Data collection is done by reading carefully the thread that is in the Facebook group 'info jogja', every time there is an expression concerning racism, all of that is recorded as data. Forms of data are screen shots or display storage for the thread. This expression of racism is used as data by paying attention to the discourse that surrounds it. Furthermore, the expressions recorded are numbered according to the time of posting. This method is used to make it easier to quote the original text.

The third stage is data analysis to find relationships between data and categorize data. The relationship between data can be functional, intentional, clausal and so on. This stage is done by sorting and categorizing data about racism that appears in the thread. In this stage, we will find out about the contestation of racism in the group 'info cegatan jogja'.

After the analysis phase is complete, the fourth stage is the presentation of the research report.

The analysis method used is the Teun A. van Dijk analysis model. The analysis model observes three things, namely text, social cognition, and context. This analysis model uses a social cognition approach. Research not only focuses on how text is produced. But also observe how a text is produced. So that it can describe the knowledge of why a story was made as presented by the author. In accordance with Teun A Van Dijk's analysis framework, three things were observed in Racism By Netizen On Facebook Group; A study of ethnicities mentioning the 'info cegatan jogja' of Facebook Group Threads is from the text structure, social cognition, and social analysis (Eriyanto, 2007) which is described as follows:

TABLE I.   TEUN A. VAN DIJK'S ANALYSIS FRAMEWORK

Structure	Method
Text: Analyze how discourse strategies are used to describe a particular person or event. What is the textual strategy used to marginalize a particular group, idea or event.	Critical Linguistics
Social Cognition: Analyzes how cognition speakers / writers understand a certain person or event to be written / produced.	Deep interview
Social Context: Analyzes how discourse develops in society, the process of production and reproduction of a person or event is described.	Literature review

Text structure, in observing the structure of the text seen from several levels that each part supports each other. Teun A. van Dijk divided it into three levels: macro structure, superstructure, and microstructure. (Eriyanto, 2007). To be clearer, the levels are described as follows:

TABLE II.   TEUN A. VAN DIJK'S TEXT STRUCTURE

Macro Structure
The global meaning of a text that can be observed from a topic or theme raised by a text
Superstructure
The framework of a text, such as the introduction, contents, conclusions, and conclusions.
Micro structure
The local meaning of a text that can be observed from the choice of words, sentences and styles used by a text.Text: Analyze how discourse strategies are used to describe a particular person or event. What is the textual strategy used to marginalize a particular group, idea or event.

Use of certain words, sentences, propositions, rhetoric is a reflection of the condition of the thread writer. The use of certain words, sentences, certain styles is considered as a way to influence public opinion, create support, strengthen legitimacy, and get rid of opponents. Discourse structure is a way of seeing the rhetoric and persuasion processes used by someone to convey a message. Certain words may be chosen to reinforce choices and attitudes, shape political awareness, and so on. (Eriyanto, 2007) Description of van Dijk's discourse elements is described as follows:

TABLE III.   TEUN A VAN DIJK'S DISCOURSE ELEMENTS

Discourse Structure	Points Observed	Element
Macro Structure	THEMATIC Themes or topics put forward in a topic news	Topic
Superstructure	SCHEMATIC How is the news section and sequence echoed in the full news text	Scheme or Flowchart
Micro Structure	SEMANTIC The meaning that want to be emphasized in the text.	Background, Detail, Purpose, Preference, Nomination
	SYNTAX What the choosen formation of the sentences	Sentences, Coherence, Pronouns
	STILISTICS How is the choice of words used in the text	Lexicon
	RHETORICAL How and the way of emphasis is done	Graphic, Metaphor, Expression

IV.   RESULT AND DISCUSSION

A. Characteristics of Threads in Facebook group 'info cegatan jogja'

Until this article is compiled, the Facebook group 'info cegatan jogja' has 918,649 members. This group link is https://www.facebook.com/groups/info.cegatan.jogja/. There are several groups whose names are similar, even the same. In the beginning, as the name implies, this group was formed to provide information about police inspection activity on the street that occurred in the Yogyakarta area and its surroundings. Furthermore, this group is used by its members to share information about lost items, social problems, and other things. The incoming thread is selected by the administrator before being allowed to show or not.

With so many group members coming from various backgrounds, there are many different languages used by group members to refer to ethnicity in their threads. Some are very short, some are very long one.

B. Use of non-standard abbreviations

The use of abbreviations found in the Facebook group 'info cegatan jogja' threads about the mention of ethnicity is very common. This is because the sender of the thread wants to post quickly. The tool used to post (gadget) is usually a smartphone that is easy to carry. Moreover, there are often senders of threads who upload photos that have just been taken and immediately posted on the group 'info cegatan jogja'.

C. Code mixing and Code switching

Code mixing and code switching are very common. The words used by sender threads in this group are Indonesian, Javanese, and English. The majority of the group members 'info cegatan jogja' are people who live in Yogyakarta Special Region and its surroundings, they use Javanese as mother tongue. Besides that, group members also come from other regions that have an interest in getting information about Yogyakarta, so the sender of the thread also realizes that Indonesian is also effective.

D. Discourse that want to convey

1. Lead

Before mentioning ethnic names directly or using the term substitute, some sender threads greet administrators or other group members. Next, the sender of the thread writes the location and time of the event. If there is no time information, it is likely that the events that are being posted are ongoing.

2. Main Content

Threads in the Facebook group 'info cegatan jogja' which mention ethnicity either directly or using other terms are mostly preceded by writing information about the events carried out by people from the referred ethnic group. A little positive news. Most of the news is negative. Some examples are written bold on the following:

(1) *Copas dari group, hati2 yg melintasi daerah seturan YKPN, jln perumnas OB Wahid Hasym sedang ada perang suku* **Ambon vs Papua** *(Muji Akram)*

Repost from other group, please be carefull if you want to go to YKPN area, (or) Wahid Hasyim Street, there is a tribe war between **Ambon** and **Papua**

(2) *Baru saja terjadi penghadangan di jalur sepeda motor ringroad utara depan kantor polsek depok timur oleh 2 orang* **kulit hitam**. *Entah dia malak atau apa. seprtinya Di mabok. Saya kebetulan lewat dijalur cepat mau berhenti jalan rame. Ga sempet saya poto. Saya telpon kantor polsek depok timur berkali kali blass ga diangkat payahh....... .. Monggo dilengkapi.. Sungguh bikin ga nyaman kalo pulang malam. Harus ada solusi jangan sampai ada korban. Baru bertindak. Monggo lur gmn solusinya (Sewa Minibusjogja)*

Just happended, an ambuscade…. by two **black skin** people……

(3) *Lur skitar jam 12 mau, aku pas balek kerjo neng ngarep jalan perumnas caturtunggal depan perumahan jogja regensi/belakang royal ambarukmo kepetok konvoi pasukan samurai* **etnis timur**, *perjalanan arah utara. seng numpak motor do bedigasan medeni aku ngampi arep kesrempet. Kiro2 podo gawe rusuh nendi yo? (Ginziro Javar Ambarel)*

…I met a convoy of **western ethnic** having swords with them……

(4) *Sedulur'' ku mohon bantuannya yg punya komunitas/group yg mencakup mahasiswa* **papua/ntt/org kulit hitam** *mohon d konfirmasi saya... Soalnya tadi pagi jam 4 pagi suami saya di keroyok org* **kulit hitam** *daerah gejayan rombongan mabuk kira'' 15-20 org...kernek'e suami saya luka parah masuk rumah sakit dan hp suami saya d rampas...di duga rombongan tersebut masih mahasiswa... Mau lapor polisi bingung karna pelaku tidak jelas karna rombongan... Suami saya panik duluan karna kerneke luka parah masuk rumah sakit... Mohon infonya sedulur'' ku * nwn sodara'' ..mohib jangan dibuly (Christin Emelin Harahap)*

…please help me, for those who has community of **Papua / NTT / black skin people** may contact me, my husband had been attacked by overwhelming numbers by **black skin people**….

(5) *Mohon ijin admin.. Mau laporan, sekitaran 30menit yang lalu ada saudara kita* **orang timur** *yang sedang terpengaruh alkohol sehingga membuat mereka lost kontrol dan melakukan tindakan2 yang kurang berkenan. Lokasi di depan bakpia 75 jl magelang/selatan tvri. Mereka sekitar 4 orang berdiri ditengah2 jalan nyegat kendaraan yang lewat, mungkin mereka mau mencari tumpangan atau gimana tapi dengan cara yang kurang tepat. Ada pengendara motor di depan sy yang kena pukulan, untung saja kena helm dan bisa lolos. Ada yang gebrak2 mobil sy. tp untungnya ada kesempatan untuk kabur dan gaspoll.. Sy sudah mampir lapor ke polsek tegal rejo juga, tp mungkin beda wilayah jadi belum di cek sm pihak berwajib.. Untuk yang sering berkegiatan mruput lewat jl magelang dimohon untuk lebih berhati2, sering ada orang timur mabok yang mungkin mengganggu di jalan.. Matur nuwun (Rifki Putra K)*

…. about 30 minutes ago, **western person** under alcohol influence lost their controll and did some bad action….

(6) *Ijin share lur, Ke Bengkel Dulu, ini akibat oknum anak2 muda* **ambon** *yang buat rusuh dan ngajak bercanda di jl Magelang minggu dinihari, semoga korban lainnya tetap semangat ber aktivitas dan tertangkap 1 orang diamankan 6 sepeda motor, semoga Polres Kab Sleman segera dapat menangkap pelaku lainnya yang bikin rusuh di Bumi Sleman Sembada yang tercinta dan tetap hati2 di jalan. (Ihwan Setiawan)*

…. this is the result of young **Ambonese** that make riot….

(7) *Ijin posting, buat ngucapin terimakasih buat* **sodara kita dari timur**, *critanya kehabisan bensin, di tengah jalan di bantu step sama* **kaka dari timur**, *lupa nama, lupa platnya juga,, Nb+ jangan srlalu berpikir negatif pada sodara kita dari papua, karna bnyak asumsi dari masyarakat berpikir negatif pada sodara kita dari timur ,, masih sangat bnyak sodara2 kita dari timur yg baik sperti mas tadi,, Ada yg punya cerita yg sama?? (Randi Saputra)*

…. thank you **our brother from east** for helping me find the gasoline for my motorcycle….

(8) *Hati2 penipuan model baru, tokoku didatangi seles lampu, orangnya spt* **cina** *pakai mobil ,dia bilang bapak sdh pesan, karyawanku tinggal bayar, padahal gak pernah pesan, karyawanku nurut sj byr Rp 240.000 pdhal harga aslinya sekitar Rp 75.000, smg yg lain lbh hati2 dan tdk tertipu (R Rara Primastuti)*
Be careful of the new kind of deception, a look like **Chinese** person…..

(9) *Nderek posting om admin Kepada mobil yaris B 221 RDA warna biru telur ditunggu itikad baiknya, Kronologi: Saya sedang melakukan perjalana dari sedayu ke jogja, sampai jl wates km 7 setelah jembatan soto mbah saleh saya menyalip truk pengangkut bbg karena di dari arah berlawanan kosong kendaraan, sudah menyalakan lampu sen dan 2x lampu dim, mobil yaris tersebut berada di depan saya di belakang truk bbg, saya sudah sampai depan separuh badan mobil saya tiba2 dia langsung belok kanan mau ikut menyalip tanpa melihat spion , dan terdengar bunyi lumayan keras di bagian belakang kiri mobil saya, istri dan kedua anak saya kaget ketakutan, setelah bisa menyalip truk bbg saya meminggirkan mobil di tempat aman warung makan dekat lampu merah , saya datangi mobil tersebut karena kebetulan lampu sedang merah dan saya suruh minggir di depan rupanya lampu pas hijau dia kabur ,mau saya kejar tidak bisa karena pas saya sampe jl raya lampu keburu merah, NB: pengemudi masih muda laki2 putih dan 'maaf'* **bermata sipit** *dan sepertinya belum terlalu lancar membawa kendaraan karena ada tulisan "belajar" tanpa ada supir pendamping alias dia sendiri di dalam mobil Bagi yang ada info silahkan menghubungi saya di 081328423687 (Wahyoe Misroen)*
….. the driver, a young white skin man and has **slanting eyes**….

E. *Discussion*

1. *Text Structural Analysis in Facebook Group of that mentioning ethnic groups 'info cegatan jogja' on Facebook Group Threads*

In the threads that are the object of research, the dimensions of the text under study are the structure of the text. Based on the theory of Van Dijk, the text consists of three structures analyzed. Each structure becomes a mutually supportive part. That is the macro structure, superstructure, and microstructure. This is to find out how the thread writer calls ethnicity into a particular language choice. Also knowing the events revealed through certain descriptions.

The critical linguistic methods:

a. Macro Structure

The things observed in this structure are thematic, themes / topics that are put forward in the choice of terms to refer to ethnicity. Some say langsug, some use other terms. There are certain considerations that cause group members to use substitute terms to refer to certain ethnic groups, including to put forward the principle of politeness.

b. Superstructure

Superstructure observation focuses on writing schemes. The thing observed about how group members call ethnicity directly or use substitute terms. The name of the tribe directly which can be found in the Facebook group 'info cegatan jogja' including 'Papua', 'Ambon', 'China'. The substitute terms included 'black', 'eastern ethnic', 'black person', 'easterner', 'our brother from east', and 'slant-eyed'.

c. Micro structure

The thing observed in the microstructure has four focus observations. That is observation from the semantic, syntactic, stylistic, and rhetorical side. To facilitate the description, the writer presents each side as follows:

Semantic observation takes the background, details, intent of the writing. This observation will describe the meaning that the writer wants to emphasize in the thread with the writing strategy and the purpose of writing. Most of the threads referring to ethnic groups in the 'Jogja jogging information' show activities that disrupt the order of the ethnic members.

Syntactic observation to find out how opinions are conveyed. While stilistics observes the choice of words used. The language style used by sender threads is usually non-standard language.

Microstructure in rhetorical observation examines the delivery style. Whether through graphics, expressions, or metaphors. The style of delivering discourse in a thread that refers to ethnicity in the Facebook group ja jogja prevention information 'has a lot of code mixing and code switching, and there is an irony delivery model.

2. *Social Cognition Analysis*

According to Van Dijk, discourse analysis must include how reproduction of trust is the basis for how speakers or writers create a text. As exemplified from the above threads, the mention of ethnicity is generally aimed at the existence of negative stigma against certain ethnic groups.

3. *Social Analysis*

In this analysis, the researcher uses the method of literature study by looking at the thread pattern mentioned above, against complaints about certain ethnic behavior.

The thread discourse that refers to the mention of ethnicity that develops in the community is influenced by two factors, those are hegemony factor and access to the media. The hegemony factor has close relationship with domination. Teun A. van Dijk's discourse analysis gives great attention to domination. For example, racism is in the form of white domination of other minority races that occur in Europe. A media owned by the white race will dominate the news that is concerned with its race. In contrast to minority races. (Eriyanto, 2009). Facebook group members 'info cegatan jogja' which are dominated by people from Javanese ethnic groups feel they have 'power' or domination so they are more free to write threads of things that concern other ethnicities. The second is access to the media. Teun A. van Dijk's discourse analysis gives great attention to access between each group in the community. Facebook group members 'info cegatan jogja' have great access in spilling their ideas through Facebook. Then it affects the audience's awareness more. (Eriyanto, 2009)

V. CONCLUSION

Based on the descriptions that have been stated in the previous chapters, especially in the discussion chapter, the following are the writer's outlining some of the conclusions of the research results:

The discourse in the Facebook group 'info cegatan jogja' threads which mentions ethnic names mostly shows the negative behavior of the ethnic member they mention. The members of the Facebook group feel they have to mention the name of the ethnic in their threads. They hope that other group members can provide a solution to the problem at hand.

A very diverse style of language occurs in the way of conveying information about the behavior of the ethnic members mentioned. Among them are non-standard types, occurrence of code mixing and code switching, and many abbreviations that occur sporadically as a result of hasty typing.

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