

CRITICAL DISCOURSE ANALYSIS OF DERAGOTARY WORDS FOUND IN *THE GREATEST SHOWMAN MOVIE 2017* BASED ON VAN DIJK THEORY

Aa' Nissa Sofyant,

English Literature Departmen Ahmad Dahlan University

Abstract: The research discusses a critical discourse analysis of insulting words found in the film entitled *The Greatest Showman 2017*. The aim of this research is to determine the structure of text elements contained in the film *The Greatest Showman (2017)*. This research uses a qualitative descriptive approach because it discusses discourse analysis and Teun A. Van Dijk. The results of this research show that the 2017 film *The Greatest Showman* has three structural elements according to text, social cognition, and social context. The results of the text include macrostructure in the film *The Greatest Showman 2017* with the theme of struggle and never giving up, superstructure sequentially until the end of the film, where each scene has a different topic, and microstructure (semantics, syntax, stylistics, and rhetorical). Meanwhile, social cognition describes the background of the source when conveying discourse to the general public. Social context describes a statement of how discourse develops in society with social structures and knowledge.

Key Terms: *The Greatest Showman 2017, film, critical discourse*

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INTRODUCTION

Communication through film is an important part of the system used by individuals and groups to send and receive messages. Film is audio-visual in nature and aims to convey a message to a number of people or audiences in a certain area. It is not uncommon for films to be used to describe a reality that is constructed in such a way as to visualize real life. It should be noted that films have the power or ability to reach many social segments, so they have the potential to influence their audiences (Wijayanti, 2020). This explanation is the basis for researchers to see how discrimination is in the film *The Greatest Showman Movie 2017*. Teun A. Van Dijk's critical discourse analysis is used as a method in this study by analyzing text construction, social cognition, and social context in *The Greatest Showman Movie 2017*. Objectives this study aims to determine discrimination in the film *The Greatest Showman Movie 2017* using the perspective of Teun A. Van Dijk's discourse analysis. This research is expected to provide analysis results regarding documentary films and become reference material for educational studies, especially research related to discourse analysis on films.

METHOD

This research is categorized as qualitative research. According to Masrukhi (2018), qualitative research is research that intends to understand phenomena about what is experienced by research subjects, such as behavior, perceptions, motivations, actions, and so on, holistically and by means of descriptions in the form of words and language, in a special natural context by utilizing various natural methods. This research uses a qualitative descriptive approach because it discusses Teun A. Van Dijk's critical discourse analysis in the film *The Greatest Showman Movie 2017*. The data obtained in this research is in the form of words, not numbers. In this research, the presentation of data, elaboration or description of objects, and data collection techniques are carried out in a scientific manner.

Furthermore, the researcher used According to Sudaryanto (2005, p. 208-211), the data collection method consists of observation and interview method. The data collection method used in this study is observation method. Sudaryanto (in Hudiyo, 2005) said that observation method is data collection that is carried out through a process of listening to the use of the language. The listening method with the basic technique of tapping can be carried out with four advanced techniques, which will be described as follows: Participative Observation Technique (*Teknik Simak Libat Cakap*), Sudaryanto (2005) the competent listening technique acknowledges the researcher's participation, focusing on the speaker's language rather than the content of the conversation, allowing the researcher to tap into their language. NonParticipative Observative Technique (*Teknik Simak Bebas Libat Cakap*), according to Sudaryanto (2005) the observing method or tapping technique involves the researcher as an observer or listener, not speaking with their partner, and is suitable for data in written or document formats, particularly in mother tongues, foreign languages, and ancient languages. Recording Techniques (*Teknik Rekam*), researchers can utilize advanced recording techniques, using the provided tools, to preserve data for transcription in phonetically, phonemically, and orthographical ways. Note-taking Technique (*Teknik Catat*), researchers can use observation methods and note-taking techniques for data collection.

FINDINGS AND DISCUSSIONS

The researcher will collect data from the film *The Greatest Showman 2017* using Van Dijk's theory. The following are included in critical discourse structure analysis using Van Dijk's theory: macrostructure, superstructure, and microstructure. Then finally analyze the insulting words found in the film *The Greatest Showman 2017*. **Structure elements used in *The Greatest Showman 2017* Film**

Macrostructure

In the film *The Greatest Showman 2017*, the main theme or topic raised by the writer is musical drama or family. This theme describes the entire content of the story, the story of Mr. Phineas Taylor Barnum's life struggle for a career that he started from the bottom until he succeeded in making his small family happy. Meanwhile, the sub-topics contained in the film *The Greatest Showman 2017* include: Self-acceptance is a positive attitude towards oneself, being able and willing to accept one's situation, both advantages and disadvantages, so that one can look at the future more positively. Without self-acceptance, a person can make little or no progress in an effective relationship. In this film's scenario, it tells the story of a main character named Phineas Taylor Barnum, who works to help his uncle serve a noble family and accidentally falls in love with Charity, the noble's daughter. However, Charity's father forbade their relationship because it was not commensurate with noble descent. However, Charity still accepted Phineas Taylor Barnum without looking at his life background.

Passion is a very large and strong love or interest in a particular thing or activity that can motivate a person to take action, achieve goals, and pursue dreams. A form of passion can be a hobby, job, or other activity that can make someone feel happy and have a clear goal in life. Meanwhile, in film *The Greatest Show 2017*, the author tries to convey the theme of passion to the audience regarding the figure of Phineas Taylor Barnum, who has an interest in the world of musicals.

Assertive behavior is the ability to communicate what one wants, feels, and thinks to other people honestly and openly while still respecting personal and other people's rights. Film *The Greatest Showman 2017*, the assertive attitude in the scene is that of Charity, who invites a discussion with her husband, Phineas Taylor Barnum, about borrowing money at the bank. The money will be used to open a new business to earn income again after Phineas was fired from his previous job. This scene includes the theme of assertive behavior, the aim of which is to convey opinions clearly without demeaning or attacking other people.

And The meaning of family is a bond consisting of a father, mother, and children who serve each other. A family is defined as a living association of a group of people who are related by blood or marriage, consisting of a father, mother, and children. Meanwhile, in the film *The Greatest Showman 2017*, the film's screenwriter will convey themes that depict kinship, such as the character Phineas Taylor Barnum, who loves his small family very much and whose wife loyally accompanies her husband under any circumstances. Phineas Taylor Barnum will try his best to provide for his family. He works very hard to make money so that his children do not lack material things and are more prosperous compared to their lives before he married Charity. The message that the screenwriter wants to convey in



this film is that there is nothing more valuable than our own family. Whatever circumstances we are in, our family will definitely accept us as we are.

Superstructure

The superstructural element contained in the film *The Greatest Showman 2017* is the scheme. In the scheme, there are parts from the film *The Greatest Showman 2017*, such as the opening, introduction, conflict scene, and anti climax. The film *The Greatest Showman* is divided into twelve acts. The following is the data included in the superstructure:

- a. The opening of a film is often a measure of how interesting the film is to watch. The audience will measure the story backwards, like the story from the opening shown. Like a gate, the opening must first be as interesting as possible, as strong as possible, and be able to engage the audience so that they don't immediately decide whether they like or don't like what they are watching. The opening must contain a high sense of curiosity, full of surprises and the unexpected.

Table 1. Opening

| Scene | Opening |
|---|--|
| <p>First scene (00. 41)</p>  | <p>Narrator: "A circus is a group of people who travel around to entertain the audience with various attractions and other entertainment. Actions combined with music and sound effects. The Greatest Showman is an original musical that chronicles the birth of show business and tells the story of a visionary who rose from nothing to create a spectacle that became a worldwide sensation." Dance Circus... (The Greatest Show Ori)</p> |
| <p>Second scene (02.59)</p>  | <p>Narrator: "Several years ago, 12year-old Phineas was taken by his father to the luxurious house of a beautiful princess named Charity. Then, while Charity's daughter was practicing drinking tea from a cup, suddenly..."</p> |

A film's characters are built stage by stage. In a short film, the character must be shown starting from the introduction stage, and then the character is further developed. By introducing the characters at the beginning, the audience will feel

like they are following the course of the film's story from beginning to end. So it is very important to present unique and interesting characters at this introductory stage.

Table 2. Introduction

| Scene | Introduction |
|--------------|--|
| Second scene | Phineas: "I apologize, sir; I shouldn't have done something like that." Charity's father: "Don't come near my daughter again!" Phineas: "But in my heart, the name of your daughter (charity) is kept." Charity's father: "Stay away from my daughter! You won't be able to get my daughter forever." Charity: "I'm sorry, my father, Phineas." |

The conflict presented in this film is depicted again in a flashback and forward plot. This plot is commonly used in a film. The following are several scenes containing conflict or climax from the film *The Greatest Showman 2017*, including:

Table 3. Conflict

| Scene | Conflict |
|--------------|--|
| Second scene | (Charity's father suddenly comes to them in the garden.) (SLAPS) Phineas: "Sir!" Charity's father: "And you! I told you not to come near my daughter!! You don't deserve it; you are a poor adopted child who doesn't have wealth and a magnificent palace like me, and he will never be happy with you." Charity: "Daddy, you shouldn't talk like that." Charity's father: "Shut up!!! |
| Fourth scene | Charity: "Why did the bank lend you 10,000 dollars?" Barnum: "Because we have a guarantee." Charity: "And we bought the museum with this loan?" |

From the elements above, the graphics should increase, not be flat and lined, making the spectacle boring. After the conflict graph increases, the next stage is the stage where the conflict subsides or decreases. At this stage, the characters in the film story will begin to know how to resolve ongoing conflict problems.

Table 4. Anti Climax

| Scene | Anti climax |
|------------------|--|
| Eleventh scene | Jenny Lind: (kisses Barnum) Phineas: “What was that?” (while surprised) JennyLind:“Farewell.” (while walking away) |
| Twelveth scene | Barnum: "Philips, is everyone out? Is everything okay? The animals?" (panic) Charles: "I freed the others. What else can we do?" Philips: "Wd, where is Anne?" (She rushes in to look for Anne.) Barnum: “Philips! No!"Suddenly, Anne ran out of the scene.WD and Anne: (hugging) Children and wife: Dad (approaching Barnum) |
| Thirteenth scene | Barnum: "If you're just here to ask for a paycheck, all the money is gone. There's nothing left for" Letty: "Shut up, Barnum; you don't understand. Our own mother was embarrassed by us, hiding us all our lives. Then you pulled us from our hiding place. And now you give up on us too. Maybe you're a fraud and just out to make money. But you gave us a real family.” |

Microstructure

Microstructural elements contained in the film *The Greatest Showman 2017* include semantics (background, detail, meaning, nominal presupposition), syntax (sentence form, coherence, pronoun), stylistics (lexical), and rhetorical (graphic, metaphor, expression). The following is the data that contains these elements:

a) Semantics

The meaning that wants to be emphasized in Van Dijk's theoretical scheme is called the relationship between sentences, the relationship between proportions that build this meaning in several text discourse structures but also lead to certain opinions from a particular event. In screenwriting, semantic strategies are used to describe the good roles (protagonists) and evil roles (antagonists) of film actors. This strategy is used to produce meaning in the characterization. There are several semantic strategies, according to Van Dijk's theory:

1. Background

The setting of the events in the film that will be chosen will determine the direction in which the audience's views will be taken. By

determining the right setting, it will give strong characters to the characters who will play them. So that the audience will easily receive the message or impression that the screenwriter in the film wants to convey. Apart from that, according to Eriyanto in Fadillah, (2023) the setting helps how someone gives meaning to the event.

Table 5. Background

| Scene | Background |
|--------------|--|
| Second scene | (VO) Charity: "(smiles shyly) Yes, I actually have the same feelings as you." Phineas: "Really? Charity, I will promise you, I will pick you up and make you happy and buy a palace house for you and our children later." |
| Third scene | Phineas: "Sir, I know, I'm not a rich kid. But I will look after your daughter, and I will give you a big house". Charity's father: "He will come back (smiling) sooner or later; he will get fed up with your very poor life, then he will come home". Charity: "That's impossible, Dad; my heart is strong enough, and no one person can destroy us both". |

2. Detail

In detail, the story in the film *The Greatest Showman* 2017 is a writing strategy for expressing one's attitude implicitly or vaguely. This is in accordance with the explicit meaning referring more to information, while the implicit meaning refers to emotions. Apart from that, this film refers to the connotative (figurative) meaning, not the denotative (actual) meaning. The discourse developed by screenwriting is not always shown openly, but from which side do you want to tell it in detail.

Table 6. Detail

| Scene | Detail |
|---------------|---|
| Fourth scene | Bank Clerk: "Mr Barnum." Bank Officer: "The business you are proposing is very risky and strange." Barnum: "It was a good bet sir and they were amazed at its beauty." Bank Officer: "The bank will need collateral, sir" Barnum: "Sure I'll apply for the title deed and the entire fleet of merchant ships." |
| Seventh scene | Charity: "That's our house? (while staring in amazement)." Phineas: "Right. Let's go in (answers with a smile and walks towards the house)." Charity: "Don't tell me you bought this house just to show off your success to my parents. Phineas: "That's not the only reason. "This is the life I promised you (while hugging his wife intimately)." (And they danced together while talking.) Charity: "It's beautiful, but we don't need all this." Phineas: "It took me 25 years, but... Welcome home, Charity Barnum." |

3. Meaning

According to Eriyanto in Alfiyani, (2021) the intent element is to see profitable information, which will be described explicitly, firmly and clearly, and directly show facts.

Table 7. Meaning

| Scene | Meaning |
|-------------|---|
| Tenth scene | (Voice Over) Phineas: "No. You don't understand. How do you understand? My father treats me like dirt. My kids won't be like that." Charity: "You don't need everyone to like you, Phin. Just a few good people." |

| | |
|---------------|--|
| Second scene | Charity: "Phineas... I don't want to see my father hurt you again."(Charity's father suddenly came to them in the garden.) |
| Second scene | Charity's father: "And you! I told you not to come near my daughter!! You don't deserve it; you are a poor adopted child who doesn't have wealth and a magnificent palace like me, and he will never be happy with you." |
| Third scene | Phineas: "Sir, I know I'm not a rich kid, but I will look after your daughter, and I will give you a big house." |
| Fifth scene | Phineas "T. Bennett, when was the last time you smiled? Or laugh? Real laugh. The theater critic couldn't find happiness in the theater. Who's the cheater now?" |
| Seventh scene | Charity: "Hasn't I had enough 'blind faith' in my life?" |

4. Nominalization

Nominalization is the process of changing verbs into nouns. Generally done by adding the affix 'pe-an'. Nominalization can eliminate the subject in a discourse. Through this strategy, the discourse maker can eliminate the subject by using nominalization of the information. The following sentences are included in the nominalization in the film The Greatest Showman 2017, as follows:

Table 8. Nominalization

| Scene | Nominalization |
|--------------|---|
| Fourth scene | Phineas: "No kid, they haven't seen this wonderful show." (while smiling) |
| Fourth scene | Child 2: (feeling anxious) "Are they interested in the show, Dad?" |

| | |
|---------------|--|
| Fifth scene | Phineas : “I want to do a show, and I need a star.” |
| Seventh scene | Mr. Carlyle: “Yeah, right. Refunds are available in front of the ticket office.” |

b) Syntax

a) Sentence form

According to Eriyanto in Nur Ellya et al., (2023), he explains that sentence form is a syntactic aspect related to the principle of clausibility, where he asks whether A explains B or explains A. In the film *The Greatest Showman 2017*, the sentence form is as follows:

Table 9. Sentence Form

| Scene | Sentence Form |
|--------------|--|
| Second scene | Charity: "I went through Phineas' window." |
| Second scene | Charity's father: "Charity, you have made your father angry, Charity." |

b) Coherence

Coherence is the relationship or connection between words or sentences in a text. Two sentences that describe different facts can be connected so that they appear coherent. In the scenario for the film *The Greatest Showman 2017*, several dialogues can be seen, as follows:

Table 10. Coherence

| Scene | Coherence |
|-------------|--|
| Eight scene | Mr. Carlyle: “Oh my gosh, not yet. But I've seen the crowds. People are happier when they go home than when they come. It's much busier than my play.” |

- c) Pronouns are a tool used by film screenwriters to indicate where someone is placed in discourse. Various different pronouns are used strategically according to the conditions required.

Table 11. Pronouns

| Scene | Pronouns |
|--------------|--|
| Second scene | Barnum Father: I understand, yes. Thanks you. You'll have the money by the end of the day. Lets Go, Phineas, hurry up. We're gonna miss the train. |
| Fourth scene | Mr. Barnum: (strange to see Charles) Charles: "What are you looking at, stupid?" |

- d) Denial
Denial is a form of discourse practice that describes how journalists hide what they want to express clearly. This denial shows that the journalist agrees with something, even though he does not agree, by providing arguments or facts that refute his agreement.

Table 13. Denial

| Scene | Denial |
|-------------|---|
| Sixth scene | Phineas: "Are their smiles fake? It doesn't matter where it comes from. Happiness is real." |

- e) Stylistic
The text of the film The Greatest Showman 2017 uses a language style that shows a combination of words in literary language and our everyday language. This makes the audience require a higher and more careful level of understanding. Sentences contained in the stylistic text structure are included in the lexicon. The lexicon is a symbol of language without looking at the context. This type of lexical meaning refers to the actual meaning of a linguistic form that can stand alone without looking at the context. The lexical meaning component procedures are naming, paraphrasing, defining, and classifying. The

following is included in the lexical items in the film The Greatest Showman:

Table 12. Lexical

| Scene | Lexical |
|--------------|---|
| Second scene | Phineas: “Really?? Charity!! I will promise you I will pick you up, make you happy, and buy a palace house for you and our children later.” |
| Second scene | Charity's father: “And you! I told you not to come near my daughter! You don't deserve it; you are a poor adopted child who doesn't have wealth and a magnificent palace like me, and he will never be happy with you.” |


f) Rethorical

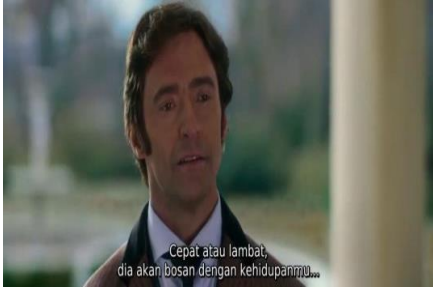
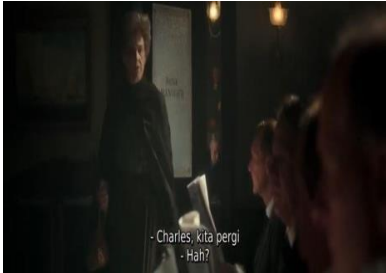

The last element observed in the text is rhetorical, which has an influencing function, according to Sobur in Kumala, (2020). Rhetorical is a language style used by an author to express something with intonation and emphasis. In Van Dijk's theory, it is divided into three elements, namely:

1. Graphic

The first element in rhetoric is graphics. Graphics are shots that are highlighted in a film. In this element, shots can be seen, such as close-ups, bright moves, etc. But ultimately, it is the director who will decide. The following are several images that show graphic elements in the film The Greatest Showman 2017, including:

Table 14. Graphic

| Scene | Graphic |
|---|---|
| Second scene (03.24)  | The scene shows Phineas Taylor Barnum and his uncle coming to the noble house to measure the dresses and jackets worn by the family. Phineas was standing next to Uncle with Charity's father. However, Phineas looked in another direction, namely towards Charity, who was learning table manners with her nanny. |

| | |
|---|---|
| | Likewise, Charity didn't pay attention to her nanny's lessons but instead looked at Phineas, so the cup of tea she was holding spilled onto her clothes. Charity's father was angry because Charity didn't study seriously |
| <p>Third scene (09.14)</p>  | The scene shows Phineas Taylor Barnum coming to Charity's house and accidentally meeting Charity's father. Phineas Taylor Barnum intended to take Charity with him and convince Charity's father to believe in him. |
| <p>Fourth scene (16.26)</p>  | The scene shows Phineas Taylor Barnum sitting in a bank. Phineas comes to apply for a loan so he can open a business for their income. |
| <p>Fourth scene (18.46)</p>  | The scene shows Phineas Taylor Barnum standing around the museum to distribute flyers for the circus he is holding. Barnum's two children were enthusiastic about distributing ticket flyers, but not a single ticket was sold. |

2. Metaphor

The use of direct comparisons in expressing the author's feelings. The differences that are compared usually have similar characteristics. Here are some dialogues that are included in the metaphor:

Table 15. Metaphor

| Scene | Metaphor |
|---------------|--|
| Fouth scene | Mrs. Charles: "Charles, let's go. This bank only lends <u>money to bear people</u> ." |
| Second scene | Charity's father: "And you! I told you not to come near my daughter!! You don't deserve it; you are a poor adopted child who doesn't have wealth and a magnificent palace like me, and he will never be happy with you." |
| Fourth scene | Ticket Keeper: "I am the mighty O'Malley, the king of tricks." |
| Sixth scene | Phineas: "I'm going to change your name to the giant of Wakanda." |
| Sixth scene | Phineas: "I'm going to change your name to the giant of Wakanda." |
| Seventh scene | Charity: "Haven't I had enough 'blind faith' in my life?" |

3. Expression

A good story will look ordinary or standard when the actor presenting it does not have acting skills. Therefore, this element of expression is very important to not only deepen the character but also evoke the atmosphere in the film. This is what makes the audience join in on the storyline of this film and feel it. This element is part of checking what someone emphasizes through text. For example, expressions of happiness, sadness, disappointment, smiling, worry, and so on.

Table 16. Expression

| Scene | Expression |
|--------------|---|
| Second scene | Charity's father: "Charity, come here; this is how we teach you to behave!!" (in a loud and angry voice) |
| Second scene | Charity's father: "Thank you for being honest (slaps), you know??!! "There is good and correct drinking etiquette in this house." |

| | |
|--------------|--|
| Second scene | Charity: "Dad is going to send me to private school; I don't know what my future will hold." (while worried) |
| First scene | Phineas: (Phineas holding Charity's hand) "I know. You don't need to worry, Charity." |
| Second scene | Charity: (smiling shyly) "Yes, I actually have the same feelings for you." |
| Second scene | Phineas: (feeling anxious) "This Charity is for you if you miss me." |
| Second scene | Charity's father: "Charity, you have made your father angry, Charity." (SLAP) |
| Second scene | Charity: "Phineassssss I love you" (while crying) |
| Third scene | Charity's father: "He will come back (smiling) sooner or later. He will get |

Social Cognition Found in *The Greatest Showman 2017* Film

The Greatest Showman 2017 is a film that explores social consciousness through a lens of scenario analysis. The film's social consciousness is analyzed through a model's perspective, which influences the viewer's perception of the object. The film features a diverse cast, including Hugh Jackman, Michelle Williams, Zac Efron, Rebecca Ferguson, and Zendaya. The film offers a fresh perspective on everyday life with a unique portrayal of human nature. The film won an Oscar in 2018 for Best Achievement in Music Written for Motion Pictures (Original Song) for its soundtrack, which includes a vintage sound. The film's success is attributed to its success and the success of some of its actors.

Social Context found in *The Greatest Showman 2017* Film

The researcher examines the social context and knowledge that influences the content of a film, specifically *The Greatest Showman*, focusing on the impact of gender roles, age, and social status on a person's life. The research uses a game from Amirat The Movies, where the film is reviewed by Benj Pasek and Justin Paul, highlighting its catchy and emotional content. The film also touches on the social context of the film, focusing on the potential for everyone to achieve better and more affordable lives. The study also explores the social context of the film, focusing on the influence of contemporary pop culture and the influence of American pop icon, Jenny Bicks and Bill Condon. The film's production requires a

long time to complete, with the production featuring vintage and contemporary photography.

Derogatory words used in *The Greatest Showman 2017* Film

In the film *The Greatest Show 2017*, there are several insulting words spoken by several actors. Insults are used to provide natural emotion in the film, so that the film seems real. The following are several examples of sentences containing insulting words in the film *The Greatest Showman 2017*, and they are classified as follows:

1. Noun

Nouns are words used to name or refer to people, things, places, and ideas. In other words, this word refers to physical objects and abstract concepts. The following are examples of several dialogues that are included in a noun and contain insulting words. This is a dialogue that contains nouns, Barnum Father: I understand, yes. Thanks you.

You'll have the money by the end of the day. Lets Go, Phineas, hurry up. We're gonna miss the train". The dialogue in the second scene contains firstperson, second-person, and third-person pronouns. The firstperson pronoun in the dialogue above is "I," the pronoun for Barnum's father's name. Then, the second pronoun, namely the word "you," shows the pronoun for Mr. Barnum's name. Meanwhile, the third pronoun is "we," a combination of pronouns from more than one person or plural.

2. Verbs

Verbs are "action words," or in English, "action words." We use it to refer to actions performed, events that happen to someone or something, and circumstances. The following are included in insulting words that contain verbs: In the second half, Charity's father says, "Don't come near my daughter again!!!". This sentence is included in the word action, because Charity's father threw Phineas out of his house.

3. Adjectives

Adjectives are words that function to provide more information than a noun. Adjectives in English can also be used to describe or modify pronouns. Here are some dialogues that include adjectives and contain insulting words; namely, in the fourth scene, there is dialogue from Carles who says, "What you see is stupid." The dialogue shows that Carles insults Phineas as stupid or lacking in abilities. Carles is annoyed because Phineas keeps staring at him towards the bank.

4. Methapora

The use of direct comparisons in expressing the author's feelings. The differences that are compared usually have similar characteristics. The following are several dialogues that are included in metaphors and contain

derogatory words. An example of insulting words is in the second scene of Charity's father's dialogue. Charity's father replied, "And you!" I told you not to come near my daughter!! You don't deserve it; you are a poor adopted child who does not have wealth and a magnificent palace like me, and he will never be happy with you." In this dialogue, there are insulting words directed at Phineas, namely, an adopted and poor child. This word has the meaning of demeaning Phineas because Phineas has no property and no parents. He lives alone and works hard to eat every day. Then, in the fourth scene, there is dialogue from Carles, who says, "What you see is stupid." This dialogue shows that Carles insults Phineas as stupid or having no abilities. Carles was annoyed because Phineas kept looking at him towards the bank. Then in the ninth act, there was a dialogue between Charity's father, who insulted Phineas by saying, "With the wealth you have now, you are still the son of a tailor," meaning that Charity's father denigrated the work of a tailor because he thought it was not suitable for his family.

CONCLUSION

The Greatest Showman, a 2017 film, uses Teun A. Van Dijk's Critical Discourse Analysis theory to analyze insulting words in text elements. The film focuses on themes of family happiness, working towards achieving dreams, and overcoming shortcomings. The macrostructure dimension emphasizes themes, while the superstructure dimension consists of schematic elements. The microstructure dimension includes semantics, syntax, stylistics, and rhetoric. The film explores social awareness through scenario analysis, featuring a diverse cast and a unique blend of themes and characters. The social context element relates to the screenwriter's experiences and the film's origins, aiming to show America's post-Civil War Gilded Age through contemporary pop culture. The film's success is attributed to its box office success and unique blend of themes and characters.

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