

## Formation of a Positive Image Through FIFA Policy in Qatar 2022 on Online News Media (Model Teun A Van Dijk)



Choirun Nisyah<sup>1</sup>, Suminto A Sayuti<sup>2</sup>

<sup>1,2</sup>Yogyakarta State University, Yogyakarta, Indonesia

**ABSTRACT:** This study aims to describe the text dimensions of Teun A Van Dijk's model in several online news texts such as (CNBC Indonesia) 5 Aturan Nonton Piala Dunia Qatar dari Alkohol sampai Busana, then online news from (14Kompasiana) Controversy and Positive Impacts of the 2022 World Cup in Qatar, and latest online news from (Hidayatullah.com) World Cup 2022: *Islamophobia* and Solidarity in Qatar. This research exists to describe Van Dijk's model in three dimensions of discourse: discourse text, social understanding, and social context. The results of research on online news discourse texts on the world cup case in Qatar are as a form of understanding social tolerance in eliminating irrationality to show the condition of unity that wants to be conveyed through the World Cup bond in Qatar between western and middle eastern countries that can occur and some participation and cup policies world in Qatar is also a special effort of the government to introduce the country's development to the eyes of the world.

**KEYWORDS:** Formation of a Positive Image Through FIFA Policy in Qatar 2022, Online News Media, Model Teun A Van Dijk, Discourse Text, Social Understanding, and Social Context

### INTRODUCTION

Media newspapers usually use nonverbal language in their presentation. The written variant requires accuracy in its use because the information conveyed in the written variant is not as complete as the spoken variant. Therefore, the information conveyed by newspapers is sometimes still temporary before there is certainty from experts. Of course this is also influenced by the author's ability to lead a discourse that will be published in the media. Millennial society is the most effective means of conveying information to the public in the form of conversations, both individuals, groups and government agencies.

Analysis of the study of the most commonly used methods of the Teun A Van Dijk model. Van Dijk's conversation is described in three dimensions of development: discourse text, social understanding and social context. The essence of Teun A Van Dijk's analysis is to combine the three dimensions of discourse into a unified analysis. In relation to the dimensions of the meaning of the text, we examine how the structure of the text and discourse strategies are used to emphasize the discussion of a theme being discussed.

At the level of social understanding, the process of news text production is reviewed, namely the understanding of individual journalists. While the third aspect is examining the construction of discussions that develop about problems that exist in society. This study focuses on the discussion of discourse. Teun A Van Dijk sees that the text consists of several levels of structure that support each other. Divide it into three levels. The first level is the general meaning of the text, which can be observed by looking at the themes or topics raised in the news. The two levels of discourse superstructure are related to the framework of the text, how the parts of the text are arranged in the news as a whole. The third level of discourse meaning can be observed from small parts of the text, namely words, sentences, clauses, phrases, paraphrases, and images in the news.

The end of 2022 is the year when football has become a sporting event that people have been waiting for. The presence of Covid19 has been 2 years long and it has stopped all forms of activity in the world. This year's World Cup standings are the event that will be held from 20 November to 18 December 2022 as the results of the FIFA World Cup Qatar grub drawing have been announced. There are 32 participating countries for the 2022 World Cup that have qualified. There are 10 national teams that have qualified for 16 major countries at the 2022 World Cup this year, such as: France, Brazil, Portugal, Netherlands, Senegal, England, United States, Australia, Argentina, Poland, Morocco, Croatia, Japan, Spain, South Korea and Switzerland (this list was last updated at 04.34 WIB, Saturday 3 December 2022).

## Formation of a Positive Image Through FIFA Policy in Qatar 2022 on Online News Media (Model Teun A Van Dijk)

### Five Regulatory Policies for the Qatar 2022 World Cup Football Party in Online News Media

Post online news on their website links page. Their editorial team released a news statement on **CNBC Indonesia**, 21 November 2022, 10:25, Jakarta.

#### 1. Alcohol

Just two days before the opening of the World Cup on Sunday (20/11/2022) the International Football Federation (FIFA) announced a ban on the sale of alcoholic beverages to fans watching the World Cup. The announcement was made by FIFA after discussing with Qatar as the host which has strict rules regarding alcohol. However, the policy was finally revised after lengthy negotiations between FIFA President Gianni Infantino would still be allowed to sell alcoholic beer in downtown Doha. Sales can also be done at designated entertainment venues.

#### 2. Narcotics

Qatar is one of the strictest countries in the world when it comes to drug regulations. They banned cannabis and even drugs of all types of narcotics that are sold freely. The sale, trafficking and possession of illegal drugs can result in severe penalties, including long term imprisonment followed by deportation, heavy fines and up to drug smuggling which can carry the death penalty. World Cup fans should be aware of this law when arriving at Hamad International Airport, where authorities will be scanning bags and passengers with new security technology and have already caught those carrying the tiniest amount of drugs.

#### 3. Sex

Qatar considers it a crime for single women and men to live together. The country even has an indecency law to punish sex offenders outside of marriage. However, authorities say unmarried couples can share a hotel room during the World Cup without any problems. Holding hands won't land you in jail, but visitors should avoid public displays of intimacy. Qatari law calls for prison terms of one to three years for adults convicted of consensual gay or lesbian sex. Crossdressing alias wearing clothes that do not match gender is also criminalized.

#### 4. Dress Rules

The Qatari government's tourism website requires men and women to show respect for local culture by avoiding clothing that is too revealing in public. Visitors are asked to cover their shoulders and knees. Those wearing shorts and sleeveless tops are prohibited from approaching government buildings and malls. Women visiting the mosques in the city will be given a scarf to cover their heads. Another story at the hotel, where bikinis can be worn in the hotel swimming pool.

#### 5. Other Violations

Putting up the middle finger, especially when dealing with the police or other authorities, someone can be arrested. Most of the criminal cases in Qatar punish foreigners who are not aware of such offences. Celebrating football matches that do not comply with the dress code will also be processed by security in Qatar. Filming and photographing people without their consent, as well as taking pictures of sensitive military or religious sites, can result in lawsuits. It is also important to be careful when discussing religion and politics with local residents. Spreading fake news and harming the country's interests is a serious crime.

### Controversy and Positive Impacts of the 2022 World Cup in Qatar

Their online news editorial team released it on their website page at **14Kompasiana.com**, 22 November 2022, 17:03, Jakarta. In this media, Qatar proposed to host the 2022 World Cup to form a positive image in the eyes of the international community, because it was accused of committing human rights violations related to the exploitation of immigrants. Many bad issues exposed from being discussed for the first time since the construction of stadiums and facilities carried out by Qatar in preparation for hosting the 2022 World Cup in its news, reported that migrant workers were treated like animals. Issue of accident cases from CCN Indonesia news data, November 30, 2022, 10:45. Recognition of the chairman of the Qatar 2022 World Cup, Hassan Al-Thawadi, 400/500 migrant workers died, and also more people who experienced trauma from falling were survivors because the workers probably did not use standard construction equipment.

### World Cup 2022: Islamophobia and Solidarity With Qatar

Reporting on the **Hidayatullah.com** website on Saturday, December 3, 2022. It is clear that apart from wanting to benefit personal goals, Qatar also has an image that wants to get rid of the inherent perceptions of Arab countries about "*Terrorists*", "*Radicals*", "*Extremists*" and such "*Labelling*". Then the strictness of the rules from Qatar to declare that homosexuality or LGBTQ/Lesbian is forbidden for fear of damaging the mind is considered a dangerous attitude and cannot be accepted. These negative issues were directly dismissed by Qatar (FIFA President, Gianni Infantino said that the Arab Cup, which was held for the first time under the FIFA umbrella, would unite the Arab World). The FIFA Arab Cup will be a golden opportunity to unite the Arab world through football. FIFA Arab is also a moment to express solidarity with Palestine which unites Arab nations around

## Formation of a Positive Image Through FIFA Policy in Qatar 2022 on Online News Media (Model Teun A Van Dijk)

the world. It also opens the arena for all the Palestinian national anthems in this can call for unity, brotherhood and tolerance. Qatar has succeeded in becoming a unifier as well as a trend setter. In addition, they also have the main goal of increasing the economy and high publicity throughout the world. Potential economic improvements such as hotel rentals, transportation facilities, broadcast rights, ticket sales and while in terms of publications for the 2022 World Cup have the potential to introduce the State of Qatar to the whole world for business opportunities, investment, introduction to Muslim culture and religion.

### METHOD

This study uses content analysis method with a qualitative approach. With this method, the contents of the text are classified and analyzed according to certain criteria (Bungin, 2013: 160). This research is a qualitative research using the method of content analysis of text and media. The documentation method is used to find data regarding matters or variables in the form of notes, magazines, agendas and others (Arikunto, 2013: 265). The documentation process is directed at online news discourse with the formation of a positive image theme. The data contained in online news discourse can be used as evidence for conducting research starting with classification, classification, and interpretation. The research used the discourse analysis model of Teun A Van Dijk which in practice looks at social phenomena in society (Eriyanto, 2009: 227). The data contained in the discourse of **CNBC Indonesia**, **14Kompasiana**, and **Hidayatullah.com** can be used as evidence of research data. Research begins with identifying, classifying, and interpreting information. The choice of this research is because the problem is still relevant today and has many interesting contradictions to be studied.

### FINDINGS AND DISCUSSION

Research through discourse analysis of the dimensions of the news text of the Teun A Van Dijk model can be concluded as follows. First, the text of the news discourse regarding the discussion includes the relevance of the news text. Second, a discussion of social understanding of the topics discussed in the news text of the Qatar 2022 World Cup. Third, a discussion of the social context found from several background elements, detailed elements of intent, sentence forms (passive and active), and cause and effect.

#### Online News Discourse Text Analysis Instrument

##### I.

---

**News/Case** : *There are 5 rules in Qatar's 2022 World Cup football party*  
**Ada 5 Aturan di Pesta Sepakbola Piala Dunia 2022 Qatar**  
**Media Name** : CNBC Indonesia, Jakarta (21 November 2022).

---

##### II.

---

**News/Case** : *Controversy and Positive Impacts of the 2022 World Cup in Qatar*  
**Kontroversi dan Dampak Positif Piala Dunia 2022 di Qatar**  
**Media Name** : 14Kompasiana, Jakarta (22 November 2022).

---

##### III.

---

**News/Case** : *World Cup 2022: Islamophobia and Solidarity with Qatar*  
**Piala Dunia 2022: Islamofobia dan Solidaritas pada Qatar**  
**Media Name** : Hidayatullah.com, Jakarta (3, December, 2022).

---

The news excerpt above explains that there were several controversies that occurred when the 2022 FIFA World Cup was held in Qatar. Many issues have become the focus of public and media attention, such as the city of Doha in Qatar being selected to host the World Cup, this being the first time it has been held because it is being held in the Middle East. Controversy Qatar accused of bribing FIFA officials amounting to Rp. 54.2 billion to win the vote to host the world cup. Controversy Middle East countries where the majority of Muslims prohibit the free sale of alcohol, narcotics or free sex.

## Formation of a Positive Image Through FIFA Policy in Qatar 2022 on Online News Media (Model Teun A Van Dijk)

Behind the many controversies, there is a moral message that Qatar wants to convey as a representative of the Middle East to convey greetings of peace and unity. Relationship with the message of humanity in the FIFA World Cup Qatar 2022. The issue of division in the world is rife, many people voice support for peace and unity, one of which is the world cup in Qatar 2022. FIFA World Cup Qatar 2022 Accommodates the *International Association Football Federation*. The message of humanity in Ghanim Al Muftah's dialogue and Morgan Freeman is one segment of Ghanim Al Muftah recite the verses of the holy Koran Surah Al Hujurat Ayat 13 about human diversity. Then the opening performance of the Official World Cup song by Kim Jungkook (BTS) entitled *The Word Is Your To Take*. It can be assumed that the regulations in the process of organizing the 2022 World Cup in Qatar are a form of tolerance, national unity, and provide a sense of security for all people who will be present to witness this prestigious match in person.

The rise of the issue of intolerance in society has been going on for a long time. In particular, 2022 has many events of war and division between people. Ranging from wars between countries, riots, or natural disasters. Differences in background are mostly the emergence of certain social conflicts, especially intolerance. The humanitarian message in organizing the FIFA World Cup Qatar is an attitude of respect and respect for human rights by choosing Qatar to host the 2022 World Cup as a media liaison between countries or differences in beliefs. This research also helps dispel subjective and provocative opinions that discredit the Qatar government.

### Social Understanding in Terms of News Text Production Qatar world cup 2022

Aspect Social Evidence In Text	Information
<p><b>1.1. CASE</b></p> <p>Pertama kalinya Piala Dunia 2022 digelar di Negara Timur Tengah. Adat-istiadat serta budaya yang dipengaruhi syariat agama turut memengaruhi gelaran Piala Dunia di Qatar. Karena alasan ini juga, sejumlah penggemar bola menilai bahwa <u>Piala Dunia tahun ini penuh kontroversi, mulai dari larangan alkohol hingga ancaman bagi kelompok LGBT dan pelaku seks di luar pernikahan.</u></p>	<p><u>dipaksakan melekat pada Qatar</u>, negara Arab pertama yang akan menjadi tuan rumah Piala Dunia 2022 <u>“teroris, radikal, ekstrimis, dan labelling semacamnya”</u>. When the news on the side is found, the core form of assistance is an explanation first. This can be seen clearly from the explanation of the contents of the news which seems to explain the support in the news title first and then followed by several explanatory sentences that support the discourse in the news being <u>discussed</u></p>
<p><b>1.2. CASE</b></p> <p>Piala dunia juga tidak terlepas dari kontroversi yang terjadi. Tidak sedikit pecinta sepak bola merasakan banyak sekali kontroversi mengiringi persiapan Qatar jelang pelaksanaan Piala Dunia 2022. <u>Pertama, isu minimnya perhatian terhadap keselamatan pekerja yang membangun stadion-stadion megah di sana.</u> <u>Kedua, isu Qatar menyuap mantan presiden FIFA, Sepp Blatter untuk menjadikan mereka sebagai tuan rumah Piala Dunia 2022.</u> <u>Ketiga, isu LGBT menjadi perhatian serius dari sejumlah penggemar sepakbola dunia, terutama di Eropa, yang lantang menyuarakan hak-hak kelompok LGBT.</u> Sebagian dari mereka mengaku batal menonton secara langsung di Qatar karena merasa tidak aman dianggap sebagai sebuah kejahatan menurut aturan Qatar yang diancam hukuman pidana.</p>	<p>From the news issues on the side, the author provides a point of view that every big activity performance always has political, economic and group interest elements. The Controversial Media Dependence Theory is a theory about mass communication which states that the more a person depends on a medium to meet his needs. Even though they have the same background, their relevance to the cases, the issues reported are then clarified with supporting explanations from the initial delivery to the end. Likewise, details, intentions, and presuppositions in the explanation will certainly be found as well as support and those that do not support in each news story will have a slightly different tone.</p>
<p><b>1.3. CASE</b></p> <p><u>Qatar “diserang” islamofobia selama penyelenggaraan Piala Dunia, karena melarang kaum LGBTQ masuk negaranya. Jelas tergambar image yang ingin</u></p>	<p>The choice of words is not found in the news, this is because the news writer directly clearly explains the news with words or sentences that are directly directed to the</p>

## Formation of a Positive Image Through FIFA Policy in Qatar 2022 on Online News Media (Model Teun A Van Dijk)

core of the news with delivery that is easy for the reader to understand. Pronouns in the news that are used to designate subjects or objects without having to repeat the

mention are found because they mention humans directly explained in the news, such as the focus of the news.

### Aspect Studying Social Construction Qatar world cup 2022

Hosting the World Cup is always contested by many countries. Like Qatar, which has to compete with America, Japan and other countries to be the host. There is a special reason why many countries are fighting for the World Cup. Because, there will be great economic and tourism potential in this grand football event. But specifically for Qatar, this year many football fans criticized Qatar's selection as the host. From an economic point of view, there is nothing interesting about Qatar being the host of the 2022 World Cup. He said Qatar had become a major economic actor in the Middle East region. Where Qatar is one of the richest countries as a world oil producer.

In addition, Qatar also has an economic growth of 6.3 percent and a Gross Domestic Product (GDP) of US\$176 billion. Yunan said, according to development theory, Qatar's decision to host the football event which is held once every four years is called the reverse theory. Basically every country that hosts the World Cup will experience the same pattern from the economic sector. Among them is an increase in travel industry revenue, both from transportation and hospitality. That too with the potential for opening new markets in the field of global merch or brands. In fact, Qatar became the country that poured out the most money in the history of the World Cup, which was worth 200 billion US dollars.

This huge cost is a form of pride for Qatar as a country whose economic potential is no joke. Besides that, it is also a proof of the theory of development. If in the past only large countries survived from the world economy, they could even control it, now countries that are considered small can also take part in the world economy. If viewed from the theory of economic rationality, the amount of funds spent by Qatar in the World Cup was based on ego and interests. In this case, Qatar as an economic actor does not only have objectives in the economic aspect, but this also goes hand in hand with other interests.

This research discusses Qatar to host the FIFA World Cup 2022. The experiences of the five host countries for the previous FIFA World Cup have yet to show significant results in terms of the economy. So the question arises that Qatar is motivated to host the 2022 FIFA World Cup. This study explains Qatar's behavior by using the concept of State Behavior by The four drivers in policy making are interests, threats, opportunities and capabilities. Objective is Qatar's dominant driver to host the 2022 FIFA World Cup. This research uses qualitative research methods with motivational explanative techniques. The findings in this study show that politics, economy and core values are Qatar's main motivations in hosting the 2022 FIFA World Cup.

Reporting on controversies with lots of criticism from many aspects of regulatory policy, government views, to implementation which reported many good and bad responses has attracted the attention of the world's eyes. Qatar can be said to have succeeded in capturing the world's attention for this controversy regardless of whether it is good or bad. here Qatar shows that good results after the completion of the implementation of the world cup.

### CONCLUSIONS

Based on the results of research through text analysis of news discourse dimensions of the Teun A Van Dijk. Several things were concluded about the superstructure explaining the coherence and meaning of the text, discussing the structure of social understanding in the news discussing flashbacks or evaluating the implementation of Qatar's World Cup policies along with the issues of the Qatar controversy case by studying social construction in a positive image explaining the shared Qatari government. Third, a discussion of the structure that has been found from several elements of news understanding, news details, news intentions, news assumptions with passive and active sentence forms.

### REFERENCES

- 1) Arikunto, S. (2013). *Prosedur Penelitian: Suatu Pendekatan Praktis*. Jakarta: PT. Rineka Cipta
- 2) Baryadi, P. (2002). *Dasar-dasar Analisis Wacana dalam Ilmu Bahasa*. Yogyakarta: Pustaka Gondhosuli.
- 3) Bungin, B. (2013). *Analisis Data Penelitian Kualitatif*. Raja Grafindo Persada.
- 4) Eriyanto. (2011). *Analisis Wacana: Pengantar Analisis Teks Media*. Yogyakarta: Percetakan Lkis.
- 5) Jorgensen. (2007). *Analisis Wacana: Teori dan Metode*. Yogyakarta: Pustaka Pelajar.
- 6) *Kontroversi dan Dampak Positif Piala Dunia 2022 di Qatar*. (28 November 2022). Kompasiana.
- 7) *Piala Dunia 2022: Islamofobia dan Solidaritas pada Qatar*. (12 Desember 2022). Admin Hidcom.
- 8) Santoso., & Gallant, K. A. (2016). *Citra Publik Presiden Republik Indonesia Pada Pemberitaan Di Harian Suara Merdeka, Tabloid Tempo, Dan Harian Republika: Kajian Analisis Wacana Kritis*. Universitas Negeri Semarang, Indonesia. Seloka.
- 9) Sudono., & Endro, N. W. A. (2022). *Pembentukan Citra Positif Melalui Aspek Gramatika Dalam Wacana Alat PeragaKampanye*. Jalabahasa Vol. 18, No. 1, Mei 2022, hlm. 36—45.

## Formation of a Positive Image Through FIFA Policy in Qatar 2022 on Online News Media (Model Teun A Van Dijk)

- 10) Sumarlam. (2020). Analisis Wacana Kritis Model Teun A Van Dijk pada Surat Kabar Online dengan Tajuk Kilas Balik Pembelajaran Jarak Jauh Akibat Pandemi Covid-19. GERAM (GERAKAN AKTIF MENULIS).
- 11) 5 Aturan Nonton Piala Dunia Qatar, dari Alkohol sampai Busana. (21 November 2022). Tim Redaksi, CNBC Indonesia.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.