

The Representation of LPDP Scholarship in CNN Indonesia: a Corpus Based Critical Discourse Analysis

Vita Diah Setyoningrum¹, Sulis Triyono², Ashadi Ashadi³
 Universitas Negeri Yogyakarta, Indonesia¹²³
 Email Correspondence: vitadiah.2023@student.uny.ac.id

Abstract

Background:

Media tend to portray state-owned scholarships and can influence public opinion in a positive, negative, or neutral way. However, the specific depiction of the LPDP scholarship, a prominent state-owned scholarship in Indonesia, requires closer examination. The image of the LPDP scholarship can be analyzed through the collocation of keywords related to LPDP and LPDP scholarships found in the CNN Indonesia news data corpus. The role of the media in forming a positive or negative image is then critically examined through critical discourse analysis.

Methodology:

The method used in this study is critical discourse analysis using corpus tools. The data used are 77 news about LPDP Scholarships with a total of 26,335 tokens. The news text was analyzed with the help of a corpus tool in the form of the AntConc application to obtain word frequencies, collocations, and concordances.

Findings:

The image of the LPDP Scholarship in CNN Indonesia news is first seen from the frequency of words that appear and are significant, meaning that CNN Indonesia tends to be specific in reporting the LPDP Scholarship by directly referring to the program it has. Second, the emergence of collocation tends to focus on news about the LPDP Scholarship even though there was one negative image related to the problems that occurred in 2020. Third, the emergence of concordance gives the meaning that CNN Indonesia tends to provide a positive image of news about the LPDP Scholarship.


Conclusion:

The results of the study show that the frequency of words, collocations, and concordances that appear mean that the CNN Indonesia news media in reporting the LPDP Scholarship predominantly provides a positive image. The media tends to report specifically about the LPDP Scholarship, such as the registration and funding schemes. On the one hand, the media is neutral in reporting. This can be seen from how the media also portrays the conflict that occurred in the LPDP Scholarship, especially regarding the policies implemented.

Originality:

This study uses LPDP news in 2014-2024 released by CNN Indonesia to determine the image of LPDP scholarships based on word frequency, collocation, and concordance.

Keywords : News media, LPDP scholarship, corpus

DOI	: 10.24903/sj.v10i1.1981
Received	: January 2025
Accepted	: March 2025
Published	: April 2025
How to cite this article (APA)	: Setyoningrum, V. D., Triyono, S., & Ashadi. (2025). The representation of LPDP scholarship in CNN Indonesia: A Corpus-Based Critical Discourse Analysis. <i>Script Journal: Journal of Linguistic and English Teaching</i> , 10(1), 01-21. https://doi.org/10.24903/sj.v10i1.1981
Copyright Notice	: Authors retain copyright and grant the journal right of first publication with the work simultaneously licensed under a <u>Creative Commons Attribution 4.0 International License</u> that allows others to share the work with an acknowledgement of the work's authorship and initial publication in this journal. 

1. INTRODUCTION

Pursuing higher education is a privilege that provides individuals with the opportunity to develop skills they may not have acquired during secondary education. It is undeniable that higher education plays a crucial role in shaping a society with more advanced knowledge and perspectives. [Wiguna & Alimin \(2021\)](#) explain that compared to those who do not pursue higher education, individuals with higher education tend to possess stronger knowledge and a more progressive mindset. For many, higher education represents an opportunity and a hope for improving their socioeconomic status. This aligns with [Molla \(2021\)](#) argument that higher education is essential for expanding access to knowledge and skills, addressing rising inequalities, and promoting social cohesion in knowledge-intensive economies, as emphasized in critical policy scholarship.

However, this contrasts with the reality of the high cost of higher education. As a result, many Indonesians compete fiercely for scholarships, whether from the government or private institutions, to pursue higher education without financial concerns. Scholarships serve as a tangible effort to support education and human resource development. The primary objective of scholarships is to provide educational opportunities for individuals with academic potential or talent but who face financial constraints ([El-Yunusi et al., 2024](#)).

Indonesia has several scholarship programs managed by various ministries, one of which is the LPDP scholarship. The Indonesia Endowment Fund for Education (LPDP) is a working unit under the Ministry of Finance, established based on Minister of Finance Regulation (PMK) No. 252 of 2010 and officially designated as a Public Service Agency on January 30, 2012. As of today, according to data from LPDP's official Instagram account, the number of scholarship recipients has reached 24,370. [Putra et al. \(2023\)](#) explain that the primary goal of this program is to prepare Indonesia's future leaders and professionals through education funding while simultaneously addressing human resource needs and enhancing national competitiveness.

Historically, the establishment of LPDP is closely linked to government policies aimed at ensuring the sustainability of higher education in Indonesia. Minister of Finance Decree 238/PMK.05/2010 serves as the foundation for managing the endowment fund for education, intended as an "intergenerational responsibility" to secure the continuity of educational programs in the future ([Rachman, 2023](#)). In line with this, LPDP's vision encompasses three key aspects: (1) preparing Indonesia's future leaders and professionals through education funding, (2) advancing strategic and innovative research with added value, and (3) ensuring the

sustainability of education funding for future generations through the optimal management of grant funds.

In its development, the discourse surrounding the LPDP scholarship is shaped not only by government policies but also by the role of mass media in disseminating information about the program. The media holds a responsibility to provide the public with information, including educational opportunities and policies related to the LPDP scholarship. As a means of public communication, mass media serves to distribute various forms of knowledge and facilitate discussions in the public sphere, which can be freely accessed by society (Siregar & Qurniawati, 2022).

The coverage of the LPDP scholarship in the media can influence public understanding and perception of the program, both positively and negatively. Thus, mass media holds significant power in shaping public opinion. This aligns with the view of Mani et al. (2023), who describe how mass media in Indonesia functions as both a watchdog and a lapdog, shaping public perceptions of government policies while maintaining press freedom and independence in reporting. Furthermore, Nur (2021) argues that mass media influences society in three key aspects. First, the cognitive aspect, in which media transforms ignorance into awareness. Second, the affective aspect, where media shifts public sentiment from disfavor to favor, indirectly increasing or decreasing moral support. Third, the conative aspect, in which media influences societal attitudes and behaviors. Public enlightenment can be achieved through media that remain impartial and do not align with specific interest groups (Arifin, 2023).

Mass media is categorized into three types: print, electronic, and online. With the advancement of technology, audiences who previously consumed news through newspapers can now access digital or online versions (Hidayah & Riauan, 2022). As a result, the public can obtain news more easily and efficiently. In Indonesia, various news media platforms are available, including *detik.com*, *CNN Indonesia*, *Tempo*, and *CNBC*.

The news media used in this study is *CNN Indonesia*. As a mass media platform, *CNN Indonesia* plays a crucial role in shaping public discourse and ideology (Afdholy, 2022). *CNN Indonesia* is part of *CNN International*. Launched in 2015, *CNN Indonesia* competes with numerous other news channels. The media outlet focuses on delivering news to the general audience. The main topics covered by *CNN Indonesia* include current affairs, economy, politics, sports, technology, entertainment, and lifestyle. *CNN Indonesia* broadcasts on two channels under the Transmedia Group, *Trans TV* and *Trans 7*.

Therefore, *CNN Indonesia* enables live broadcasting with several flagship programs. One of the strategies used by *CNN Indonesia* to attract viewers is simulcast. Advertisers are more likely to purchase airtime on *CNN Indonesia* if the channel has high viewership and ratings. *CNN Indonesia* strives to differentiate itself from its competitors by emphasizing its slogan, "News We Can Trust" to capture audience attention. All *CNN Indonesia* programs adhere to the same high editorial standards and policies as *CNN International* (Hakim & Hidayati, 2023).

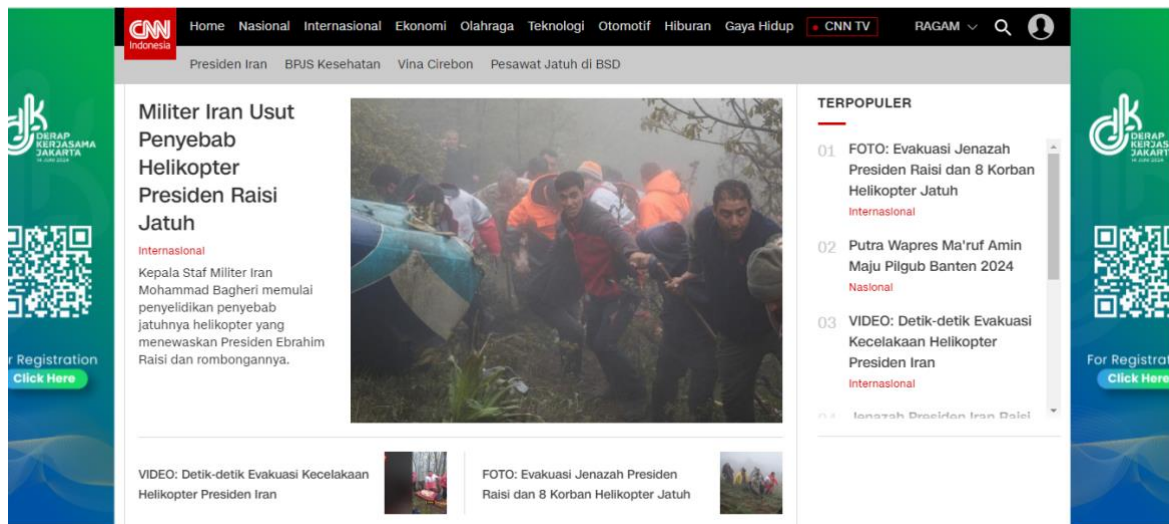


Figure 1. CNN Indonesia home page

Research on corpus linguistics and critical discourse analysis has been conducted by Christomy et al. (2021), focusing on the representation of sultans and sultanates in the local print media *Malut Post* during the 2012–2017 period. However, their study was limited to print media and did not cover the development of discourse in online media. In contrast, this study emphasizes online media, particularly *CNN Indonesia*, over the 2014–2024 period, with a focus on the representation of the LPDP scholarship.

Additionally, Hadiputri & Trenggono (2023) have also conducted research on the LPDP scholarship. However, their study did not employ a corpus linguistics approach and relied solely on Fairclough's critical discourse analysis of a single data source—Sri Mulyani's speech during the LPDP briefing, which was uploaded on YouTube. This approach limits the exploration of LPDP discourse across various media platforms, particularly online news media, which have a broader audience reach and different dynamics compared to video-based platforms.

Although both studies provide valuable insights into critical discourse analysis in various contexts, no research has specifically examined the representation of LPDP in online news

media using a corpus linguistics approach and critical discourse analysis. Therefore, further research is needed to understand how LPDP is constructed in online news coverage and how this representation may influence public perceptions of the scholarship program.

This study aims to examine the representation of the LPDP scholarship in the online news media CNN Indonesia. The representation of the LPDP scholarship can be observed through the collocation of keywords related to LPDP and the LPDP scholarship found in the CNN Indonesia news corpus. The media's role in shaping either a positive or negative image is critically analyzed through critical discourse analysis. Additionally, the highlighted news articles are selected within a specific timeframe. This study seeks to illustrate how the LPDP scholarship is represented in CNN Indonesia. It integrates two academic disciplines: corpus linguistics and critical discourse analysis. The corpus linguistics approach is employed to analyze data or serve as an analytical tool, while critical discourse analysis is used to interpret the representation of the LPDP scholarship.

2. LITERATURE REVIEW

2.1 LPDP Scholarship

According to the official LPDP website (<https://lpdp.kemenkeu.go.id>), the 1945 Constitution mandates that at least twenty percent of the State Revenue and Expenditure Budget (APBN) must be allocated for education. Since its establishment, the management of education funds has been overseen by LPDP, which operates as a government institution implementing the Public Service Agency financial framework, as stipulated in the Decree of the Minister of Finance (KMK) Number 18/KMK.05/2012, dated January 30, 2012. Subsequently, with the issuance of Presidential Regulation Number 111 of 2021 concerning Endowment Funds in the Education Sector, LPDP was granted the authority to manage additional endowment funds, including the Research Endowment Fund, the Cultural Endowment Fund, and the Higher Education Endowment Fund. In 2022, LPDP was officially designated as a Government Investment Operator (OIP), expanding its investment authority.

As a result, LPDP now holds broader authority in managing education funds. It can allocate greater investments to finance and administer the distribution of scholarships. This aligns with one of LPDP's primary objectives: enhancing the quality of human resources across various fields to accelerate national development. Furthermore, through its Productive Innovative Research funding program, LPDP fosters the advancement of strategic research and innovation nationwide, contributing to Indonesia's progress. These efforts reflect LPDP's commitment to preparing future professionals and leaders.

The LPDP Scholarship is a government-funded program managed by LPDP through the National Education Development Fund (DPPN). This scholarship is provided to support postgraduate studies at leading universities in Indonesia and abroad. The LPDP Scholarship programs include: (1) General Programs, encompassing Regular Scholarships, World's Leading Universities Scholarships, and Partial Scholarships; (2) Affirmative Programs, covering Disability Scholarships, Papuan Sons and Daughters Scholarships, Regional Affirmative Scholarships, Underprivileged Scholarships, and Targeted Programs; (3) Scholarships for Civil Servants, Military (TNI), and Police (POLRI), including Entrepreneurship Scholarships, Ulama Cadre Education Scholarships, Specialist and Subspecialist Medical Scholarships, National Research and Innovation Talent Doctoral Scholarships, LPDP Priority Scholarships in collaboration with NTU (MBA and Doctoral programs), Campus France (Master's program), UC Davis (Doctoral program), UNSW (Doctoral program), Diktiristek-LPDP-OKP (Master's program), and NUS (Master's program in Entrepreneurship); (4) Double Degree/Joint Degree Programs.

As an official government-funded scholarship program, the LPDP Scholarship follows a systematic and rigorous selection process comprising three stages: administrative selection, scholastic aptitude selection, and substantive selection. Due to its fully funded nature, the LPDP Scholarship is highly competitive. The scholarship covers a comprehensive range of expenses, including: (1) University registration fees, (2) Tuition fees, (3) Book allowance, (4) Thesis/dissertation research support, (5) International seminar assistance, (6) International journal publication assistance, (7) Graduation fees, (8) Transportation costs, (9) Health insurance, (10) Visa fees, (11) Monthly living expenses, (12) Arrival costs, (13) Family allowance, (14) University incentives, and (15) Emergency funding.

2.2 Critical Discourse Analysis Based on Corpus

The two approaches—corpus linguistics and critical discourse analysis—are integrated to form Corpus-Assisted Discourse Studies (CADS). Critical discourse analysis is an approach that examines the relationship between ideology and language, as well as discourse and social practices (Fairclough, 2001). CADS aims to uncover both the opaque and transparent structural relationships of domination, discrimination, power, and control as manifested in language (Wodak, 2015). According to Eriyanto (2022), CADS is employed to deconstruct linguistic discrimination, where researchers analyze texts (as in critical discourse analysis) while incorporating corpus-based methodologies.

CADS research follows the same procedures as corpus linguistics research, which includes frequency analysis, concordance analysis, collocation analysis, cluster analysis, and keyword extraction. Hardt-Mautner and Stubbs (Hu, 2024) advocate integrating corpus linguistics with critical discourse analysis to enhance the representativeness of texts and facilitate dialogue between quantitative and qualitative approaches. This combination enables researchers to examine how news is represented in the media.

A study conducted by Baker (2012) analyzed media representations of Islam and Muslims in British news media. The findings indicated that the British press tends to associate the terms Islam and Muslims with extremist beliefs. Similarly, research by Salim (2023) examined discourse in news articles covering the murder of Bripka J, as reported by the official media of the Indonesian National Police. Their study investigated how the institution framed its image in handling the case through specific linguistic choices. Analyzing 39 news articles using a corpus-based approach, they found that the key terms frequently employed by the police media to frame the case were murder and premeditated murder. The study further revealed that the Indonesian National Police's online news media sought to reinforce a positive institutional image by disseminating favorable news about the organization and consistently including titles and positions in references to its officials. Additionally, the police media strategically used positive adjectives to highlight the institution's achievements in managing the murder case of Bripka J.

METHODOLOGY

This study employs a qualitative descriptive approach to analyze the representation of LPDP scholarships in online news coverage by CNN Indonesia. This approach was chosen because qualitative research prioritizes empirical materials such as words, images, and sounds over numerical data in exploring research questions (Gullion, 2024). To collect and analyze data, this study utilizes a corpus linguistics method with the assistance of AntConc software. According to Teubert and Krishnamurthy (2007), corpus analysis enables researchers to identify linguistic patterns, including probabilities, trends, collocations, and the co-occurrence of elements in texts. Therefore, this method is employed to systematically and generalizably uncover the representation of LPDP scholarships in news coverage.

In this study, the corpus was compiled from CNN Indonesia's online news articles published between 2014 and 2024. This time frame was determined based on two key considerations. First, CNN Indonesia began operating as an online news platform in 2014, so the study only includes news coverage from that year onward. Second, since this research is

conducted in 2024, this time frame allows for a comprehensive analysis of the dynamics surrounding LPDP representation over a decade. Although the study does not include periods before 2014 or after 2024, this limitation remains relevant for identifying discourse changes in response to policy developments and social dynamics.

The data for this study was sourced from the CNN Indonesia news portal (<https://www.cnnindonesia.com/>). The selection of CNN Indonesia as the primary source is based on its credibility, reach, and influence in shaping public discourse. As part of the CNN International network, CNN Indonesia adheres to high journalism standards, ensuring news accuracy and objectivity. Additionally, CNN Indonesia implements a simulcast strategy, allowing for broader news distribution, making it one of the most widely accessed online media platforms in Indonesia.

During the data collection stage, news articles were selected based on their relevance to the topic of LPDP scholarships. These articles were published online and are publicly accessible, including to researchers. The selection process involved keyword searches using "LPDP" and "Beasiswa LPDP" to ensure that the collected articles specifically focused on the research topic. Once identified, the articles were converted from PDF to Microsoft Word format and subsequently saved in .txt format to ensure compatibility with AntConc software.

After compiling all the articles, the data was integrated into a linguistic corpus for further analysis. The data collection process resulted in 77 news articles, containing a total of 26,335 tokens related to LPDP scholarships. To process the data, various features in AntConc were utilized, including KWIC (Key Word in Context), collocation analysis, keyword identification, and concordance analysis. The .txt files were then uploaded into the software and processed using these features, focusing on keyword identification, collocation analysis, and concordance examination.

The analysis was conducted in several stages. First, the corpus was used to examine word frequency, with the top 15 keywords selected for further analysis. Second, collocations and concordance patterns of the two most significant keywords were manually analyzed to identify how "LPDP" and "Beasiswa LPDP" were used within the text. Finally, the data was further examined to reveal the representation of LPDP in CNN Indonesia's news coverage.

The Representation of LPDP Scholarship in CNN Indonesia: a Corpus Based Critical Discourse Analysis

Vita Diah Setyoningrum, Sulis Triyono, Ashadi

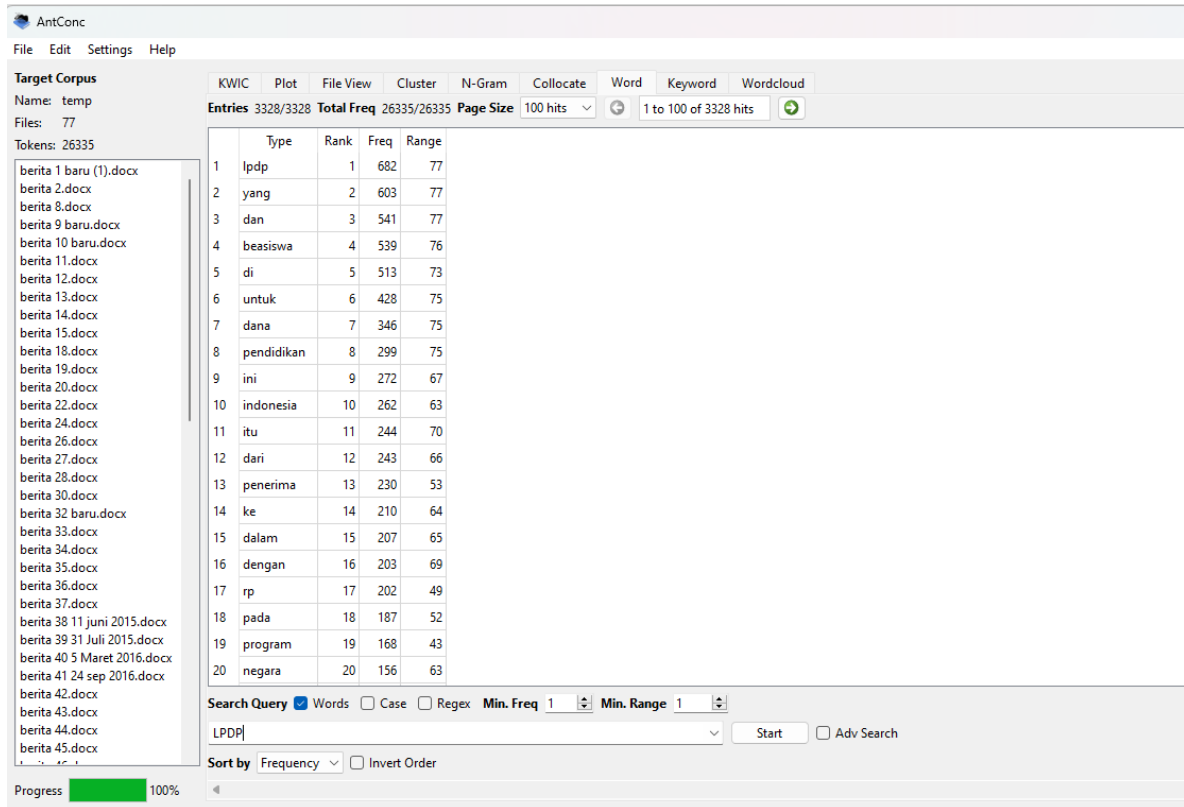


Figure 2. Word Frequency

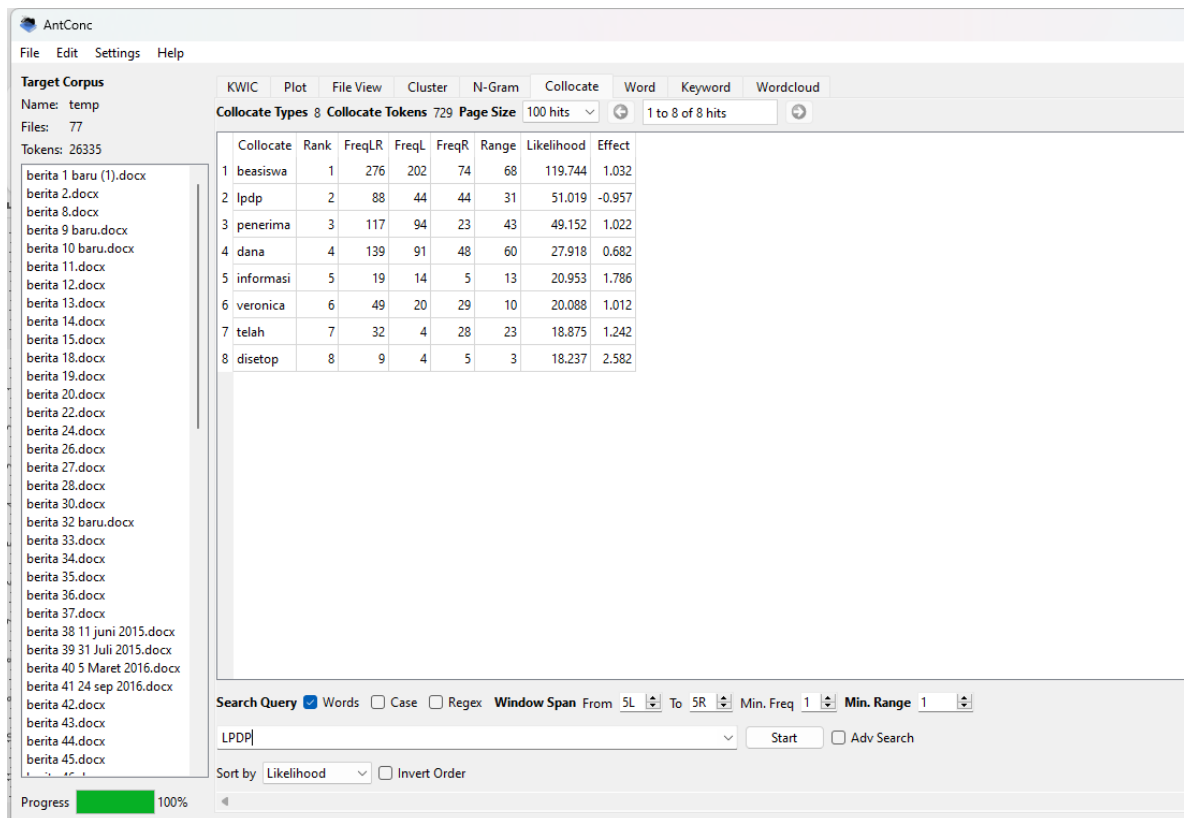


Figure 3. Word Collocation

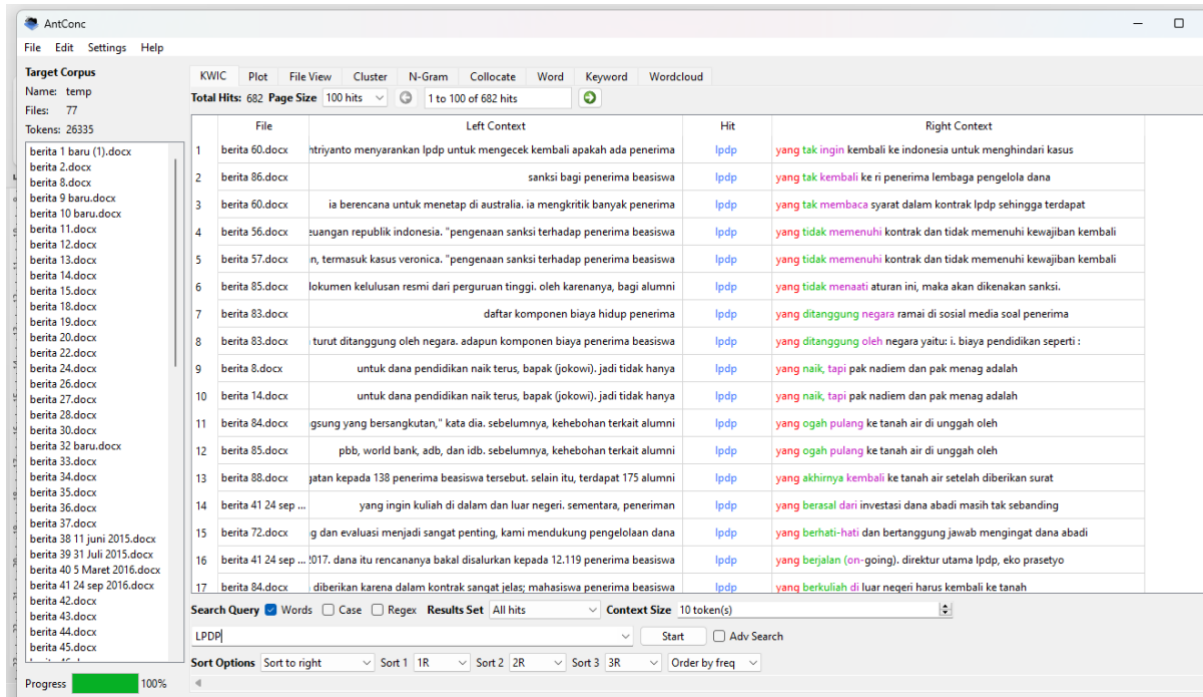


Figure 4. Word Concordance

3. FINDINGS

Critical discourse analysis using the corpus tool AntConc was conducted on LPDP news released by CNN Indonesia over a period of 10 years. This analysis combines frequency analysis, collocation, and concordance to provide a comprehensive picture of how an organization is represented.

3.1 Frequency of News Words about LPDP Scholarship

The news corpus on LPDP scholarships, as reported by CNN Indonesia, consists of 26,335 tokens from 77 news articles. Based on this data, the following section presents a ranked list of keywords derived from data processing using AntConc software.

Table 1. List of Word Frequency of Occurrence

No.	Frequency Oeder	Frequency Count	Word
1.	1	682	lpdp
2.	4	539	beasiswa
3.	7	346	dana
4.	8	299	pendidikan
5.	10	262	indonesia
6.	13	230	penerima
7.	17	202	rp
8.	19	168	program
9.	20	156	negara
10.	22	138	triliun
11.	24	131	tahun
12.	26	119	negeri
13	27	115	bisa

14.	28	111	kembali
15.	29	108	pemerintah

3.2 Collocation of News Words about LPDP Scholarship

In this study, the word collocation section is divided into two categories: the collocation of "beasiswa" (scholarship) and the collocation of "LPDP". In the "beasiswa" collocation, the most frequently co-occurring word is "LPDP", appearing 278 times. Meanwhile, in the "LPDP" collocation, the most frequently co-occurring word is "beasiswa", appearing 276 times. The following section presents a list of words that collocate with "beasiswa".

Table 2. Collocation of the Word Scholarship

Ranking	Collocation	Frequency
1.	lpdp	278
2.	penerima	192
3.	program	71
4.	lembaga	45
5.	pengelola	38
6.	memberikan	35
7.	pengembalian	31
8.	umum	22
9.	mengembalikan	18
10.	targeted	17
11.	afirmasi	16
12.	menerima	15
13.	kelulusan	14
14.	spesialis	12

Unlike the collocation of "LPDP", the collocation of "beasiswa" contains fewer words, with a total of only six. The following section presents a table of analysis results generated using the AntConc application.

Tabel 3. Collocation of the Word LPDP

Ranking	Collocation	Frequency
1.	beasiswa	276
2.	dana	139

3.	lpdp	88
4.	veronica	49
5.	informasi	19
6.	disetop	9

3.3 Concordance of News about LPDP Scholarships

In analyzing the concordance of news articles about LPDP scholarships, researchers utilized two keywords: "beasiswa" and "LPDP." The top 15 results from this analysis are presented in Figures 5 and 6.

KWIC

Plot

File View

Cluster

N-Gram

Collocate

Word

Keyword

Wordcloud

Total Hits: 539

Page Size

100 hits

1 to 100 of 539 hits

	File	Left Context	Hit	Right Context
1	berita 82.docx	m yakni beasiswa afirmasi, beasiswa targeted dan beasiswa umum. seleksi	beasiswa	lpdp akan dilaksanakan dalam 3 tahapan yaitu seleksi administrasi, seleksi
2	berita 90.docx	a biaya yang diterima masing-masing penerima beasiswa lpdp? penerima	beasiswa	lpdp akan mendapatkan dana untuk biaya pendidikan maupun biaya
3	berita 49.docx	duk beasiswa magister doktor, beasiswa afirmasi, beasiswa dokter spesialis,	beasiswa	lanjutan, dan beasiswa tesis disertasi. "usulan masing-masing kementerian
4	berita 41 24 sep ...	perwakilan rakyat di gedung dpr, jika dirinci, beasiswa tersebut meliputi	beasiswa	magister dan doktor, beasiswa n i sln selain itu,
5	berita 44.docx	lima tahun lalu, lpdp telah memberikan beasiswa kepada 16.293 penerima	beasiswa.	sebanyak 8.404 awardee diantaranya memilih untuk melanjutkan di dalam
6	berita 49.docx	dikan yang dikelola lpdp hanya ditujukan untuk beasiswa magister doktor,	beasiswa	afirmasi, beasiswa dokter spesialis, beasiswa lanjutan, dan beasiswa tesis
7	berita 1 baru ...	nyandang disabilitas beasiswa putra-putri papua beasiswa daerah afirmasi	beasiswa	prasejahtera berikut jadwal resmi pendaftaran dan seleksi lpdp 2023: - pem
8	berita 45.docx	nda untuk republik ini," tegasnya. sebagai informasi, beasiswa lpdp adalah	beasiswa	yang diberikan kepada warga negara indonesia (wni) untuk melanjutkan
9	berita 49.docx	loktor, beasiswa afirmasi, beasiswa dokter spesialis, beasiswa lanjutan, dan	beasiswa	tesis disertasi. "usulan masing-masing kementerian/lembaga (k/l)
10	berita 72.docx	iswa, beasiswa pendidikan dan magang untuk dosen, beasiswa untuk guru,	beasiswa	untuk mahasiswa, guru, dan dosen di program vokasi, beasiswa
11	berita 18.docx	atar belakang masyarakat, seperti beasiswa umum, beasiswa afirmasi, dan	beasiswa	targeted. "masing-masing dari ketiganya masih memiliki banyak kategori
12	berita 43.docx	bos lpdp berbagi lima tips jitu berburu beasiswa dari negara	beasiswa	lembaga pengelola dana pendidikan (lpdp) merupakan salah satu beasiswa
13	berita 1 baru ...	esialis dan subspecialis program afirmasi beasiswa penyandang disabilitas	beasiswa	putra-putri papua beasiswa daerah afirmasi beasiswa prasejahtera berikut
14	berita 82.docx	untuk tiga jenis program yakni beasiswa afirmasi, beasiswa targeted dan	beasiswa	umum. seleksi beasiswa lpdp akan dilaksanakan dalam 3 tahapan yaitu
15	berita 72.docx	ra kemendikbud dan lpdp, yaitu beasiswa afirmasi, beasiswa targeted, dan	beasiswa	umum. tahun ini, kedua pihak bekerja sama mengusung sederet

Figure 5. Concordance Beasiswa

KWIC

Plot

File View

Cluster

N-Gram

Collocate

Word

Keyword

Wordcloud

Total Hits: 682

Page Size

100 hits

1 to 100 of 682 hits

	File	Left Context	Hit	Right Context
1	berita 41 24 sep ...	> 3 triliun beasiswa untuk 12 ribu orang lembaga pengelola dana pendidikan (lpdp)	mengalokasikan dana beasiswa sebesar rp3 triliun untuk tahun 2017, dana
2	berita 13.docx	lepas dari dana besar yang dikelola lembaga pengelola dana pendidikan (lpdp).	pasalnya, dana kelolaan lpdp meroket dari rp1 triliun di 2010
3	berita 43.docx	berburu beasiswa dari negara beasiswa lembaga pengelola dana pendidikan (lpdp)	merupakan salah satu beasiswa pendidikan yang paling diminati di
4	berita 90.docx	dan penerima beasiswa lpdp beasiswa lembaga pengelola dana pendidikan (lpdp)	menjadi salah satu incaran anak bangsa yang ingin menempuh
5	berita 79.docx	ra hijab manusia gurun direktur utama lembaga pengelola dana pendidikan (lpdp)	mengaku akan mengevaluasi pewawancara beasiswa agar tak ada diskriminas
6	berita 49.docx	an peraturan presiden (perpres) terkait lembaga pengelola dana pendidikan (lpdp).	pada akhir april 2018 , beleid itu bertujuan untuk memperkuat lembaga
7	berita 71.docx	pendidikan untuk menerima beasiswa lembaga pengelola dana pendidikan (lpdp).	program beasiswa ini diperuntukkan bagi dosen di perguruan tinggi
8	berita 53.docx	impaikan jk kepada penerima beasiswa lembaga pengelola dana pendidikan (lpdp).	wapres berharap putra putri pilihan bangsa tersebut mampu membuka
9	berita 46.docx) menginstruksikan, program beasiswa lembaga pengelola dana pendidikan (lpdp)	untuk dioptimalkan , jokowi berpendapat, program lpdp merupakan investasi
10	berita 26.docx	ko widodo () menginginkan penerima lembaga pengelola dana pendidikan (lpdp)	dapat ditingkatkan hingga lima kali lipat. saat ini dana
11	berita 18.docx	iset, strategi lpdp ciptakan sdm unggul lembaga pengelola dana pendidikan (lpdp)	yang ditugaskan kementerian keuangan (kemenkeu) sebagai pengelola dana
12	berita 80.docx	uangan sri mulyani dan direktur utama lembaga pengelola dana pendidikan (lpdp)	andin hadiyanto untuk menindak pernyataan rasialisme itu.
13	berita 9 ...	hanya beasiswa yang diberikan melalui lembaga pengelola dana pendidikan (lpdp).	tapi ia menjanjikan dana-dana lainnya. "pada saat bapak
14	berita 44.docx	i tujuan utama para pemburu beasiswa lembaga pengelola dana pendidikan (lpdp)	melansir inggris sebagai negara tujuan favorit penerima beasiswa lpdp.
15	berita 37.docx	sudah hadir melalui berbagai beasiswa lembaga pengelola dana pendidikan (lpdp).	saat ini terkait dengan adanya mahasiswa yang membutuhkan bantuan

Figure 6. Concordance LPDP

4. DISCUSSION

Based on Table 1, the word "LPDP" has the highest frequency, appearing 682 times in news articles. LPDP is prominently mentioned as the institution responsible for managing the LPDP scholarship program. The dominance of this word indicates that LPDP is actively involved and serves as a focal point of discussion in CNN Indonesia's news coverage. Additionally, this suggests that CNN Indonesia remains consistent in its reporting by explicitly referencing the institution responsible for administering the scholarship.

Apart from "LPDP," other frequently occurring words include "beasiswa" (scholarship) with 539 occurrences, followed by "dana" (fund) 346 times, "pendidikan" (education) 299 times, and "Indonesia" 262 times. These word frequencies suggest that the LPDP scholarship is reported in alignment with its primary objectives. The LPDP scholarship is widely recognized as a government-funded program that manages educational funds in Indonesia. In accordance with legal provisions, the government is responsible for allocating funding for higher education and is obligated to support economically disadvantaged students, facilitating the completion of their studies through mechanisms such as scholarships, educational assistance, or student loans (Putra et al., 2023).

The most frequently occurring and statistically significant words—"LPDP," "beasiswa," "dana," "pendidikan," and "Indonesia"—indicate that CNN Indonesia's coverage of the LPDP scholarship tends to be neutral or positive, maintaining a focus on the scholarship as a state-sponsored program. This positive tendency is influenced by the implementation of journalistic codes of ethics and fact-checking mechanisms. These two aspects ensure that news reports are based on verified facts rather than untested opinions or assumptions.

CNN Indonesia upholds high journalistic standards, adhering to principles of accuracy, impartiality, and fairness. This commitment helps maintain the objectivity of news content (Sukmono et al., 2023). Journalists are committed to verifying information from credible sources, primarily relying on government institutions while avoiding unverified social media content. This practice ensures the accuracy and reliability of the information disseminated to the public.

A study by Mani et al. (2023) found that CNN Indonesia, alongside other media outlets, employs framing techniques to present news in ways that reflect diverse perspectives. For instance, in its coverage of Indonesia's capital relocation policy, CNN Indonesia tended to highlight alternative viewpoints compared to other media outlets, positioning itself more as a

watchdog rather than a government mouthpiece. This approach contributes to a balanced narrative by presenting multiple sides of a story.

Moreover, CNN Indonesia implements fact-checking mechanisms to counter misinformation. Efforts to enhance digital literacy and establish fact-checking procedures are crucial in mitigating the spread of false information and maintaining public trust (Prianto et al., 2022). The application of fact-checking ensures that published news is verified and based on valid data, rather than driven by bias or specific agendas. Consequently, the positive representation of LPDP in the media can be understood as a reflection of the program's success based on available evidence, rather than a deliberate narrative construction.

Additionally, several other frequently occurring words refer to LPDP scholarship recipients, as indicated by the word "penerima" (recipient) appearing 230 times, and "kembali" (return) occurring 111 times. This suggests that media coverage of the LPDP scholarship also considers the perspective of scholarship recipients. The presence of the word "kembali" (return) implies that recipients are expected to contribute to the nation, reinforcing the notion that LPDP scholars have a responsibility to serve their country after completing their studies. This aligns with the idea that alumni networks and the knowledge they acquire can serve as valuable assets for national and international development efforts (Boeren, 2017).

Table 2 presents a collocation analysis of the word "beasiswa" (scholarship) within a 5L and 5R range. In terms of usage, the word "beasiswa" appears most frequently in strong association with "LPDP". Furthermore, the term is often linked to scholarship recipients, referring to individuals who have been awarded the scholarship. Several other collocating words describe "beasiswa" as an institutional entity, including "program" (program), "lembaga" (institution), and "pengelola" (administrator).

Other phrases indicate policies implemented by LPDP as a scholarship provider. Scholarships are not granted unconditionally but come with specific terms and conditions. If these conditions are violated, recipients are required to return the funds. This measure is implemented to ensure that funds are used appropriately and to uphold the integrity of the scholarship program (Campbell, 2017; Carpenter et al., 2018). This is reflected in the occurrence of the words "pengembalian" (repayment) and "mengembalikan" (to return).

The most frequently occurring collocation in Table 3 is "beasiswa" (scholarship). This indicates that CNN Indonesia, when reporting on LPDP, primarily focuses on a positive representation of how the scholarship program is implemented. Additionally, other high-

frequency collocations remain closely related to fund management, such as "dana" (fund) and "LPDP". Semantically, LPDP is portrayed as an institution responsible for managing financial resources.

Furthermore, LPDP is also strongly associated with the name Veronica. As a subject, LPDP was once depicted negatively due to an issue that arose in 2020 involving Veronica Koman, an LPDP scholarship recipient. The case began when she was asked to return her scholarship funds because she failed to fulfill the contractual obligation to return to and work in Indonesia after completing her studies. This case illustrates how LPDP adheres to its contractual agreements.

CNN Indonesia reported on the LPDP scholarship repayment case involving Veronica Koman, highlighting several key aspects. First, CNN Indonesia emphasized the unfulfilled obligations of Veronica Koman, namely her failure to return and contribute to Indonesia, which led LPDP to demand a repayment of IDR 773 million. Second, CNN Indonesia covered the efforts of the Papua People's Solidarity Team, which attempted to symbolically return the scholarship funds, despite LPDP's office being closed at the time. Third, CNN Indonesia reported that LPDP was also pursuing repayment from other alumni who had similarly failed to meet their contractual obligations. This indicates that the Veronica Koman case was not an isolated incident. In its reporting, CNN Indonesia focused on the legal obligations and contractual agreements that LPDP scholarship recipients must fulfill, particularly regarding the requirement to return and contribute to Indonesia.

This issue gained significant public attention as it was widely covered by various media outlets. This suggests that CNN Indonesia maintains a neutral stance by providing factual and accurate information to the public. The information presented is not only reliable but also trustworthy, as it is based on credible sources, particularly government institutions. This practice is crucial in ensuring that the media remains focused on the institution under discussion while delivering dependable information to the audience ([Sukmono et al., 2023](#)). Moreover, accurate reporting by mass media plays a crucial role in countering misinformation and protecting public perception ([Seth & Sharaff, 2024](#); [Daneshvar et al., 2024](#)). The credibility and objectivity of news reporting contribute to building an informed and resilient society.

The first concordance appearing in Figure 3 is "beasiswa umum" (general scholarship). This phrase signifies that LPDP scholarships consist of several programs, one of which is the general scholarship program, which includes Regular Scholarships, World's Top Universities

Scholarships, and Partial Scholarships. Moreover, the data analysis results are predominantly characterized by positive expressions, particularly within the top 1-10 rankings. In news related to scholarships, media outlets tend to present them as informational content.

This trend is evident in frequently occurring phrases such as affirmation scholarships, targeted scholarships, and general scholarships. CNN Indonesia provides the public with comprehensive information about the various LPDP scholarship programs, demonstrating the media's role in disseminating scholarship information, which can have a positive societal impact. Scholarships are considered an essential and positive aspect of news coverage. This reflects the idea that individual goals, available resources, and time availability play a crucial role in how news is consumed and perceived. The public's perception of news importance may vary depending on personal circumstances and daily life situations, rather than merely demographic factors such as social status or education level ([Jansen & Johansen, 2022](#)).

Meanwhile, in the concordance analysis of the word LPDP, the results reveal a broader variety of associated terms. LPDP is portrayed as an institution managing educational funds, with assets amounting to trillions of rupiahs. Given the substantial funding, news coverage indicates that LPDP scholarships are highly sought after and receive positive public response. This is evident in phrases such as "the most in-demand educational scholarship" and "one of the most sought-after opportunities for the nation's youth." By providing educational opportunities to individuals from diverse backgrounds, LPDP scholarships support social and economic equality. This inclusivity is widely appreciated by the public as it helps bridge socio-economic disparities.

Thus, based on word frequency, collocation, and concordance analysis, the corpus-based study of CNN Indonesia's news coverage indicates that positive representations of LPDP scholarships appear more frequently than negative ones. CNN Indonesia tends to highlight positive information about LPDP scholarship schemes to ensure public awareness. For instance, media coverage extensively discusses the various types of scholarships offered. Consequently, LPDP scholarships are constructed as a nationally significant program.

CNN Indonesia frequently emphasizes the benefits of LPDP scholarships, which contribute to human resource development and national competitiveness. For example, in an article titled "Get Ready, LPDP to Launch a Scholarship Program for Islamic Boarding School Students" ([CNN Indonesia, 2022](#)), the media outlet highlights that LPDP represents a government policy initiative aimed at expanding access to education. This type of coverage

suggests that CNN Indonesia not only disseminates information but also supports national education policies.

Additionally, the discourse structure and lexical choices in CNN Indonesia's reporting on LPDP indicate a constructed meaning that reinforces the institution's reputation in the public sphere. To promote the scholarship program, CNN Indonesia frequently employs phrases such as "prestigious scholarship," "golden opportunity for the nation's youth," or "government's commitment to advancing national education." The article "Six Indonesian Alumni from the UK Named Finalists for the Study UK Alumni Awards" ([CNN Indonesia, 2022](#)) showcases LPDP alumni who have achieved success after receiving the scholarship and underscores LPDP's role as a national investment program for the country's progress. In alignment with its vision, LPDP scholarships have produced outstanding alumni who actively contribute to Indonesia.

This claim is supported by one of the inspirational success stories of an LPDP alumnus. Widya Putra, a recipient from the first LPDP cohort, pursued his studies in Food Quality Management at Wageningen University, the Netherlands. He later established Mushome, a product enabling home-grown mushrooms using sawdust as a planting medium. His venture expanded significantly, leading to the launch of his second brand, Meatless Kingdom, which produces mushroom chips, mushroom broth, and plant-based meat alternatives made from mushrooms and soybeans. His business now operates in 240 stores across Indonesia, generating numerous employment opportunities. This example demonstrates that CNN Indonesia not only shares information but also reinforces public confidence in LPDP as a crucial tool for national development that deserves broad public support.

A positive media representation can significantly enhance an institution's public image. Institutional representation in a positive light is essential for securing trust, support, and public engagement. The media plays a crucial role in shaping public perception—while positive news coverage enhances reputation, negative reporting can adversely impact an institution ([Czerw & Obłoz, 2014](#)). A strong institutional image helps build and sustain credibility ([Ahmad & Ismail, 2020](#)). Conversely, a negative image can damage an institution's reputation, potentially leading to a decline in public trust and support.

5. CONCLUSION

The study on the image of the LPDP Scholarship in CNN Indonesia's news coverage leads to the following conclusions. First, the word frequency analysis indicates that CNN Indonesia reports on LPDP Scholarships in a specific manner, directly referring to the programs it offers. Second, the collocation analysis suggests that the coverage primarily focuses on LPDP Scholarships, with only one instance of negative representation, which is related to an issue that arose in 2020. Third, the concordance analysis reveals that CNN Indonesia tends to provide a positive representation of LPDP Scholarships in its reporting.

The findings of this study highlight the crucial role of media in enhancing the transparency of LPDP's scholarship policies, particularly in terms of selection processes and fund allocation. If CNN Indonesia and other media outlets were to engage more actively in raising critical issues regarding this policy, LPDP could be further encouraged to improve the accountability of its budget management. Additionally, more in-depth reporting could help assess whether the program truly provides equal access to all segments of society, especially those from underprivileged and remote areas. Based on these findings, the media does not merely function as an information disseminator but also serves as a public policy watchdog. Thus, the media can push policymakers to evaluate and reform the LPDP Scholarship program to ensure its effectiveness and inclusivity in supporting the development of high-quality human resources in Indonesia.

Future research can broaden the scope of analysis by investigating how various news outlets report on LPDP policies to identify potential biases in coverage and their impact on public perception. Furthermore, a more comprehensive study on the representation of LPDP scholarship recipients in local, national, and international media could offer insights into how the program is framed in different news contexts. The perspectives of scholarship recipients should also be explored, particularly in assessing the effectiveness of LPDP policies and their impact on career development. Additionally, research could examine how discussions about LPDP unfold on social media platforms such as Twitter and Instagram, including a sentiment analysis based on public comments and online interactions. Through these approaches, future studies can provide a more comprehensive understanding of the LPDP discourse across various media platforms and its implications for policy-making and public perception.

6. REFERENCES

- Afdholy, N., Sudikan, S. Y., & Indarti, T. (2022). Revealing the ideology of Omicron discourse in CNN Indonesia news. *Research Result. Theoretical and Applied Linguistics*, 8(2), 84-95. <https://doi.org/10.18413/2313-8912-2022-8-2-0-6>
- Ahmad, J., & Ismail, N. (2020). Prestige vs. reputation: significance to improve public perceptions towards malaysian university. *Media Watch*, 11 (1), 119-133. <https://doi.org/10.15655/mw/2020/v11i1/49562>
- Aliyyah, R., Rosyidi, U., & Yazid, R. (2023). An evaluative study of an education scholarship program (BidikMisi) for students in Indonesia. *Pakistan Journal of Life and Social Sciences*, 21 (2), 115-126. <https://doi.org/10.57239/PJLSS-2023-21.2.004>
- Arifin, TSN (2023). Media massa dan proses konstruksi realitas dalam kajian teori sistem dan diferensiasi. *MUKASI: Jurnal Ilmu Komunikasi*, 2 (2), 132-142. <https://doi.org/10.54259/mukasi.v2i2.1576>
- Baker, P. (2012). Acceptable bias? Using corpus linguistics methods with critical discourse analysis. *Critical discourse studies*, 9 (3), 247–256. <https://doi.org/10.1080/17405904.2012.688297>
- Boeren, A. (2017). Relationships between scholarship programs and institutional capacity development initiatives. In J. R. Dassin, R. R. Marsh, & M. Mawer (Eds.), *International scholarships in higher education: Pathways to social change* (pp. 41–58). Springer. https://doi.org/10.1007/978-3-319-62734-2_3
- Carpenter, DM, Kaka, SJ, Tygret, JA, & Cathcart, K. (2018). Menguji efektivitas program beasiswa untuk mahasiswa sarjana penuh waktu, mahasiswa baru, orang tua tunggal. *Penelitian dalam Pendidikan Tinggi*, 59 (1), 108–131. <https://doi.org/10.1007/s11162-017-9476-9>
- Christomy, T., & Nazarudin. (2021). Representasi sultan dan kepemimpinan dalam media massa lokal di Maluku Utara. *Linguistik Indonesia*, 39(2), 115–129. <https://doi.org/10.26499/li.v39i2.249>
- CNN Indonesia. (2022, February 11). *Enam alumni Inggris asal Indonesia raih finalis Study UK Alumni Awards*. CNN Indonesia. <https://www.cnnindonesia.com/internasional/20220211124110-140-757963/enam-alumni-inggris-asal-indonesia-raih-finalis-study-uk-alumni-awards>
- CNN Indonesia. (2022, Juli 8). *Siap-siap, LPDP akan meluncurkan beasiswa untuk santri*. CNN Indonesia. <https://www.cnnindonesia.com/ekonomi/20220708101404-532-818855/siap-siap-lpdp-akan-luncurkan-beasiswa-untuk-santri>
- Czerw, A., & Obłoz, K. (2014). The image of Polish medical institutions in the media. *Medical and Biological Sciences*, 26 (2), 105–109. <https://doi.org/10.12775/4077>
- Daneshvar, B., Abdi, A., & Hosseini, S. M. (2024). FNMD: An evaluation of machine learning and deep learning techniques for fake news detection. *International Conference on*

Recent Trends in Image Processing and Pattern Recognition. Springer.
https://doi.org/10.1007/978-3-031-53082-1_22

- El-Yunusi, M. Y. M., dkk. (2024). Dampak beasiswa tahfidz bagi penerus bangsa yang berakhlak. *JPM: Jurnal Pengabdian Masyarakat*, 4(3), 348-353.
<https://doi.org/10.47065/jpm.v4i3.1643>
- Eriyanto. (2022). *Analisis wacana kritis berbasis korpus*. PT Remaja Rosdakarya.
- Fairclough, N. (2001). *Language and power* (2nd ed.). Longman.
- Fairclough, N. (2003). *Analysing discourse: Textual analysis for social research*. Routledge.
- Gullion, J. S. (2024). What is qualitative research? In *Qualitative research in health and illness* (Online ed.). Oxford University Press.
<https://doi.org/10.1093/oso/9780190915988.003.0002>
- Hadiputri, D. L., & Trenggono, N. (2023). Representasi nasionalisme dalam pembekalan LPDP Sri Mulyani (Analisa Wacana Kritis Fairclough YouTube LPDP RI). *MEDIALOG: Jurnal Ilmu Komunikasi*, 4(2), 98-115. <https://doi.org/10.35326/medialog.v6i2.3433>
- Hakim, A. L., & Hidayati, A. (2023). CNN Indonesia TV broadcasting media business strategy 2023–2025. *Business Review and Case Studies*, 4(2), 183-194.
<https://dx.doi.org/10.17358/brcs.4.2.183>
- Hidayah, S. M., & Riauan, M. A. I. (2022). Analisis framing kebijakan pembelajaran tatap muka di media CNN Indonesia. *Medium*, 9(2), 167–184.
[https://doi.org/10.25299/medium.2021.vol9\(2\).8519](https://doi.org/10.25299/medium.2021.vol9(2).8519)
- Hu, X. (2024). China's image in the GCC mainstream English newspapers: A corpus-based critical discourse analysis. *Critical Arts*.
<https://doi.org/10.1080/02560046.2024.2313132>
- Jensen, J. L., & Johansen, J. D. (2022). Mål, middel og tid: Om livsformsanalysen som metode til at studere tilgangen til nyheder og aktualitetsstof. *MedieKultur*, 37(71), 205–223.
<https://doi.org/10.7146/mediekultur.v37i71.122833>
- J. R. Dassin Campbell, AC (2018). Influencing pathways to social change: Scholarship program conditionality and individual agency. *International Scholarships in Higher Education: Pathways to Social Change* (hlm. 165–186). Palgrave Macmillan.
https://doi.org/10.1007/978-3-319-62734-2_9
- La Mani, D., LP, Wardani, A., Dhamayanti, M., & Kamaluddin. (2023). Online news media, state agenda, and policy on the relocation of the capital city of indonesia: watchdog or lapdog? *Jurnal Ilmu Kehidupan dan Sosial Pakistan*, 21(2), 604–615.
<https://doi.org/10.57239/PJLSS-2023-21.2.004>
- Molla, T. (2021). Critical policy scholarship in education: An overview. *Education Policy Analysis Archives*, 29(2). <https://doi.org/10.14507/epaa.29.5655>

- Nur, E. (2021). Peran media massa dalam menghadapi serbuan media online. *Majalah Semi Ilmiah Populer Komunikasi Massa*, 2(1), 51-64. <https://jurnal.kominfo.go.id/index.php/mkm/article/view/4198/1561>
- Putra, F., Rahman, A., & Kasim, A. (2023). Evaluation of the scholarship program by the education fund management institute in Indonesia. *International Journal of Evaluation and Research in Education (IJERE)*, 13(5), 26195. <https://doi.org/10.11591/ijere.v13i5.26195>
- Prianto, A. L., Malik, I., Abdillah, A., Rusnaedy, Z., & Amalia, A. A. (2022). Government, digital society and industry 4.0: connective action against covid-19 fake news. In S. Motahhir & B. Bossoufi (Eds.), *Teknologi dan aplikasi digital* (pp. 480–491). Springer. https://doi.org/10.1007/978-3-031-01942-5_48
- Rachman, M. A. (2023). Scholarship for catching up? The Indonesia Endowment Fund for Education (LPDP) Scholarship Program as a pillar of economic development policy. *International Journal of Educational Development*, 96, 10271. <https://doi.org/10.1016/j.ijedudev.2022.102701>
- Salim, I. H., & Suhandono. (2023). The reporting of Brigadier J murder on Indonesian police's official news media: Corpus-based discourse analysis. *Jurnal Linguistik Indonesia dan Komunikasi*, 5(1). <https://doi.org/10.35719/jlic.v5i1.120>
- Seth, R., & Sharaff, A. (2024). BERT-CA Sentinels: Adapting BERT with attention mechanism for satirical news detection in social media texts. *Proceedings of the 2024 2nd World Conference on Communication & Computing (WCONF)*. IEEE. <https://doi.org/10.1109/WCONF61366.2024.10692263>
- Siregar, A. K., & Qurniawati, E. F. (2022). Analisis framing pemberitaan buzzer di Tempo.co. *Journal of New Media and Communication*, 1(1), 1-15. <https://doi.org/10.55985/jnmc.v1i1.1>
- Sukmono, F. G., Junaedi, F., Fadilla, Q. Y., Loilatu, M. J., & Fadillah, D. (2023). News about the Sunda Strait tsunami disaster: From the selection of news sources to the production process. *Studies in Media and Communication*, 11(4), 1–15. <https://doi.org/10.11114/smc.v11i4.6002>
- Teubert, W., & Krishnamurthy, R. (2007). General introduction. In W. Teubert & R. Krishnamurthy (Eds.), *Corpus linguistics: Critical concepts in linguistics* (pp. 1–37). Routledge.
- Wiguna, M. Z., & Alimin, A. A. (2021). Seminar pendidikan dalam rangka peningkatan motivasi siswa kelas XII untuk melanjutkan pendidikan di perguruan tinggi. *GERVASI: Jurnal Pengabdian kepada Masyarakat*, 5(1), 40-49. <https://doi.org/10.31571/gervasi.v5i1.1992>

Wodak, R. (2015). Critical discourse analysis: History, agenda, theory, and methodology. In R. Wodak & M. Meyer (Eds.), *Methods of critical discourse analysis*. Sage Publications.