INVESTIGATING TEXT ANALYSIS ELEMENTS OF KOREAN CELEBRITY FASHION ARTICLES IN THE JAKARTA POST

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ABSTRACT

This study sheds light on the text analysis using the elements of representation, relation, and identity of news articles about Korean Celebrity Fashion published in The Jakarta Post. This study applies a qualitative descriptive method. This research uses the Critical Discourse Analysis model by Fairclough (1995) to analyze the data limited to elements of text analysis. The data are taken from the news article on October 15, 2018, titled "Seoul Fashion Week Ready for Kickoff, from the news article on September 21, 2022, titled "Surabaya Fashion Designer Gets Big Boots as Blackpink Members Wear Her Pieces" and from the news article on February 27, 2023, titled "Fashion Courts K-Pop and its Fans at Milan Catwalk Shows". There are 15 data analyzed that result in 12 representations, 3 relations, and 2 identities. The study reveals representations at the vocabulary level using words refer to Korean Celebrity Fashion. In the representation of clause combinations, it is found that more forms of extension used conjunctions. In the representation in inter-sentence sequences, it is found that the first news focused on the participants involved in the event, the second news focused on Diana's achievements, and the third news focused on fashion brands seeking partnerships with influential artists. In the relationship section, it reveals how the professional relationships of participants in the news. In the identity element, it shows that the writer placed himself as a news writer, and in the third news article, the writer placed himself as one of the Korean Celebrity fans who give comments for the event.

Keywords: Text analysis Elements, Korean Celebrity Fashion, Representation, Relation, Identity

ABSTRACT

Penelitian ini menganalisis tentang artikel *Korean Celebrity Fashion* dengan menggunakan elemen analisis teks, yaitu reprentasi, relasi dan identitas. Teks yang dianalisis adalah teks *Korean Celebrity Fashion* yang dimuat dalam The Jakarta Post. Data diambil dari artikel koran pada Oktober 15, 2018, "*Seoul Fashion Week Ready for Kickoff,* 21 September 2022, berjudul *"Surabaya Fashion Designer Gets Big Boots as Blackpink Members Wear Her Pieces"* dan 27 February 2023, berjudul "*Fashion Courts K-Pop and its Fans at Milan Catwalk Shows".* Data dianalisis dengan menggunakan teori Analisis Wacana Kritis dengan mengambil kategori element teks analisis,yaitu representasi, relasi dan identitas. Ditemukan dalam penelitian ini, dari 15 data terdapat 12 data representasi, 3 relasi dan 2 identitas. Representasi menunjukan penggunaaan ekstensi dengan menggunakan kata sambung, kosa kata yang merujuk pada Korean Fashion Celebrity, partisipan dalam teks baik yang terlibat dalam kegiatan atau sebagai penggemar saja. Pada elemen identitas ditemukan bahwa penulis berperan sebagai reporter dan penggemar yang memberikan komentar tentang kegiatan tersebut.

Kata Kunci: Elemen teks analisis, Korean Celebrity Fashion, Representasi, Relasi, Identitas

INTRODUCTION

Mass media is one of the means to fulfill human needs for information and entertainment, a product of modern technology as a channel in mass communication and an important element in the mass communication process. According to Nurudin (2014), the mass media performs a function to influence people's attitudes and behavior. Media has functions and can be used in various fields, such as education, politics, culture, media fields, journalism, and others. In the media, there is news which can be in print or online. News is any report about events, occurrences, ideas, and realities that are interesting and important to be delivered or published in the mass media in order to be known or become public awareness. According to Wahyudi, in the book Television Journalism (2006), news is a report on events or opinions that have important value, are of interest to most audiences, new, and published widely in the mass media. The presentation of news can be done through chained information, not all news can be presented to the public, there is a classification of news that is suitable for publication. The information must be factual, actual, accurate, objective, and important, and attract the attention of the audience to read, see, or listen to the news.

The function of news is to provide information to a wide audience. In various writings, news can be classified into three parts, hard news, soft news, and in-depth News. According to Morissan (2008), soft news is information that is important and interesting, sensationalized, more personality-centered, and delivered in-depth but not required to be aired immediately. The character of soft news is usually entertaining and the writing is more relaxed and the content is not too heavy. What is highlighted in soft news is not the important elements, but the elements that can touch the feelings of the audience or the entertaining elements. Williamson mentions several elements of soft news creativity, subjectivity, informativeness, entertainment, and unperishable. Some examples of soft news are holiday vendors, pottery making, entertainment, and lifestyle.

In line with Morrissan, Eriyanto (2012) states hard news is news about things that happen at the moment. This category of news is limited by time and actuality. This category of news is used to see if the information is given to the audience and to what extent the information is quickly received by the audience.

Examples of hard news are fires, accidents, and election results that the public must know immediately. Last, In-depth news is news that focuses on events/facts or opinions that have news value. In-depth news places a fact or opinion in the chain of a news report and reflects the issue in a broader context. An example of in-depth news is the cause of the relocation of street vendors so that many have difficulty finding a comfortable place.

Mass media can be classified into two categories, which are print media and electronic media. Print media consists of written sources such as newspapers, magazines, periodicals, books, newsletters, advertisements, memos, business forms, and others, while electronic media consists of television, radio, and the Internet. According to Kasali (2007), print media is static media and prioritizes visual messages. This media consists of sheets with a number of words, pictures, or photos, in color and white pages. Types of print media included in mass media are newspapers, magazines, tabloids, and others. Newspapers are print media and mass communication media. Vivian (2008) states that newspapers are the main mass media for people to get news. In most cities, there is no news source that can match the breadth and depth of the newspaper's news reports. The development of the internet has been the driving force behind the formation of online media. Blogs or websites have even become alternative media for spreading information more quickly without depending on or being limited to time and place.

One of the online media is online newspapers. News site The Jakarta Post is a daily English-language newspaper in Indonesia. The newspaper is owned by PT Bina Media Tenggara and is headquartered in the Indonesian capital, Jakarta. The Jakarta Post began as a collaboration between four Indonesian media outlets under the encouragement of Information Minister Ali Murtopo and politician Jusuf Wanandi. After the first edition was printed on April 25, 1983. After a change of editor-in-chief in 1991, the paper began to take a more vocal pro-democracy viewpoint. It was one of the few English-language dailies in Indonesia to survive the 1997 Asian financial crisis.

Discourse is a unit of language larger than a sentence. The term discourse is widely used in conversations, debates, or scientific texts. Discourse is a concise sentence sequence, that connects one proposition with another, one sentence with

another, forming a single unit. Hikam quoted by Eriyanto (2001) states that it is good to discuss the different paradigms of discourse analysis in looking at language.

There are three views on language in discourse analysis. The first view is represented by empirical positivism. According to Hikam, language is seen as a bridge between humans and objects outside themselves. In relation to discourse analysis, the logical consequence of this understanding is that people do not necessarily know the statement because it matters whether the statement is uttered correctly according to the rules of syntax and semantics. Therefore, grammatical, and syntactical correctness is the main field of the empirical positivism of discourse.

The second view is referred to as constructivism. This view is influenced by phenomenological thinking. This tradition rejects the view of empiricism/positivism that separates the subject and object of language. In the view of constructivism, language is not seen as a tool to understand mere objective reality and which is separated from the subject as the conveying question. Constructivism considers the subject as a central factor in discourse activities and social relations. Language understood in this paradigm is organized and animated by purposeful statements. Every question is essentially an act of meaning-making, an act of self-formation and self-disclosure on the part of the speaker.

The third view is called the critical view. This view corrects the view of constructivism which is less sensitive to the process of production and reproduction of meaning that occurs historically and institutionally. Discourse analysis in this paradigm emphasizes the constellation of forces that occur in the process of production and reproduction of meaning. Language is not understood as a neutral medium that lies outside the speaker. Language in a critical view is understood as a representation that plays a role in shaping certain subjects, certain discourse themes, and strategies within it. Therefore, discourse analysis is used to dismantle the power that exists in every language process, such as the limits of what is allowed to be discourse, the perspectives that must be used, and the topics discussed. Because it uses a crisis perspective, the third category of discourse analysis is called critical discourse analysis (CDA).

Fairclough (1995) builds a model of discourse analysis that provides a social and cultural analysis, connecting the tradition of textual analysis with the broader

context of society. Fairclough's biggest concern is to see language as a practice of authority. Fairclough's model is often referred to as the social change model because it focuses discourse attention on language. It divides the conception of discourse into three dimensions. First, it is as a language text, spoken or written; second is discourse practice (text production funds text interpretation); and third is sociocultural practice. In Fairclough's model, the text is analyzed linguistically, looking at vocabulary, semantics, and sentence structure. Second, discourse practice is a dimension related to the process of text production and consumption. Third, sociocultural practice is a dimension that relates to the context outside the text.

According to Fairclough and Wodak (1997), critical discourse analysis (CDA) sees discourse as a form of social practice causing a dialectical relationship between certain discursive events and the situations, institutions, and social structures that shape them. Fairclough focuses discourse on language because language use is used to reflect something. Quoting from Fairclough and Wodak, critical discourse analysis investigates how through language existing social groups fight each other and propose their respective versions. Fairclough (1995) divides discourse analysis into three dimensions: text, discourse practice, and sociocultural practice. The point of Fairclough's discourse analysis is to see language as a practice of power.

He analyzes the text linguistically, looking at vocabulary, semantics, and sentence structure. Discourse analysis is a dimension that deals with the process of text production and consumption. News texts are produced through different text production processes, usually produced in specific ways with structured routines and work patterns from journalists' reports in the field or from news sources written by editors and so on. Meanwhile, sociocultural practice is a dimension that relates to the context outside the text. The context here includes the context of the situation, which is broader than the context of the institutional practice of the media itself in relation to a particular society or political culture. When analyzing news texts, we need to look at the order of discourse. Order of discourse is the relationship between different types, such as discursive, classroom, and work types, all of which provide the limits of how texts are produced and consumed.

Fairclough sees texts on various levels, according to him a text not only shows how an object is described, but also how the relationship between objects is defined. There are three basic elements in Fairclough's theory, which are representation, relation, and identity.

Table 2.1.1 Three elements of text analysis by Fairclough

Element	Which to find out
Representation	How events, people, groups, situations, circumstances or anything else are presented and described in the text.
Relation	How the relationships between journalists, audiences and news participants are displayed and described in the text.
Identity	How the identities of journalists, audiences and news participants are displayed and described in the text.

Representation

Representation in clauses

This relates to how people, groups, events, and activities are presented in the text, in this case, the language used. According to Fairclough when something is displayed, language users are faced with at least two choices. It is vocabulary and grammar. The first is vocabulary which is used to display and describe something and which shows how something is included in one set of categories. The choice of vocabulary used relates to how a particular event, person, group, or activity is categorized within a particular set.

Second, grammar, the first is mainly the difference between an action and an occasion. Language use can choose whether to present a person, group, or activity as an action or as an event. At the grammatical level, Fairclough's analysis mainly focuses on whether grammar is presented in the form of a process or in the form of a participant. In process form, whether a person, group, or activity is presented as an action, event, state, or mental process is based on how the action is to be described. The action form describes how someone performs a certain action to someone who causes something. The action tense generally has a transitive structure (subject + verb + object).

Representation in a combination of clauses

Between one clause and another, they can be combined to form an understanding that can be interpreted. Basically, reality is formed through language by combining one clause with another. In the process of writing news, journalists make abstractions of how separate and scattered facts are combined into a story that can be understood by the audience and form an understanding. The combination of these clauses will form local coherence, which is the understanding that is obtained from the combination of one sentence with another so that the sentence has meaning. The first discussion is cohesion, which is when one clause becomes an explanation of another clause. The second clause's function is to detail or elaborate on the first clause. It is generally connected by the use of conjunctions such as 'which', 'then', or 'next'. Second, extension, where one clause is an extension of another clause, the function of the second clause is a continuation of the first clause. In order using the conjunction 'and' or in the form of a contrast between one clause and another which generally uses 'but', 'although', 'however', and so on, also makes an equal choice between one clause and another which generally uses the conjunction 'or'. The third is enhancing, where one clause is bigger than the other, for example, one clause becomes the cause of the other clause, usually by using the conjunction 'because' or 'due to'. This difference is mainly due to how one fact is linked to another. This is because language speakers will strategically use and interpret between clauses to create understanding.

Representation in Intersentence series

This aspect relates to how two or more sentences are organized and assembled. This representation relates to which part of the sentence is more prominent than the others. One important aspect is whether the participant is considered independent or is shown reacting in the news text. Another important aspect is whether any information is presented as foreground or background. Sentences that occupy a background position generally summarize the theme of the news story and then provide other information as background to the incident.

Relation

Relation relates to how participants in the media relate and are presented in the text. Media here can be seen as a social scene, where all groups, groups, and audiences in society relate to each other and convey their versions of opinions and ideas. According to Fairclough, there are three main categories of participants in the media; journalists including reporters, editors, and news readers for television and radio, media audiences and public participants including politicians, businessmen, community leaders, artists, scholars, scientists, and so on. The understanding of how relations are constructed in the media between audiences and social forces, dominating economic, political, and cultural life is an important part of understanding the general understanding of relations between power and domination in developing societies.

This relationship analysis is important in two ways. First, it is said that the media is a social space where each group in society proposes ideas and opinions to each other, competing for influence to be more accepted by the public. Therefore, relationship analysis provides valuable information on how these social forces are displayed in the text. The second is relational analysis is also important to see how the audience is to be placed in the news. How the pattern of the relation between journalists and other participants wants to be communicated to the audience, or in other words, how the text builds the relationship between the audience and the social participants that are built.

Identity

The aspect of identity by Fairclough by looking at how employee identity is displayed and constructed in the news text. According to Fairclough (1995), how the journalist situates and classifies himself with the issue or social group involved, to which group he refers, and whether the journalist wants to classify himself as part of the audience or present and classify himself independently. This identity determines how the text will be created, how questions are asked to sources, and how the materials are written into the news text. Identity is not only attached and related to the journalist, but also how the participant public is identified, and how the audience is representation in Clauses

The easternmost region of Asia is home to the 750-mile-long (1,200-kilometer-long) peninsula known as Korea. Across the peninsula, South Korea takes up around 45% of the land area. The nation's capital is Seoul. South Korea is well-known for its K-pop music, delectable cuisine, historic temples, and exciting festivals. for its celebration of festivals, some of whose origins date back to the sixteenth century. Due to its lengthy history, the area is home to numerous historic structures, including Buddhist temples and enormous palaces. In addition, South Korea is also known for its beloved national foods like bibimbap and kimchi. This is the subject of numerous celebrations, such as the Jeonju Food Festival. There are traditions such lunar new year, harvest moon festival or better known as Chuseok, Korean Pop or K-pop, the Korean film or drama industry, fashion, Buddhist temples, Yudu festival, National Independence Day, and also cosmetic surgery. Traditional prints and colors are combined with modern clothing in Korean fashion. Their sense of fashion is traditional, enjoyable, and nonetheless grounded in reality. The idea of dressing for the occasion has always been central to Korean fashion. Koreans choose clothing that is both practical and suitable for the occasion. Plaid and checkered prints are some of the current trends in Korea. This year's runways are filled with chic blazers, adorable miniskirts, and slender pants. Desaturated colors are the year's final significant trend. Sticking to solid neutral colors from the nature and basic color palette, Korean clothing are playing it safe with their colors yet assertive with their style. Because of the large number of emerging designers and fashion houses that are establishing themselves, Korea is currently the fashion industry's hotbed. Although major brands and runway trends have an impact on Korean fashion, its best quality is that it is tailored to fit the streets.

Designers use materials and trends from the runway to create party and casual wear that young people can easily afford and wear frequently. Smart design is used in Korea to produce widely appealing clothing. K-pop albums and performers have generated a lot of buzz across the world, not just for their music but also for their clothing and accessories. The attire is fashionable, vibrant, and suitable for many preferences. Besides good infrastructure, government support, and affordability (which makes Korean clothing brands affordable), Korean fashion

is also known for its excellent branding and marketing. Pop culture intervenes here, ensuring that trendy styles are always in the public eye.

The following are two previous studies are conducted related to the topic discussed. The first research is conducted by Pujiastuti (2022) entitled *Analisis Teks dan Sosiokultural Berita Pada Isi Kolom Ternyata Hoax" Jawapos.com: Studi Analisis Wacana Kritis Norman Fairclough*". The method used in this research is qualitative descriptive analysis method. The data in this study are news texts about expired Sinovac vaccines and mRNA vaccines made from computer programs published or uploaded in the *Ternyata Hoax* column of Jawapos.com. The findings are hoax news uses a lot of exaggerated words or hyperbole that is not supported by credible and valid data, or comes from the opinion of the text producer additionally the text production fully supports that vaccines are not safe. Hoax information is widely spread on social media pages such as Facebook. There are people who are pro, contra, and neutral towards hoax news circulating through comments on the text producer's Facebook page. There is no sources to strengthen the information even though the text always presents institutions/participants. Therefore, Fairclough's critical discourse analysis theory can prove that a discourse or text is a hoax.

The second research is "Text Analysis of Plane Crash News in The Jakarta Post Article: A Study of Critical Discourse Analysis by Ginorsa and Saswati (2023). This study uses a qualitative method. The data are taken from a news article in The Jakarta Post about a plane crash in Indonesia. This research focuses on text analysis which are representation, relation, and identity. The data are taken from the Jakarta Post news article dated November 4, 2022, entitled "Sriwijaya Air 2021 crashes due to mechanical problems, the final probe report says". This study reveals that the representation in the use of complex clauses and compound-complex clauses and vocabulary level using some aviation terms to refer to pilots committing task errors. In the presentation of a combination of clauses, it is found that thereare more extension forms in the form of contrast. In the representation of the intensity of the series, it was found that the news series focused on pilot and mechanical errors. The result of the research in regards to relation and identity reveals that the chief

investigator is the source person, and the author places himself as a reporter or writer of the news.

The difference compared to the previous studies is a matter of data. The data are about the Korean Fashion. The study is to investigate the articles entitled Seoul Fashion Week Ready for Kickoff on October 15, 2018, article Surabaya Fashion Designer Gets Big Boots as Blackpink Members Wear Her Pieces on September 21, 2022, and Fashion Courts K-Pop and its Fans at Milan Catwalk Shows on February 27, 2023. This study sheds light on the text analysis using the elements of representation, relation, and identity of news articles about Korean Celebrity Fashion published in The Jakarta Post. The research questions drawn for this study are:

1. What are the representations found in the articles Jakarta Post news?
2. What is the relation of the text that can be found in the articles Jakarta Post news?
3. What is the identity of the text that can be found in the articles Jakarta Post news?

METHOD

This research used a qualitative method. According to Creswell and Creswell (2014), qualitative research is an approach to exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The research process includes developing research questions, data collection, data analysis inductively building from particulars to general themes, and the researcher providing interpretations of the data's meaning. This research focuses on Fairclough's theory of critical discourse analysis. This research focuses on critical discourse analysis (CDA) in The Jakarta Post about Korean Fashion limited only on the text analysis elements: representation, relation and identity. The data from this research are taken manually, by visiting The Jakarta Post website, taking data randomly, and then selecting the text element: representation, relation and identity. The data are taken from The Jakarta Post website news about Korean Fashion. The article was titled "Seoul Fashion Week Ready for Kickoff" on October 15, 2018, next article "Surabaya fashion designer gets big boots as Blackpink members wear

Her Pieces" on September 21, 2022. The last article is "Fashion Courts K-Pop and its Fans at Milan Catwalk Shows" on February 27, 2023.

The data collection technique is how the writer collects and gets the data. There are techniques for collecting data for this research, which are searching The Jakarta Post news portal on the search bar, searching the news about Korean Fashion from the Jakarta Post website news portal, choosing the news randomly, collecting data by copying and pasting the selected news link into the data document. The data analysis methods are the data was categorized using Critical Discourse Analysis by Fairclough (1995) text types (Representation, relation, and identity) cited in the book Discourse Analysis by Eriyanto (2001). The data are analyzed using text analysis elements by explaining the context of the article, which consists of representation (representation in clauses, the combination of clauses, and inter-sentence series), relation, and identity.

RESULT AND DISCUSSION

This segment presents the result of this study which are divided into text analysis elements: representation, relation and identity of the text.

Representation in clauses: vocabulary level and grammar level

Vocabulary Level

The choice of vocabulary used relates to a particular event, person, group, or activity. In datum 1 titled Seoul Fashion Week Ready for Kickoff, The Jakarta Post begins the news about the 2019 S/S Hera Seoul Fashion Week October 14 to 19, 2019. This biennial event, organized by the Seoul Design Foundation, is to reinforce the city's status as a major fashion hub in Asia and will take place at the central Seoul Dongdaemun Design Plaza. The representations for vocabulary level can be found referring to the sentence "Biennial". In the news article, the author explained:

The biennial event, hosted by the Seoul Design Foundation to cement the city's status as Asia's main fashion hub, is to take place at the Dongdaemun Design Plaza in central Seoul through Saturday.

The word "biennial" in datum one can be explained as occurring every two years. According to the Merriam-Webster dictionary, biennial can be defined as follows. First, it is a plan that occurs every two years. such as competitions, sports, or conventions. Second, a biennial is a plant that lives for two years. It produces flowers and fruit only in the second year. Therefore, the biennial here can be interpreted as an event that takes place every two years. The news writer uses the choice of the phrase biennial which has the same meaning as two years. Therefore, this Seoul Fashion Week event is held in Seoul every two years.

In the datum 2 news article, Surabaya fashion designer gets a big boost as Blackpink members wear her pieces, The Jakarta Post started the news where K-pop group Blackpink wore clothes designed by Diana M Putri for their latest comeback music video "Shut Down". The representations for vocabulary level can be found to refer to the sentence. In the news article, the reporter explained:

In the video, two members of Blackpink can be seen wearing some of Diana M Putri's pieces, much to the **delight** of the designer as well as the group's Indonesian fans. The designs are also worn for other promotional materials related to the album.

The word, delight, in the Merriam-Webster dictionary means a high degree of satisfaction or pleasure or "to get great pleasure". Delight is synonymous with the words such as joy and pleasure. The antonym of delight is "bummer" or "regret". The words "delight of the designer as well as the group's Indonesian fans" represent how delighted Diana and the Indonesian fans are that Diana's collection of clothing designs is being worn by the two Blackpink members for their latest comeback.

Grammar Level

At the grammatical level, language use can choose whether to present a person, group, or activity as an action or as an event. Fairclough's analysis mainly focuses on whether grammar is presented in the form of a process or in the form of

a participant. The representation at the grammar level in the news article Seoul Fashion Week Ready for Kickoff can be found referring to the sentence:

For the general public interested in fashion, a mentoring seminar will take place on Thursdays. Fashion editors, critics, and buyers will discuss influencer marketing and how to inject a fresh perspective into the fashion industry.

She explained that if people are interested in fashion, then a seminar will be held on Thursday. In the statement, the event form is found in the word will take place on Thursday. The word will be a transitive verb, which is a verb that requires an object to complete its meaning. The word will in this sentence is used to describe the object in front. The word mentoring seminar in this sentence is the actor of the general public who is interested in fashion.

It was a sudden request from YG Entertainment [Blackpink's management company], requesting that the wardrobe pieces arrive in South Korea within four days, as we finally chose the piece from the Diana Couture archive, [sending] both from Indonesia and Los Angeles,"

The participant form process is found including actions and conditions. The action that occurs in the sentence is included in the transitive sentence. The sentence requires an object, consisting of elements (complement + subject + predicate + object + description). The second is the element of circumstance, which can be characterized by the cohesion of the directional pronoun "it." The second is the element of circumstance. In the participant form, the sentence refers to an active sentence and acts as a subject because YG Entertainment as the agency that houses Blackpink performs an action, they want some clothes to arrive in South Korea within 4 days. The findings in data 2 use transitive verbs, are already in progress, there is cohesion and the participant acts as the subject.

...while Valentino announced its collaboration with Suga – another band member on temporary hiatus – who plans a solo tour this spring.

It shows two participant processes that produce action and state forms. The action in the sentence belongs to the transitive sentence structure. The sentence requires an object with the elements (predicate + subject + verb +object). The

second is the state form. The state that appears in the sentence above is a certainty. This is characterized by the cohesion of the personal pronoun "its". In the participant form, the text serves as the subject because there is an action and the sentence is an active sentence. Therefore, the participant in this case, Valentino, performs an action in the form of an announcement where he announces his collaboration with K-pop group BTS member Suga. The findings in data 3 use transitive verbs, there is cohesion, and the participant acts as the subject and represents a fact.

Representation in a Clause Combination

At representation in a clause combination, between one and another clause, they can be combined to form an understanding that can be interpreted. The combination of these clauses will form local coherence, which is the understanding that is obtained from the combination of one sentence with another so that the sentence has meaning. In the news article, the reporter explained:

"This season's Seoul Fashion Week aims to excel in its role of providing up-and-coming designers with opportunities to rise as global fashion experts and turning the event into Korea's biggest fashion festival, so the public can easily experience and understand what fashion truly is," said Jeong Gu-ho, the general director of Seoul Fashion Week.

The first discussion is cohesion which is one clause becomes an explanation of another clause. In this data, the main clause is explained by some of the sentences *This season's Seoul Fashion Week aims to excel in its role of providing up-and-coming designers with opportunities to rise as global fashion experts and turning the event into Korea's biggest fashion festival*. The sentence was explained by the general director of Seoul Fashion Week, Jeong Gu-ho. He explained the purpose of Seoul Fashion Week. The conjunction becomes cohesion, the sentence above uses coherence of extension, where one clause is an extension of another clause because it uses the conjunction "to". Forms of elaboration can be seen in the sentence "to" excel in its role of providing up-and-coming designers with the opportunity to rise as global fashion experts and turning the event into Korea's largest fashion festival" The writer refers to a designer who designs clothes.

The extension form is the form where one clause becomes a continuation or addition to another clause. The form of lengthening can be characterized by the conjunction "so". In this data, the subordinate clause in the sentence is "***so that the public can easily experience and understand what fashion really is***". The adverbial clause of result aims to state that one of the clause elements is the result of the previous clause. The word "so" becomes a form of sentence extension, so that the public audiences easily experience and understand what fashion really is. The enhancing form is the form of a clause that is higher in position than the rest of the sentence, usually stated as the cause. This form is marked by the presence of the coordinating conjunction "and". Coordinating conjunctions are conjunctions that connect two equal words, phrases, clauses, or sentences. The sentence has two clauses: "to rise as global fashion experts" and "turning the event into Korea's largest fashion festival".

It is observed that between one clause and another sentence, they can form a sense that can be interpreted. In data 2, the sentence is a complex sentence.

On Sept. 16, Blackpink announced the release of their second album Born Pink and a music video for their first single "Shut Down" after a two-year hiatus.

The form of elaboration in datum 2 can be seen in the sentence "after a two-year hiatus". The word "after" clarifies the previous clause. Explaining the K-pop group Blackpink who made a comeback after a two-year hiatus. The sentence is clarified through the first clause, namely, Blackpink released the second album and music video "shut down" after their two-year hiatus. The extending form is the form of a clause that is a continuation or addition to another clause. This form can be characterized by the presence of a subordinating conjunction. A subordinating conjunction is a conjunction that is used to create a complex sentence and functions to detail the previous sentence. The word "after" becomes a form of extension of the second sentence which is inserted into the first sentence that K-Pop Group Blackpink announced the release of their second album and also the latest music video clip shut down after their two-year hiatus. The enchanting form is a clause form that has one position higher than the other. This form is characterized by the presence of a subordinating conjunction. The subordinating conjunction here functions to specify the sentence. The sentence consists of two clauses, namely

"Blackpink announced the release of their second album Born Pink, and a music video for their first single Shut Down" and "After a two-year hiatus."

Representation in Intersection Sequences

The datum 1 news article entitled Seoul Fashion Week Ready for Kickoff in The Jakarta Post begins the news about the 2019 S/S Hera Seoul Fashion Week from October 14 to 19, 2019. This analysis looks at how sentences are assembled, and which sentences are more prominent than other sentences. This analysis looks at whether the participant is considered independent or is shown giving a reaction to the news text:

Menswear designer Woo Young-mi of Solid Homme will kick off the event with a show titled "Solid/Beyond 30". Celebrating the 30th anniversary of the brand's launch, Woo will display 100 creations from its 2018 fall-winter collection and its 2019 spring-summer collection.

"This season's Seoul Fashion Week aims to excel in its role of providing up-and-coming designers with opportunities to rise as global fashion experts and turning the event into Korea's biggest fashion festival, so the public can easily experience and understand what fashion truly is," said Jeong Gu-ho, the general director of Seoul Fashion Week.

Based on the analysis of data 1, the evidence is that the language used in the news text primarily centers around providing an introduction and description of the forthcoming Seoul Fashion Week event. The focus is on highlighting the participants involved in the event and its various associated activities. The text highlights the significant involvement of key participants, including the Seoul Design Foundation, Woo Young-mi, and the Generation Next designers. Moreover, the user's text emphasizes the immense global importance and ambitions of Seoul Fashion Week, aiming to become the leading Fashion Week in Asia and a prominent international platform for the fashion industry.

The news text effectively utilizes a descriptive and informative tone to convey critical details about the event. It provides a comprehensive overview of the event's schedule, highlights the participation of various designers, and mentions special activities that will be available to the general public. The inclusion of quotes

from Jeong Gu-ho, the general director of Seoul Fashion Week, enhances credibility and provides a more intimate perspective on the event's vision and objectives.

It's truly a dream to be able to dress some of the most amazing girls in the K-pop scene today. Here's to many more iconic looks," Diana wrote on her Instagram.

The linguistic style employed in this quotation from data 2 exhibits a strong sense of enthusiasm, positivity, and appreciation. Diana articulates a profound sense of contentment and elation, characterizing the experience as realizing a long-held aspiration to style exceptionally talented young women within the K-Pop industry. The author's deliberate choice to employ the term "dream" effectively communicates a sense of enthusiasm and underscores the profound importance of this particular opportunity. The inclusion of the phrase "Here is to many more iconic looks" in her statement showcases her positive outlook and aspirations for continued partnerships and achievements in the future.

The following sentences provide insight into Diana's emotional reaction to styling K-pop stars. The user's text demonstrates a strong enthusiasm and reverence toward the individual's profession. The language employed conveys a deep passion for their work and a profound sense of privilege in the opportunity to style influential personalities within the K-Pop industry. The quote exudes positivity and celebration, conveying a sense of accomplishment and deep satisfaction in her chosen vocation as a fashion designer.

Both Blackpink fans and the design community congratulated Diana on her Instagram. Indonesian singer Shanty commented; "Wow, the corset looks fantastic."

Diana's design has been worn by other international artists including American country singer Carrie Underwood and a Houston-native rapper, Megan Thee Stallion.

The linguistic style employed in this particular segment can be characterized as exuberant and optimistic. The news text highlights that Diana received congratulations on her Instagram from Blackpink fans and the design community. The term "congratulated" suggests that the individuals in question expressed their admiration and appreciation for her accomplishments. The segment needs more specific details regarding the content of the congratulations. An enthusiastic and

optimistic tone characterizes the linguistic style employed in this particular segment. Shanty's comment, "Wow, the corset looks fantastic," can be interpreted as a genuine expression of admiration for Diana's design. The inclusion of the term "fantastic" in her statement suggests a strong admiration for the corset.

The language employed in this particular segment is characterized by its informative nature, as it effectively emphasizes the acknowledgment received by Diana's design, which renowned international artists have donned. Including renowned artists such as Carrie Underwood and Megan Thee Stallion concerning Diana's designs is a testament to the widespread recognition and appeal of her creations within the global music industry. The analysis of the language representation in the news text indicates an overall positive and appreciative tone. The text emphasizes the widespread recognition and admiration that Diana has garnered from various sources, including devoted Blackpink fans, the design community, and renowned Indonesian singer. The fact that other international artists are wearing Diana's designs is a testament to her remarkable success and significant impact on the fashion industry. The linguistic choices employed in the text effectively communicate a profound admiration and accolade for Diana's exceptional prowess as a fashion designer.

Relation

The relationship element is used to find the participant relationship pattern in the news text. In the first news text, the participants shown in the text are from many sides such as menswear designer Woo Young-mi, general director of Seoul Fashion Week Jeong Gu-ho, local Korean designers, buyers from abroad, and the general public. Participants here become participants who read the news. the writer is to build a relationship between the sources to explain who attended and participated in this event.

Menswear designer Woo Young-mi of Solid Homme will kick off the event with a show titled "Solid/Beyond 30". Celebrating the 30th anniversary of the brand's launch, Woo will display 100 creations from its 2018 fall-winter collection and its 2019 spring-summer collection.

"This season's Seoul Fashion Week aims to excel in its role of providing **up-and-coming designers** with opportunities to rise as global fashion experts and turning the event into Korea's biggest fashion festival, so the **public** can easily experience and understand what fashion truly is," said Jeong Gu-ho, **the general director** of Seoul Fashion Week.

"2019 S/S Hera Seoul Fashion Week will continue to grow as Asia's No. 1 Fashion Week and take a leap forward to become a global professional fashion fair event," he added.

More than **130 buyers** from Asia and **30 buyers** from Europe and the Americas are expected to visit creations for the upcoming spring-summer seasons. At the Seoul Collection, the main fashion show, 42 local fashion brands will display their creations for the upcoming spring-summer season. For the general public interested in fashion, a mentoring seminar will take place Thursday.

The results of the relationship findings, participants featured in the text come from various participants such as designer Diana M Putri, members of the K-Pop group Blackpink, YG Entertainment, Indonesian singer, Shanty, fans, and design communities. Blackpink and designer Diana M Putri were mentioned several times, as follows:

On the video, two members of Blackpink can be seen wearing some of **Diana M Putri's pieces**, much to the delight of the **designer** as well as **the group's Indonesian fans**. The **designers** are also worn for other promotional materials related to the album.

"It's truly a dream to be able to dress some of the most amazing girls in the K-pop scene today. Here's to many more iconic looks," Diana wrote on her Instagram. Diana shared that it was a sudden request from YG Entertainment, **Blackpink's agency**.

Both Blackpink fans and the design community congratulated Diana on her Instagram. Indonesian singer Shanty commented; "Wow, the corset looks fantastic."

The participants featured in the text come from various parties such as solo singer Jeon Somi, Italian fan Serena Dani Marco, Korean actress Song Hye-kyo,

fan Fan Giulia, K-pop band BTS Jimin and Suga, K-pop girl band New Jeans Hanni, former Gucci creative director Alessandro Michele and the followers.

Outside Prada's fashion show on Thursday, the biggest squeals of excitement came from **fans** of **Jeon Somi**, South Korea's blonde singer with **16.6 million Instagram followers**.

Such enthusiasm also greeted the arrival of Korean actress Song Hye-Kyo at the Fendi show on Wednesday, which kicked off fashion week.

Fan Giulia,20, was crushed behind a barrier outside the show, holding up her handmade sign with photos of her idol and an "I love you" written underneath.

Jimin, a member of the best-selling K-pop boy band BTS, became Dior's latest global brand ambassador in January, While Valentino announced its collaboration with Suga – another member of the band that is on a temporary hiatus – who plans a solo tour this spring.

Gucci, meanwhile, has seized on Hanni, the lead singer of NewJeans, another South Korean girl group who released their debut single last summer.

A show planned for last November – which would have been the South Korean debut for Gucci's former creative director Alessandro Michele – was canceled following the Halloween stampede in the city center that killed more than 150 people.

Identity

Identity analysis here is meant to see how the text producer places himself into the news text. The placement is done by the text producer by identifying himself to the people involved in the news. In the news text, the identity built by The Jakarta Post is the identity of The Jakarta Post that does not place itself on one of the parties featured in the news. Based on the description of the first news text, the text producer identifies himself as Jeong Gu-ho, The general director of Seoul Fashion Week. It is characterized by a quote from Jeong Gu-ho stating that this year's Seoul Fashion Week aims to excel in its role of providing up-and-coming designers with the opportunity to rise as global fashion experts and then turning the event into Korea's largest fashion festival so that the public can easily understand what fashion really is. The text shows the positive side of this event. Jeong Gu-ho

also added that 2019 S/S Hera Seoul Fashion Week will continue to grow as Asia's No. 1 Fashion Week and leap forward. 1 Fashion Week and become a leap forward for global professional fashion exhibition events.

While in the second and third news texts, the news text writer uses the point of view of the general public. The relationship shown between the writer of the news text and the participant is classified as explicit because the writer quotes information sourced from what happened. The writer of the news text identifies himself as a public audience, writing information from what he sees and gets identified.

CONCLUSION

Based on the study results of Text Analysis of Korean Celebrity Fashion in The Jakarta Post Article: A Study of Critical Discourse Analysis, it can be concluded that the text analyzes forms of representation, relations, and identity. In terms of analyzing the text dimension in sub-sentences, it is divided into vocabulary and grammar levels. In the vocabulary level, it explains what level of vocabulary is used to display and describe news. Meanwhile, at the grammar level, vocabulary relates to how events, groups, people, or activities are categorized. Grammar determines the relationship with the question. This data uses complex and compound sentences. The data uses more complex sentences because the news text writer writes according to the information that occurs.

Representation in a clause is a combination of one clause with another sentence so as to form an understanding that can be interpreted. in this section, it forms elaboration, extension, and enhancement. Elaboration in the sentence can be seen from the words "to", "after" and "for" to detail the main clause. Furthermore, an extension can be seen from the words "so, after" which are used to extend other clauses. Heightening can be seen from the word "and" which functions for a clause whose position is higher than other clauses.

The second part is relationships. Relationships is to describe participants shown in te news including whether of they are related to the content of the newsThe relationships that can be found from the first data are menswear designer Woo Young-mi, general director of Seoul Fashion Week Jeong Gu-ho, local Korean

designers, buyers from abroad, and the general public. From the second data, designer Diana M Putri, members of the K-Pop group Blackpink, YG Entertainment, Indonesian singer Shanty, fans, and design communities. The third data is solo singer Jeon Somi, Italian fan Serena Dani Marco, Korean actress Song Hye-Kyo, fan Fan Giulia, K-pop band BTS Jimin and Suga, K-pop girl band New Jeans Hanni, and former Gucci creative director Alessandro Michele. In the third element, the writes positions himself as the writer who reports the news and fans of Korean fashion.

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