When Ideologies are Collided: News Article and user Comments Post on Social Media

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Article Info	Abstract
	The article has an aim to examine the interplay of ideologies in the news text of a social media news post and the corresponding users comment section. The news text promotes a leadership-centered and collectivist ideology. The ideology emphasis unity and public compliance under centralized government direction during the Covid-19 pandemic. Conversely, the users comment section reflects a spectrum of public responses. The comments range from support to critique and alternative ideologies. The data include the news article and its comments beneath the news post were analyzed qualitatively to uncover underlying power dynamics, ideological positions, and sociopolitical implications. The findings reveal that while the news article portrays a cohesive national effort led by the government, the users comment demonstrates significant ideological fragmentation. Meanwhile, supportive comments align with the news text's collectivist narrative, while user critical comments challenge the government's authority and effectiveness. This condition reflects counter-ideologies. The analysis highlights the complex negotiation of power and trust in digital discourse. Meanwhile, it competes with ideologies shape in public perceptions and contest dominant narratives. This study underscores the importance of examining online interactions to understand the dynamic relationship between language, power, and ideology in contemporary sociopolitical contexts.

Introduction

The emergence of social media as a dominant mode of communication has transformed traditional patterns of interaction (Amelia & Balqis, 2023; Licoppe & Smoreda, 2005; Klinger & Svensson, 2015). The interaction lies in the established norms of face-to-face and written communication. Social media platforms allow asynchronous, geographically unbounded, and largely text-based exchanges that introduce ambiguity and multifaceted interpretations. Unlike conventional communication which relies on physical presence or clear distinctions between formal and informal registers, social media interactions exhibit dynamic semiotic variations.

These changes have resulted in the migration of semiotic elements from online to offline settings. It is a phenomenon observed in the widespread adoption of abbreviations, symbols, and hybrid linguistic forms. For example, expressions like *4 UR Convenience* or the use of the @ symbol have transcended their digital origins which reflecting a broader evolution in language use in society (Dutceac et al., 2022; Pratama et al., 2024; Söğüt, 2018). Language as a pivotal tool for communication is significantly impacted by social media. It is adapting to the rapid evolution of digital interaction.

The integration of digital technologies in daily life has led to the domestication of new linguistic practices. Scholars such as Lee & Barton (2013) have noted that language in the

digital realm is characterized by flexibility, informality, and rapid shifts in structure and meaning. These shifts often occur due to the interaction of personal communication with public visibility (Hatuka & Toch, 2017). It is resulted from amplified by the vast reach of social networks. Consequently, studying these linguistic transformations is critical for understanding the broader implications of digital communication on societal discourse (Ghosh, 2024; Nazeer et al., 2023; Cladis, 2020).

The growing intersection of media framing and public sentiment provides a state-of-the-art framework for examining digital interactions. Recent studies, such as those by Lyu & Takikawa (2022), highlight the online news discourse can construct and propagate ideological narratives coupled with public commentary. By analyzing the framing of news content and its associated user-generated comments, researchers have uncovered patterns of sentiment alignment and divergence which is often influenced by geopolitical contexts.

This research underscores the importance of critical discourse analysis in unpacking the ideologies embedded in both primary news text and user responses. The present study aims to explore the ideological dimensions of news text and user comments on Facebook, focusing on the interplay between news framing and audience reactions during the Covid-19 pandemic (Fairclough, 2013; Van, 2004; Wodak, 1989). This analysis seeks to contribute to the broader discourse on the evolving relationship between language, ideology, and technology-mediated communication (Walther, 2012; Tudini & Liddicoat, 2024).

The concept of ideology according to Van (2004) represents a system of shared beliefs held by members of a social group. It functions to organize and guide their social practices and discourse. Jost & Amodio (2012) and Zmigrod (2022) said that, Ideologies are deeply rooted in social cognition and serve as frameworks for interpreting and responding to the world. It also functions to shape group identity and relations. They emerge from the intersection of cognitive, social, and cultural dimensions. It is influencing the norms, values, and goals that define group membership (Akkerman et al., 2007).

Ideologies are often linked to power dynamics in which dominant ideologies perpetuate control and justify social inequalities. However, oppositional ideologies, such as anti-racism or feminism, challenge these structures by advocating for resistance and social change. Discourse plays a critical role in the reproduction and dissemination of ideologies. Ideology refers to the systems of beliefs, values, and ideas. Ideology shapes and reflects social practices, power relations, and cultural norms (Beetz et al., 2021). Fairclough (2013) mentions ideology as something is deeply embedded in language.

It acts as a vehicle through which power is both exercised and reproduced. According to Munibi (2025), Language serves as a medium for constructing and disseminating ideological positions. Ideologies are not merely abstract constructs; they manifest in discourse, influencing perceptions of reality and social behavior. Consequently, critical discourse analysis becomes essential in uncovering the ideological underpinnings of language. The critical discourse analysis is also challenging dominant narratives, and promoting more equitable social transformations (Fairclough, 2013). This perspective highlights the interplay between ideology, language, and power in shaping societal frameworks.

Ideology based on Wodak (1989) is conceptualized as a system of ideas, beliefs, and values that underpin social practices and sustain power relations. Within this framework, ideology functions to establish and legitimize social hierarchies. At the same, it is often rendering them as natural or inevitable. Ideology operates covertly within language and discourse, shaping perceptions, interactions, and societal norms (Lee & Barton, 2013). By embedding itself in

everyday communication, ideology influences individuals' understanding of reality. The ideology is also fostering shared assumptions that support dominant power structures.

The work highlights the critical role of discourse in both constructing and deconstructing ideological frameworks. Through critical analysis, she advocates for uncovering these ideological underpinnings. It challenges hegemonic narratives and fostering social transformation. Vessey (2016) investigates the ideological implications of language policy enforcement in Quebec. It is through the lens of the *Pastagate* controversy. It arose when a restaurant's use of Italian words including "pasta," on its menu drew official criticism. Using corpus-assisted discourse studies, the research analyzes 4,795 tweets containing the term *Pastagate* to identify representations of language ideologies in social media.

Methodologically, the study combines corpus linguistics with discourse analysis to explore frequency and collocation trends (Nartey & Mwinlaaru, 2019; Durrant, 2014; Park & Nam, 2017). Findings reveal divergent representations of French and English languages, highlighting ideological tensions in a superdiverse, and multilingual online context. The study concludes that such debates in social media may influence offline language policies and the broader sociopolitical dynamics of minority languages in nation-states. The research examines the use of Covid-19 terms in online news through Fairclough's critical discourse analysis framework written by Samsuri et al (2022).

It adopts a qualitative descriptive method to explore three dimensions: text, discourse practice, and sociocultural practice (Gee & Green, 1998; Cumming, 1994; Richardson, 2000). Data are sourced from three online platforms Bisnis.com, Kompas.com, and Liputan6.com analyzing Covid-19 terms within policy narratives and their societal implications. The findings indicate that these terms construct advisory, informative, and educative textual structures. However, the discourse practices often reflect social dominance and marginalization. Sociocultural dimensions expose societal inequities and ideological biases (Waldfogel et al., 2021). This study emphasizes the role of critical understanding in navigating pandemic-related discourse.

Dutceac et al. (2022) examines the impact of disagreement in Facebook comments on user engagement with news posts. It employs an experimental design with eye tracking and surveys. The research exposes participants to 20 Facebook news posts paired with comments expressing agreement or disagreement. Results reveal that disagreement enhances visual attention to comments. However, it decreases the likelihood of sharing posts, while having no significant effect on reading the full article. The findings also demonstrate varying engagement patterns based on news type (Karnowski et al., 2017; Ha et al., 2018; Chung, 2008). This study highlights the nuanced role of comment valence in shaping online news interactions.

In this study, the term news text refers to the full content of the news post published on a verified Facebook account of a national media outlet. It includes headline and body text. Meanwhile, the user comments are audience-generated responses that are posted beneath the news text post on Facebook. These two layers of discourse are analyzed comparatively. It aims to examine institutional narratives that are received, supported, challenged, or contested by the public.

Methods

Approach and Research Design

This study adopted a Critical Discourse Analysis (CDA) approach to Fairclough (2013). It conceptualized discourse analysis across three interrelated dimensions: (1) textual analysis (examining linguistic features), (2) discursive practice (production and interpretation of the text), and (3) sociocultural practice (ideological and institutional structures influencing the

discourse). A qualitative descriptive design was employed to explore ideological constructions in both news text and user-generated responses.

Data Source and Sampling

The data consisted of a news article published on the verified Facebook account of a national media outlet along with its user comments. The Facebook account was belonged to the *Detikcom*, as one of the major national media publications in Indonesia. The news article was taken from the post during the covid-19 pandemic in 2020. It related to the policy of Indonesian government in resolving the pandemic. While, the user comments were selected purposively beneath the news post. The comment generally responses to the main post of Facebook. These news text and the user comments were selected to identify the reflection of diverse ideological positions.

Data Collection Technique

Data were collected through documentation techniques. The researcher conducted observations and captured both the news article and the accompanying user comments. All texts were transcribed and organized for analysis. Ethical standards in handling public social media content were followed.

Data Analysis Procedure

The analysis followed Fairclough's three-dimensional model. The textual dimension involved examining metaphorical language, lexical choices, and rhetorical strategies. The discursive practice dimension explored the interactional context, distribution, and consumption of texts. The sociocultural dimension addressed ideological implications related to power, identity, and social structures. Analysis was conducted inductively to derive emergent ideological patterns.

Results and Discussion

The news article titled *Minta Publik Dukung Kebijakan Atasi Corona, Pemerintah: Jokowi Lokomotifnya* reflects a centralized and leadership-focused ideology. This is evident in the metaphor used by Doni Monardo, head of the Covid-19 Task Force, likening the nation to a train with President Joko Widodo as the "locomotive." The metaphor symbolizes the government's emphasis on unity and top-down governance in addressing the Covid-19 pandemic. The text portrays the President as the driving force behind national efforts. While the public is depicted as passengers within the train.

Figure 1. Main News Text on Social Media Facebook

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Leadership and Trust

The ideology embedded in the discourse aligns with collectivism and hierarchy. It has societal cohesion and alignment with governmental directives that are framed as essential for overcoming the crisis. The news text emphasizes the necessity for moral and practical solidarity. The text also urges all segments of society including political, regional, and public figures to unify under the government's leadership. It reflects an ideological stance that prioritizes national unity and centralized decision-making as tools for resilience. Furthermore, the narrative underscores the importance of discipline and cooperation. It is articulated through references to social distancing and collective endurance. The text implicitly highlights the ideology of collectivist interdependence (Samsuri et al., 2022).

The repeated emphasis on *persatuan dan kesatuan* (unity and solidarity) as the national primary capital that reinforces the notion of a harmonious and government-led collective effort. In general, the text encapsulates an ideology of leadership-centered collectivism. It gives a framing of government initiatives and public compliance as inseparable components of national survival and success during the pandemic. This is in line with broader discourses of unity and resilience often employed during states of emergency. The comments in response to the news text *Minta Publik Dukung Kebijakan Atasi Corona, Pemerintah: Jokowi Lokomotifnya* reflect a diverse spectrum of ideologies. These ideological positions emerge through language and discourse which indicating underlying beliefs, values, and power relations. Many comments express dissatisfaction with the government's response.

These critiques represent counter-ideologies and it challenges the dominant narrative and highlighting public discontent with the perceived gap between leadership rhetoric and action (Dutceac et al., 2022; Kalogeropoulos et al., 2017; Söğüt, 2018). Several commenters demand greater transparency and effective measures. It is especially for lockdown enforcement or equitable resource distribution. These comments use discourse to advocate for systemic change. The comments are also reflecting an ideology that values fairness, clarity, and tangible action over rhetorical appeals. The language employed critiques the perceived inconsistency between government actions and public needs.

Figure 2. Example of Excerpt Comments Post on Social Media Facebook

Collectivism vs. Individual Grievance

Some comments express support for government policies. They emphasize collective responsibility and obedience to public health directives. The condition is relevant to the collectivist ideology that is highlighted in the news article. It is mainly to support the notion of national unity under centralized leadership. Fairclough describes ideology as naturalized in

discourse in which support for authority that is framed as a moral imperative. The analysis of Van (2004) refers to ideological group polarization is apparent in comments. It frames certain actors (e.g., *buzzer* or political opponents) as obstructing progress.

This reflects an "us vs. them" ideology. The ideology is blame and distrust toward specific groups who perceived to undermine national efforts. The comments collectively represent a contested ideological landscape, encompassing support for authority, calls for accountability, and resistance to perceived inefficiency and inequity. These discourses illustrate on public opinion that manifests as competing ideologies. The discourses are also challenging or reinforcing power structures, while using language as a tool for negotiation and resistance. The ideological diversity underlines the critical role of discourse in shaping public perceptions and power dynamics in times of crisis. The ideologies embedded in the news article and the comment section reveal a dynamic interaction. The interaction is between the government narrative and the public's response.

The news text promotes a leadership-centered and collectivist ideology. It portraits President Jokowi as the *locomotive* driving national efforts to overcome the pandemic. It shows the government as competent and authoritative. The government also requires public support to succeed. In contrast, many comments express dissatisfaction and critique to the government. The government is alleged to be inefficiency and inconsistency. The allegation is such as delays in implementing effective policies like lockdowns. This counter-ideology challenges the leadership-centered narrative by questioning the competence of the *locomotive*. They express through metaphors like *lokomotif lelet* (slow locomotive) or *truk rusak tua* (old broken truck) to criticize inefficiency and indecisiveness. It reveals a disconnect between the government's portrayal and public perception (Fairclough, 2013).

Equity and Exclusion

The news text does not explicitly address social justice or equity. The text focuses on unity and collective action. However, several user comments highlight socioeconomic disparities. It advocates policies that protect vulnerable groups (e.g., the poor) during lockdowns while holding the wealthy accountable. The ideology contrasts with the news text's collectivist framing which assumes equal roles and responsibilities for all citizens without addressing structural inequalities. By highlighting these disparities, the comments introduce an alternative ideological perspective. It demands a more inclusive and equitable approach that the news text overlooks.

The collectivist ideology of the news text emphasizes unity and public compliance with government policies as moral and practical necessities. Some user comments resonate with this ideology. They express support for government directives and acknowledging the importance of solidarity in overcoming the crisis. For example, comments agreeing to follow government policies bring into line with the news text of national unity. This ideological alignment shows partial relevance. These comments reinforce the central narrative of collective effort while implicitly supporting the government's leadership role.

Polarization and Distrust

The news article avoids addressing potential criticisms or divisions. It is promoting a harmonious and unified under centralized leadership. However, the comment section reveals significant distrust toward the government. It accuses of prioritizing self-interest (e.g., *perpindahan ibukota* or moving the capital) over public welfare. The polarization reflects condition of *us vs. them* in which the government is positioned as "other" failing to meet public expectations. This binary narrative is visible in accusations of hypocrisy, corruption, and

prioritization of elite interests (e.g. criticism of the capital relocation project). Such discourse reflects deepening distrust and fragmented ideological landscape.

Hope and Fatalism

The news article projects optimism and confidence in government leadership. It has an aim to inspire trust and cooperation. In plain contrast, comments express despair and fatalism. It is for example as "dig your own graves" that reflect deep disillusionment with the government's capacity to manage the crisis. The ideology directly opposes to the hopeful tone of the news article. It highlights a significant gap between governmental intentions and public sentiment. The news article's ideology centers on leadership, unity, and collective action. It promotes a hierarchical but inclusive narrative. In the meantime, public support is crucial for national resilience. However, the comment section reflects a more fragmented ideological landscape. Aligned ideologies have some comments resonate with the news article's call for unity, solidarity, and reinforcing its collectivist narrative.

Opposing ideologies is ideology that critiques of leadership, distrust, and despair reveal counter-ideologies. The ideology challenges the government's portrayal of competence and authority. Alternative ideologies consist of ideology that calls for social justice introduce perspectives that the news article neglects, expanding the discourse to address structural inequalities. These ideologies demonstrate that while some public responses align with the news article's ideology, but significant ideological tensions arise from dissatisfaction, distrust, and alternative priorities. This thematic structure provides a clearer lens through which ideological tensions are manifested in digital discourse. By organizing the analysis around core themes, the study not only avoids repetition. It also foregrounds the nuanced ways in which institutional and public ideologies interact and diverge in crisis communication.

Conclusion

The analysis of the news text and the comments reveals a multifaceted ideological landscape. Both reflects the interplay between the government's narrative and public responses. The news text propagates a leadership-centered ideology as response to the COVID-19 crisis. The narrative emphasizes unity, centralized decision-making, and public compliance. The narrative tone aims to construct a cohesive and resilient national effort. The news text seeks to naturalize its authority and legitimize hierarchical power dynamics. In contrast, the user comments present a range of ideologies. The ideologies align with challenge to the narrative of news text. Certain comments resonate with the collectivist and solidarity-based ideology of the news text. It is relevant to government policies and emphasizing the importance of unity during a national crisis. However, a significant portion of the comments reflects counter-ideologies. It is characterized by criticism of leadership, distrust, and demands for greater accountability. These critiques reveal dissatisfaction with perceived inefficiencies and inconsistencies in government actions, challenging the authority, and legitimacy promoted in the news text. Moreover, alternative ideologies emerge in the comments. The alternative ideologies in the comments are calls for social justice and equity which the news text largely overlooks. These perspectives highlight socioeconomic disparities and advocate for inclusive policies that prioritize marginalized groups. The comments also include expressions of cynicism and despair. It indicates public disillusionment with the government's capacity to address the crisis effectively. These sentiments starkly oppose the optimistic and unified vision presented in the news text. The analysis demonstrates a significant ideological divergence between the news text and public commentar.

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