

## ABSTRAK

Kemunculan banyak media *online* menyebabkan persaingan antar media dan menyebabkan kurangnya perhatian terhadap verifikasi data. Media berlomba-lomba memberitakan suatu tren yang beredar di masyarakat. Fenomena *post-truth* merupakan keadaan dimana fakta objektif kurang berpengaruh dalam membentuk opini publik daripada kepercayaan pribadi. Penelitian ini bertujuan untuk mengetahui analisis wacana kritis fenomena *post-truth* di media *online* melalui studi terhadap pemberitaan mengenai Livi Zheng di Tirta.id. Penelitian terhadap 4 wacana ini merupakan penelitian kualitatif dengan pendekatan analisis wacana kritis menggunakan model Roger Fowler, dkk. Hasil analisis menunjukkan bahwa terdapat klasifikasi bahasa, marjinalisasi, pertarungan wacana, dan pembatasan pandangan. Dalam penelitian ini, peneliti melihat bahwa bahasa digunakan media untuk tujuan tertentu. Analisis yang dilakukan berhasil mengetahui maksud tersembunyi dari media yaitu mengajak pembaca berpikir kritis dan memiliki suatu pandangan yang sama terhadap Livi Zheng. Tirta.id memegang posisi dominan terhadap pemberitaan mengenai Livi Zheng. Tirta.id terkena terpaan *post-truth* dengan mengikuti tren pemberitaan yang ada, sehingga abai melakukan verifikasi data. Akibatnya pemberitaan menjadi tidak berimbang dan memarjinalisasikan objek.

Kata kunci: analisis wacana kritis, jurnalisme verifikasi, *post-truth*

## **ABSTRACT**

*The emergence of many online media causes competition between the media and causes a lack of attention to data verification. The media are competing to preach a trend that is circulating in the community. The post-truth phenomenon is a situation where objective facts have less influence in shaping public opinion than personal belief. This study aims to determine the critical discourse analysis of post-truth phenomena in online media through a study on news about Livi Zheng on Tirto.id. Research on these 4 discourses is a qualitative study with a critical discourse analysis approach using the model of Roger Fowler et al. The analysis shows that there are language classifications, marginalization, discourse battles, and view restrictions. In this study, researchers see that language is used by the media for certain purposes. The analysis carried out managed to find out the hidden intent of the media that is to invite readers to think critically and have a similar view of Livi Zheng. Tirto.id holds a dominant position in reporting on Livi Zheng. Tirto.id was hit by post-truth exposure by following the news trends, Thus, they neglected to verify the data. As a result, the news become unfair and marginalize the object.*

*Keywords: critical discourse analysis, verification journalism, post-truth.*