

The Representation of Education News on the Ministry of Education and Culture Website

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Abstract

Background:

Education is a crucial element that can drive transformative changes across various aspects of life. The motivation to enhance educational standards within society may be influenced by a range of factors, both direct and indirect, including exposure to reading materials. Analyzing the linguistic features through corpus analysis can reveal the frame of a language. The objectives of this research were to obtain a representation of the meaning of news on the Ministry of Education and Culture website and to determine the impact of that representation.

Methodology:

The research design used in this research was a qualitative method. The data for this research were obtained from the official *Kemendikbudristek* portal and examined using the AntConc application.

Findings:

This research discovered that one of the representations of education news contained in the official website of the Ministry of Education and Culture is that they are working to convince Indonesians to help advance education in Indonesia and to make people more aware of the importance of education.

Conclusion:

As a result, educational news has an advantageous impact.

Originality:

This research focuses on studying educational news and its impact on representation.

Keywords	: Education; News; Representation
DOI	: 10.24903/sj.v10i2.1669
Received	: May 2024
Accepted	: September 2025
Published	: October 2025
How to cite this article (APA)	: Yuliana, F., Widodo, P., Suhartinah, T., & Setyoningrun, V. D. (2025). The Representation of Education News on the Ministry of Education and Culture Website. <i>Script Journal: Journal of Linguistics and English Teaching</i> , 10(2), 391-413. https://doi.org/10.24903/sj.v10i2.1669
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1. INTRODUCTION

Education is an essential part of human life. Every individual requires education, both formal and informal ([Nageotte & Gayle, 2019](#)). It is because education can improve a person's quality of life in economics, society, and other areas ([Beata & Porada, 2023](#)). Education requires the participation of all segments of society because those who receive education are members of society, and society should recognize the importance of education in their lives ([Russo et al., 2023](#)). Furthermore, education demands innovative technologies that encourage all segments of society to participate ([Staskuviene & Aida, 2023](#); [Lopez et al., 2021](#)). In other words, education policymakers must continually improve the educational system. One example of modern educational innovations is the incorporation of technology into the educational process itself. Education includes numerous obstacles that learners, educators, and other members of society must confront because education has significant value ([Novara et al., 2022](#)).

Education is highly significant in Indonesia. According to Charina et al. ([2022](#)), an excellent education may improve the quality of human resources in Indonesia, which may additionally help the Indonesian economy. Education can also help Indonesians become more critical of both internal and external issues ([Yang et al., 2023](#)). Furthermore, good quality education has the potential to reduce Indonesia's very high poverty rate ([Purwono et al., 2021](#)). Indonesians with a strong education have good work chances. As a result, they can improve their economy while also assisting others by creating job opportunities and other ways to help people improve the quality of their economy ([Pambudi et al., 2024](#)). In addition, education helps to preserve local culture ([Misiaszek, 2022](#)). This can be accomplished by incorporating issues and the values of local culture into discourses, allowing students to appreciate and preserve their culture.

However, Muhaimin et al. ([2020](#)) stated that education in Indonesia continues to face challenges, one of which is a persistent educational gap between cities and rural areas. Urban residents have more access to education, whereas rural residents frequently face challenges and lack adequate resources for gaining an education. This also has an impact on the achievements produced, where urban people tend to have higher achievements than villagers since they have better access to resources ([Betancur et al., 2024](#)). Furthermore, the level of education in Indonesia varies as the curriculum and educational policies do not align with the educational standards ([Rohmah et al., 2024](#)).

This study would look at how discursive practices are present in the news discourse on the official website of the *Kemdikbud*, the ministry responsible for policy and program

implementation in the fields of education, culture, research, and technology in Indonesia. The researchers would show how a word/phrase present in the discourse in the past could form a particular perspective that represented the entire content of the text. Therefore, with the linguistic corpus, the researchers would see the creation of certain symbols or discourses in the *Kemdikbud* website carried out by the government and would see how those symbols or discourses can form a certain view.

This study would focus on educational news and all aspects of education that were covered in the news. There were several factors contributing to the current situation of education in Indonesia, as reported in the news. There were various explanations for the current condition of education in Indonesia, including both factors that caused education to develop and the reverse. In this study, the researchers used discourse studies to analyze data in the last phases, in addition to corpus data. Curry et al. ([2024](#)) explained that the correlation between corpus and discourse is strong. A conversation can alter a person's perception. In other words, a discourse can persuade someone to do the actions stated in the news ([Brusylowska & Iryna, 2023](#); [Fairclough, 1989](#)). Education is inextricably associated with language and discourse, which can influence others' perceptions in both positive and negative ways ([Gu & Theresa, 2022](#)). Linguistic corpus and discourse analysis are two interconnected topics ([Ege et al., 2022](#)). Furthermore, Linguistic corpus and discourse analysis become a synthesis of methods, approaches, and tools. One type of relationship between linguistic corpus and discourse analysis is the application of analytical methods. Both linguistic corpus and discourse analysis employ analytical techniques to comprehend the relationship and meaning of a language in context. Furthermore, Linguistic corpus studies the usage of language in its different contexts, whereas analytic discourse studies how a language might establish a specific meaning ([Marchese, 2020](#)). As a result, it is possible to state that corpus and discourse analysis are inextricably linked. The study would employ a linguistic corpus and discourse analysis to investigate how discourse or the use of words in educational news on the *Kemdikbud* website might have a distinct meaning for each person. In other words, their perspectives on the news might differ.

Some scholars have conducted a linguistic corpus to find a representation. Those researchers include Liu et al. ([2021](#)), who claim that Anglo-American culture predominates in English textbooks. It was discovered that implementing the linguistic corpus, which resulted in a representation of Anglo-American cultural dominance, became a problem in a multilingual and multicultural world. Ismail et al. ([2020](#)) conducted another Linguistic Corpus and

Discourse Analysis study. The study found that emotions determine a person's masculinity. This study discovered that things associated with emotions frequently occur in talks concerning men. In other words, emotions and men are regarded as becoming acquainted. Based on previous studies, there is a correlation between Linguistic corpus and discourse analysis that enhances the outcomes of the analysis, resulting in a good representation. A linguistic corpus can aid discourse in viewing and comprehending enormous amounts of material. Furthermore, the link between Linguistic corpus and discourse analysis can be studied from a different perspective, either a social perspective or other perspectives.

Although the research on Linguistic corpus and discourse analysis has been conducted frequently, previous research has only discussed the representation of a discourse without analyzing the impact of the representation. It is also uncommon to learn the representation of educational news. Therefore, this research focuses on studying educational news and all aspects that exist in the news. The researchers employed discourse analysis studies and a linguistic corpus to research news from the Indonesian Ministry of Education and Culture's news website (kemdikbud.go.id). The two of these components are used to obtain a representation of the meaning of the news on the Ministry of Education and Culture website, and to determine the impact of the representation.

2. LITERATURE REVIEW

2.1. Media Representation

The media serve as channels for the public to receive information in a variety of domains, and they are not only passive repositories of information but also actively generate meaning by portraying realities ([Oktavianus & Meng, 2024](#); [Banerjee et al., 2024](#)). To accomplish goals, this representation process involves the purposeful selection and framing of information, frequently reflecting the goals of the information's writers or the organizations that produced it. As a result, the information offered is a carefully chosen viewpoint influenced by political, cultural, and ideological considerations rather than an unfiltered reflection of reality. Media portrayals of education, a topic that is frequently discussed in public, are very important in shaping how society views educational standards, institutional efficacy, and policy.

By focusing on certain parts of educational information, the media may impact how the public views educational issues. This frequently occurs with highlighting specific aspects of educational information, often with the strategic intent of fostering a particular image, typically a positive one. The media can create a narrative that supports specific objectives, such as

enhancing public confidence or garnering support for policy initiatives, by using this selective emphasis technique to highlight positive features of educational programs, policies, or institutional accomplishments ([Ohme et al., 2022](#)). By presenting information in a way that promotes favorable associations, this type of representation not only informs but also shapes public opinion ([Yang et al., 2024](#)).

The media can be perceived as significant meaning-makers that actively influence how the public interprets and perceives a range of topics, including those associated with education ([Kruikemeier et al., 2018](#)). Instead of acting as impartial information providers, the media construct reality through selective presentation, framing, and emphasis, which may or may not be used to further certain goals or interests. To create a representation that fits the intended narrative or goal of the media source or related stakeholders, the information that is spread in the media is frequently designed to emphasize some parts of reality while minimizing others. In this sense, the media not only informs but also shapes public opinion by directing viewers towards specific interpretations and understandings ([Yildiz et al., 2023](#)).

Public perception can be significantly influenced by the way information is created and presented by a powerful media source ([O'Morain & Robbins, 2024](#)). Government-affiliated media, including the official channels of communication of the Ministry of Education and Culture, are crucial in forming public discourse and spreading educational information. Being a well-known and reputable source, the Ministry has the exceptional capacity to disseminate carefully chosen content that supports its strategic objectives to a wide audience.

2.2. The Role of State Media in Forming Public Opinion

Public The Ministry of Education and Culture, a government institution with significant media, makes clever utilization of its channels to spread information regarding cultural events, educational policy, and technological developments. The Ministry can successfully affect societal attitudes and public image of specific sectors by purposefully framing news ([Mulyaningsih, 2021](#)). The Ministry can create a narrative that not only emphasizes advancement and growth but also encourages public trust and participation by highlighting specific elements, such as successful policies, creative initiatives, or cultural accomplishments. The Ministry can direct readers' interpretations through this chosen emphasis in news material, fostering favorable linkages with government initiatives in culture and education.

Through the information provided by the Ministry regarding implemented programs, the public can develop the perception that these initiatives are designed with the purpose of

advancing overall social welfare. In addition to framing government actions as advantageous, this communication method can be used to address and rectify any possible misunderstandings or misconceptions regarding government policy. Government media can proactively address issues and guarantee that the public has a thorough knowledge of policy aims by managing the narrative ([Muchtar et al., 2023](#)). This promotes public support and trust in the government's objectives. The official media not only disseminates information but also plays a vital role in controlling public opinion, with the goal of bringing the public's knowledge into alignment with the government's goals for the advancement of society.

The news or information that state-owned media spreads can be a valuable source of knowledge that assists people learn more about a variety of topics, such as technology, culture, and education ([Fu, 2023](#)). In addition to providing information, this kind of media fosters critical thinking among the public about government initiatives. Government media creates an atmosphere where citizens can evaluate and participate critically in ongoing governmental efforts by providing comprehensive and organized information ([Bekmagambetov, 2024](#); [Fan et al., 2024](#)). Furthermore, the government's media is crucial in influencing and changing public opinion, making sure that the people's perspective is consistent with the goals and narrative established by the government.

The government can more efficiently communicate with the people by utilizing the media to successfully spread the information. The media is an effective method for effectively and impactfully communicating information to the public ([Humprecht, 2024](#); [Haugsgjerd, 2023](#)). The public's perception and interpretation of the information are greatly influenced by the reporting techniques used by the government. For example, the public is likely to accept and internalize a positive perception when news is presented with the goal of creating a positive image. In this regard, the media not only informs but also shapes public opinion, directing how society perceives and assesses laws, programs, or activities ([Erkel & Aelst, 2021](#); [Leeper, 2020](#)).

2.3. Previous Studies

According to previous research on news representation, including by Ramirez et al. ([2023](#)), news reports frequently create distinctive representations, especially when it comes to particular social groups. To deliver messages to the readers, articles may highlight viewpoints or topics. For example, reinforce generalizations or preconceptions about marginalized communities; therefore, before highlighting certain issues, it is important to carefully evaluate

the possible ramifications. However, as Byerly et al. (2023) point out, certain media outlets might not be as careful about which concerns they choose to focus on, which could result in inaccurate information or reinforce unfavorable preconceptions. These results highlight the power of the media in influencing public opinion.

When reporting news, the media is supposed to be neutral and objective. Nonetheless, some media frequently offer content that has been modified to fit the institution's goals and to influence its intended audience (Yu & Liu, 2023; Gabore, 2020). Additionally, some media frequently overlook concerns in favor of bringing up more significant ones, which leads to influence and ignorance regarding the issues that the media ignores. Government media is one type of media that frequently reports news and has a significant impact on the public. According to Aalberg et al. (2010), government media typically report on programs that they have implemented or plan to execute in a positive manner. This is intended to guarantee that readers may see government performance favorably. State media also often do not reflect the objective reality of things happening in society (Marchal et al., 2024; Wojcieszak et al., 2024). This biases the meaning obtained by readers.

3. METHODOLOGY

This research employs a qualitative research design to investigate the representation of the meaning of the news on the Ministry of Education and Culture website and the impact on a larger social level (Creswell & Guetterman, 2018). The data for this research were obtained from the official Kemendikbudristek portal (kemdikbud.go.id) and were compiled from news uploaded from October 10, 2023, until March 9, 2024, with 50 news articles selected by the researchers. The researchers utilized the keyword "education" to find this data, which was then examined using the AntConc program. AntConc was used in this research because it searched for the frequency and the plot to support the findings.

In this research, the researchers selected words with the highest frequency, listed from first to 25th. These words do not contain words found in prepositions and conjunctions. The collocations were examined using a one-word span to the right (1R) and left (1L) of the target words to identify the contextual patterns. This research applied a combination of corpus linguistics and discourse analysis to strengthen the analysis. The analytical process followed several steps: data reduction (eliminating irrelevant data), data tabulation (organizing frequency lists and collocations), data presentation (visualizing trends in the corpus), data triangulation (cross-validating findings), and concluding.

4. FINDINGS

AntConc provides many features that are very helpful to its users. One of these features is the Wordlist feature. This feature displays the order of words that frequently appear in a text. In this research, the researchers used a collection of 50 news stories, totaling 26,954 tokens, which were divided into 100 distinct word-types. The researchers then selected 50 of the 100 types of words with the highest frequency of recurrence. This is demonstrated by the frequent usage of the words *pendidikan*, *mahasiswa*, *program*, *kampus*, *kuliah*, *kemendikbudristek*, etc. Based on the frequency of these phrases, the Ministry of Education and Culture, which is part of the government, plays a critical role in education in Indonesia, with the authority to design programs. This is demonstrated by the frequent usage of the words *program* and *kemendikbudristek*. The data table 1 represents the word list analysis.

Table 1 List of Highest Frequency Words

Rank	Word	Freq	Rank	Word	Freq
1	<i>Dan</i>	757	26	<i>Akan</i>	105
2	<i>and</i>	316	27	<i>will</i>	104
3	<i>Yang</i>	578	28	<i>Bagi</i>	103
4	<i>which</i>	266	29	<i>for</i>	102
5	<i>Di</i>	361	30	<i>Kip</i>	102
6	<i>in</i>	315	31	<i>Indonesian smart card</i>	102
7	<i>Pendidikan</i>	311	32	<i>IISMA</i>	102
8	<i>education</i>	291	33	<i>Indonesian International Student Mobility Awards</i>	102
9	<i>Untuk</i>	290	34	<i>Ke</i>	99
10	<i>for</i>	276	35	<i>to</i>	99
11	<i>Mahasiswa</i>	273	36	<i>Lebih</i>	98
12	<i>students</i>	272	37	<i>more</i>	98
13	<i>Program</i>	210	38	<i>Bahwa</i>	96
14	<i>program</i>	208	39	<i>that</i>	96
15	<i>Dari</i>	155	40	<i>University</i>	95
	<i>from</i>			<i>Merdeka</i>	95
	<i>Ini</i>			<i>independent</i>	95
	<i>this</i>			<i>Saya</i>	93
	<i>Dengan</i>			<i>I</i>	93
	<i>with</i>			<i>Itu</i>	93
	<i>Indonesia</i>			<i>that</i>	93
	<i>Dalam</i>			<i>Sama</i>	91
	<i>in</i>			<i>same</i>	91
	<i>Pada</i>			<i>Merupakan</i>	90
	<i>on</i>			<i>is</i>	90
	<i>Tinggi</i>			<i>Bisa</i>	90
	<i>high</i>			<i>able</i>	90
	<i>Kampus</i>			<i>Kegiatan</i>	90
	<i>campus</i>			<i>activity</i>	90

16	<i>Juga</i> also	150	41	<i>Kerja</i> work	90
17	<i>Oleh</i> by	146	42	<i>Kemendikbudristek</i> Ministry of Education, Culture, Research, and Technology	59
18	<i>Perguruan</i> college	142	43	<i>Negeri</i> country	89
19	<i>Kuliah</i> university	132	44	<i>Melalui</i> through	88
20	<i>Dapat</i> able	129	45	<i>Sebagai</i> as	88
21	<i>Menjadi</i> become	123	46	Australia	84
22	<i>Sekolah</i> school	122	47	<i>Belajar</i> study	83
23	<i>Universitas</i> university	135	48	<i>Para</i> all	80
24	<i>Tahun</i> Year	113	49	<i>Tidak</i> no	80
25	<i>Telah</i> Have/has	110	50	<i>Secara</i> in	75

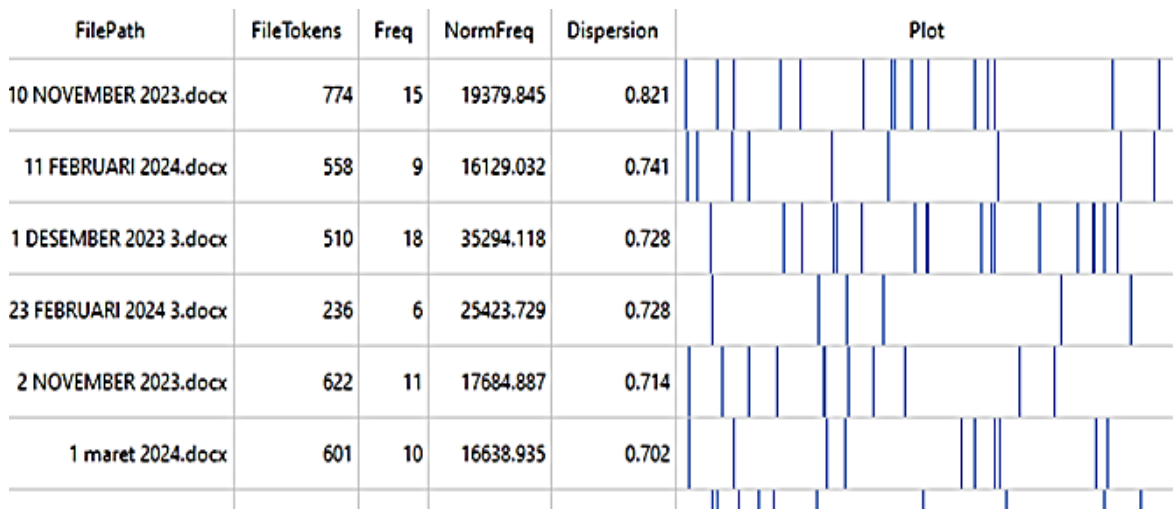


Figure 1. Concordance plot of the word “education”

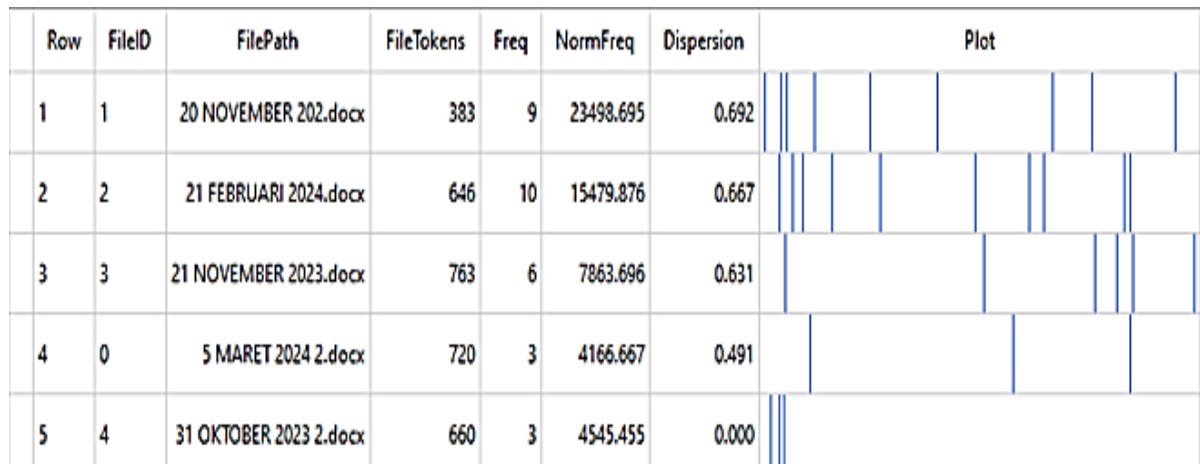


Figure 2. 5-word compound concordance plot

Table 2. The plot distribution model mapping in educational news text

Type	Word Composition	News Content
1	Pendidikan, Kemendikbudristek Education, the Ministry of Education, Culture, Research, and Technology	<i>Kemendikbudristek — Guna memperkuat program kebudayaan dan pendidikan, sekaligus menandai peningkatan hubungan pendidikan dan budaya antara Indonesia dan Jepang, Delegasi Diplomat Indonesia yakni Duta Besar Republik Indonesia untuk Jepang Merangkap Federasi Mikronesia, Heri Akhmadi, didampingi Atase Pendidikan dan Kebudayaan (Atdikbud) KBRI Tokyo, Yusli Wardiatno mengunjungi Universitas Waseda pada hari Rabu.</i> Kemendikbudristek — In order to strengthen cultural and educational programs, as well as mark the improvement of educational and cultural relations between Indonesia and Japan, the Indonesian Diplomat Delegation, namely the Ambassador of the Republic of Indonesia for Japan and the Federation of Micronesia, Heri Akhmadi, was accompanied by the Education and Culture Attaché (Atdikbud) of the Indonesian Embassy in Tokyo, Yusli Wardiatno visited Waseda University on Wednesday.
2	Pendidikan, Kemendikbudristek Education, the Ministry of Education, Culture, Research and Technology	<i>Ni Wayan Ayu Kumala, mahasiswi semester tiga Program Studi (Prodi) Ilmu Keperawatan, Fakultas Kedokteran, Universitas Udayana, merupakan salah seorang penerima manfaat Kartu Indonesia Pintar (KIP) Kuliah yang diberikan pemerintah melalui Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi untuk dia melanjutkan pendidikannya.</i> Ni Wayan Ayu Kumala, the third-semester student of the Nursing Science Study Program, Faculty of Medicine, Udayana University, is one of the beneficiaries of the Smart Indonesia Card (KIP) provided by the government through the Ministry of Education, Culture, Research, and Technology to continue her education.

3	<i>Pendidikan, Kemendikbudristek</i> Education, the Ministry of Education, Culture, Research and Technology	<i>Kemendikbudristek, Atase Pendidikan dan Kebudayaan (Atdikbud) Kedutaan Besar Republik Indonesia (KBRI) Canberra bekerja sama dengan Fakultas Pendidikan Bahasa dan Sastra (FPBS) Universitas Pendidikan Indonesia (UPI), menyelenggarakan lokakarya pembelajaran Bahasa Indonesia bagi Penutur Asing (BIPA).</i> Ministry of Education and Culture, Education and Culture Attaché (Atdikbud) of the Indonesian Embassy (KBRI) Canberra, collaborate with the Faculty of Language and Literature Education (FPBS) of the Indonesian Education University (UPI), to hold an Indonesian Language learning workshop for Foreign Speakers (BIPA).
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5. DISCUSSION

Table 1 shows that several words have a high frequency of use. This study will focus on words that are neither prepositions nor conjunctions. Besides, there are several words with nearly identical meanings, such as *perguruan, kuliah, kampus, sekolah*, and university, all of which refer to places where people study. In addition, the phrases *kip, iisma*, and activity have nearly identical meanings to the word program. Furthermore, the words *Negeri, Indonesia*, and *Australia* share the same meaning because they all refer to the country. Therefore, the words that will be analyzed in this research are the words *mahasiswa, program, pendidikan, merdeka*, and *kemendikbudristek*. The word *pendidikan* appears the most frequently in the researcher's selected news.

Based on the data in Figure 1, the word *pendidikan* appears frequently in the data for 10 November 2023, 11 February 2024, 1 December 2023 3, 23 February 2024 3, 2 November 2023, and 1 March 2024. In other words, the word *pendidikan* appears in every news story, whether at the beginning, middle, or end. As a result, *pendidikan* is the most often-used word in the news. It is due to numerous factors, both because the focus of the news is on education that has passed and education that is yet to be applied. Based on the data in Figure 1, the term education has a specific meaning when it is placed next to another word. One of these meanings is the location or position of the word education, which indicates that the word *pendidikan* is frequently mentioned or has a high frequency of mention to encourage readers to read and understand more about the essence of the news that it wants to convey, namely education. This can be proved in the next data.

Data 1

Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi (Kemendikbudristek) terus berkomitmen untuk meningkatkan akses pendidikan dasar, menengah, dan tinggi untuk mempercepat pembangunan sumber daya manusia unggul guna meningkatkan produktivitas, memajukan kebudayaan, dan mencapai kesejahteraan menuju Indonesia Emas 2045. Wujud komitmen tersebut berfokus pada peningkatan pembangunan SDM yang salah satunya dilakukan melalui Program Indonesia Pintar Pendidikan Tinggi atau yang umum disebut Kartu Indonesia Pintar Kuliah (KIPK) Merdeka.

Di tahun 2024, Kemendikbudristek, melalui Pusat Layanan Pembiayaan Pendidikan (PLPP/Puslapdik), kembali membuka kesempatan bagi mahasiswa baru di seluruh Indonesia untuk menjadi penerima KIP Kuliah Merdeka sesuai jenjang studinya baik sarjana maupun diploma. Hal tersebut terungkap pada webinar Sosialisasi Pendaftaran KIP Kuliah Merdeka di Jakarta, Senin (12/2/).

The Ministry of Education, Culture, Research and Technology (Kemendikbudristek) continues to be committed in increasing access to the basic education, secondary, and higher education to accelerate the development of human resources to increase productivity, advance culture, and achieve prosperity towards a Golden Indonesia 2045. The manifestation of this commitment focuses on in increasing human resource development, one of which is carried out through the Indonesia Smart Higher Education Program or what is commonly called the Independent Indonesia Smart College Card (KIPK).

In 2024, the Ministry of Education and Culture, through the Education Financing Service Center (PLPP/Puslapdik), will open opportunities for new students throughout Indonesia to become Independent Indonesia Smart College Card recipients based on their level of study, whether undergraduate or diploma. This was revealed at the socialization webinar of the Independent Indonesia Smart College Card in Jakarta, Monday (12/2/).

In Data 1, the sentences have a very powerful meaning that they want to convey, particularly in educational news. The facts presented from data that demonstrate a close interaction between education and the government, both in terms of policymaking in the education sector and in the financial sector of education. In other words, the terms *pendidikan* and *kementerian* or *Kemendikbudristek* play a crucial role in the data. Furthermore, the researchers chose those words to understand the role of ministries in education in Indonesia.

The concordance plot distribution in Figure 2 shows 5 words that appear frequently in the news, such as *mahasiswa*, *program*, *pendidikan*, *merdeka*, and *kemendikbudristek*. Figure

2 shows the plot results obtained after the researcher processed the 5-word concordance plot. The analysis findings revealed three dominant plot distribution models, as shown in Table 2. The word combination combines the words *pendidikan* and *Kemendikbudristek*. Next is data 2 that containing the composition of the words *pendidikan* and *Kemendikbudristek*.

Data 2

Selanjutnya, dalam hal kerja sama antar pendidikan tinggi, Atdikbud Yusli Wardiatno juga berkesempatan mengenalkan program Merdeka Belajar Kampus Merdeka (MBKM) Indonesia dan program Indonesia International Student Mobility Award (IISMA) demi pendidikan yang lebih baik yang merupakan bagian dari program Merdeka Belajar yang digulirkan oleh Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi (Kemendikbudristek).

Furthermore, in terms of collaboration between higher education, Yusli Wardiatno also had the opportunity to introduce the Indonesian Independent Learning Campus (MBKM) program and the Indonesia International Student Mobility Award (IISMA) program for better education, which is part of the Independent Learning program launched by the Ministry of Education, Culture, Research and Technology (Kemendikbudristek).

The data 2 shows the composition of the words *pendidikan* and *kemendikbudristek*. This highlights the Ministry of Education and Culture's attempts to improve education in Indonesia. One example of these efforts is the *Merdeka Belajar Kampus Merdeka* (MBKM) program and the *Indonesia International Student Mobility Award* (IISMA) program, which also creates several programs that can be useful for all students in Indonesia and provides opportunities for students to study abroad, as found in the IISMA program. In other words, the Ministry of Education and Culture plays an important part in advancing education in Indonesia. Besides, this data demonstrates that Indonesia intends to implement educational development initiatives. This aims to ensure that other countries are aware of Indonesia's educational developments and can learn from one another about the initiatives that have been implemented.

Data 3

KIP Kuliah merupakan bantuan biaya pendidikan dari pemerintah bagi lulusan SMA atau sederajat yang memiliki potensi akademik baik tetapi memiliki keterbatasan ekonomi. Berbeda dari beasiswa yang berfokus pada memberikan penghargaan atau dukungan dana terhadap mereka yang berprestasi (lihat penjelasan Pasal 76 UU No. 12 Tahun 2012 tentang Pendidikan Tinggi).

Walaupun demikian, syarat prestasi pada KIP Kuliah ditujukan untuk menjamin bahwa penerima KIP Kuliah terseleksi dari yang benar benar mempunyai potensi dan kemauan untuk menyelesaikan pendidikan tinggi.

The Independent Indonesia Smart College Card is an educational assistance from the government for high school graduates who have good academic potential but have economic limitations. It is different from scholarships, which focus on providing awards or financial support to those who have achieved (see explanation of Article 76 of Law No. 12 of 2012 concerning Higher Education).

However, the achievement requirements for the Independent Indonesia Smart College Card are intended to ensure that Independent Indonesia Smart College Card recipients are selected from those who truly have the potential and desire to complete higher education.

The data presented data 3 demonstrate the role of the government in the field of education. The responsibility of the government is to ensure that education is accessible to all segments of society, including those from wealthy and less fortunate households (Abbas et al., 2024). One of the most often used words in the data is the word *pendidikan*. These statements are frequently repeated to emphasize the importance of education for Indonesians and the need for everyone to pursue it. The government's attempts to make education accessible to everyone include the *Kartu Indonesia Pintar* (KIP) scholarship. This scholarship is intended for people who have the ability and desire to further their education but face economic challenges. With the government's efforts, especially the Ministry of Education and Culture, education in Indonesia can continue to improve. According to the data analyzed by the researchers, writings containing the words *pendidikan* and *kemendikbudristek* contain positive news about the government's efforts to enhance education in Indonesia.

Data 4

Dalam pertemuan tersebut, Najib menyampaikan jika pemerintah Indonesia khususnya kemendikbudristek sangat mendorong universitas memiliki program double degree atau joint degree dengan universitas di luar negeri, termasuk Australia demi meningkatkan motivasi mahasiswa dalam bidang pendidikan.

“Saat ini ada pembiayaan dari LPDP untuk program double degree antara universitas di Indonesia dan universitas di luar negeri yang memiliki reputasi internasional, hal ini merupakan peluang yang bagus untuk dimanfaatkan oleh UNJ dan UC,” ungkap Najib.

During the meeting, Najib explained that the Indonesian government, especially the Ministry of Education and Culture, strongly encourages universities to have double degree or joint degree programs with universities abroad, including Australia, to increase student motivation in the field of education.

"Currently there is funding from LPDP for a double degree program between universities in Indonesia and universities abroad that have an international reputation. This is a good opportunity to take advantage of it for UNJ and UC," Najib explained.

The data 4 indicates a composition between the words *pendidikan* and *kemendikbudristek*. This composition demonstrates the efforts of *Kemendikbudristek*, a branch of the government, to enhance education in Indonesia by improving student motivation. One of the efforts is to allow students to pursue double degrees at Indonesian and international colleges. It is not just in the form of a program; the government also offers scholarships to individuals who want to take the chance. In other words, the Indonesian government is constantly looking for new educational innovations. This innovation can take form in the form of scholarships, collaborations, or other programs.

Data 5

Sebanyak 451 penerima manfaat beasiswa (awardee) Indonesian International Students Mobility Awards (IISMA) telah kembali ke Indonesia setelah menyelesaikan pendidikan di luar negeri selama satu semester. Setelah berhasil mengirimkan awardee ke berbagai belahan dunia, Kemendikbudristek kembali menggelar penyambutan kepulangan penerima manfaat beasiswa awardee IISMA tahap ketujuh, sekaligus menandai berakhirnya kepulangan peserta program IISMA tahun 2023. Kegiatan ini dilakukan secara daring pada Kamis (29/2) guna menyambut awardee dari kawasan Asia, Eropa, Amerika, dan Inggris-Irlandia.

A total of 451 Indonesian International Students Mobility Awards (IISMA) scholarship beneficiaries have returned to Indonesia after completing one semester of education abroad. After successfully sending awardees to various parts of the world, the Ministry of Education and Culture held another homecoming reception for the recipients of the seventh stage of the IISMA awardee scholarship, as well as announcing the end of the return of IISMA program participants in 2023. This activity was carried out online on Thursday (29/2) to welcome awardees from the Asian region, Europe, America and Anglo-Ireland.

The data 5 is an example of news that includes the words *pendidikan* and *kemendikbudristek*. The story highlighted one of the successful initiatives, IISMA, which is a

student exchange program abroad. The program was effectively deployed, and the program came to the seventh stage. In other words, Indonesia has a systematic educational improvement program, known as IISMA. One of the most interesting aspects of the news is *that Kemendikbudristek* fully supports the spirit of public education in Indonesia, as seen by the welcome home of IISMA program graduates. The news release also includes numerous names of the nations selected for the IISMA program, indicating that one of the government's initiatives is to give possibilities for Indonesian students to study overseas. As a result, Indonesian students can learn about educational culture from around the world and apply it in Indonesia.

Data 6

Sudarsana menambahkan, bahwa dirinya bangga terhadap prestasi yang dimiliki oleh para mahasiswa penerima KIP Kuliah. "Indeks Prestasi Kumulatif (IPK) mahasiswa penerima KIP Kuliah di Universitas Udayana berada di atas rata-rata, bahkan ada yang meraih IPK tertinggi dan Cum Laude," tutur Sudarsana.

Ia berharap program yang diselenggarakan kemendikbudristek ini dapat terus berlanjut di masa mendatang, mengingat kebermanfaatannya sangat tinggi bagi putra putri bangsa yang terkendala biaya untuk melanjutkan studi ke jenjang pendidikan tinggi.

Sudarsana added that he was proud of the achievements of the students who received the Independent Indonesia Smart College Card. "The GPA of students receiving Independent Indonesia Smart College Card at Udayana University is above average, some even achieved the highest GPA and Cum Laude," said Sudarsana.

He hopes that this program organized by the Ministry of Education and Culture can be continued in the future, considering that its benefits are very high for the nation's youths who are constrained by the finances to continue their studies to higher education.

The data 6 is data that contains the composition of the words *pendidikan* and *kemendikbudristek*. According to the data, the government, specifically the Ministry of Education and Culture, is successful in giving KIP scholarships. In other words, the data shown demonstrate that the government works for society, particularly in the sector of education. Besides, the government is expected to keep the program because the program is regarded as very helpful, particularly for people who wish to continue their education but lack the funds. This data also demonstrates that one of the elements influencing student progress is financial

help offered by the Ministry of Education and Culture in the form of KIP scholarships. As a result, the government is reported positively in the data due to the programs it has implemented.

Data 7

Direktur Akademisi Pendidikan Tinggi Vokasi, Benny Bandanadjaja, dan Direktur Pembelajaran dan Kemahasiswaan, Sri Suning Kusumawardani, turut hadir dalam penyambutan para awardee ini. Selain itu, kegiatan ini juga dihadiri oleh tim program IISMA yang merupakan tim kemendikbudristek, perwakilan perguruan tinggi asal, dan orang tua awardee yang ikut menyambut pulang para putra-putri terbaik bangsa.

Direktur Benny menyambut hangat kembalinya awardee IISMA ke tanah air. Ia menyampaikan pesan moral dan dorongan kepada awardee yang telah menyelesaikan program IISMA untuk terus mengambil inisiatif dan terlibat aktif dalam kehidupan kampus dan masyarakat. "Setelah mengikuti program IISMA, kami berharap para-alumni program ini memiliki keterampilan, pengetahuan, dan sikap yang lebih baik sebelum terjun ke dunia kerja," ujar Beny.

Academic Director of Vocational Higher Education, Benny Bandanadjaja, and Director of Learning and Student Affairs, Sri Suning Kusumawardani, were also present to welcome the awardees. Besides, this activity was also attended by the IISMA program team which is a team from the Ministry of Education and Culture, representatives of universities, and parents of awardees who welcomed home the nation's best youths.

Director Benny warmly welcomed the IISMA awardees back to their homeland. He conveyed a moral message and encouragement to awardees who had completed the IISMA program to continue to take initiative and be actively involved in campus and community life. "After participating in the IISMA program, we hope that the alumni of this program will have better skills, knowledge and attitudes before entering the real work," said Beny.

The data 7 shows that there is hope given by the government to recipients of the IISMA program to help the government in developing education in Indonesia. In other words, one of the government's goals in developing a program is to raise a new generation that can assist the government in improving education in Indonesia. Based on this data, the government anticipates that IISMA recipients will be of higher quality than before, which will help the environment. As a result, one of the government's approaches or innovations in developing programs to help improve education in Indonesia is an outstanding idea and effort. This is because this innovation allows Indonesian students to make a direct contribution to society

while simultaneously raising awareness of the value of education in Indonesia. IISMA awardees can also accomplish this by encouraging their closest friends to take part in scholarship programs and other programs, so they get motivated to continue their studies.

Based on the results of the analysis data, the words *pendidikan* and Ministry of Education and Culture, which appeared in the news, have a significant impact on education in Indonesia. It is because the Ministry of Education and Culture is one of the institutions that are responsible for education. Hence, the Ministry of Education and Culture combined the words *pendidikan* and *kemendikbudristek* to make the society's opinion stronger, and the society is committed to being involved in the educational process.

6. CONCLUSION

According to the research findings, the composition of specific words in the news has a significant impact or influence. There is a combination of the words *pendidikan* and *Kemendikbudristek*. Their proximity offers readers a clear representation of the news material they read. One of the representations is the Ministry of Education and Culture, which is a government agency with a primary focus on education. When viewed from a discourse perspective, the education news on the Ministry of Education and Culture's website provides an overview of the government's plans and efforts to improve education in Indonesia. Besides, the representations in the news have a good impact on society or readers, as readers become more educated about the value of education and learn about the government's attempts to make education accessible to everyone. As a result, the Ministry of Education and Culture's image in the news is generally positive.

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