

ABSTRACT

Religious issues ridden by discrimination have become a hot topic in recent years. The root of this problem stems from the Population Administration Law which is considered marginalizing the adherents of the faith (Sunda Wiwitan). The coverage of Sunda Wiwitan has emerged everywhere since the case was detected by the media. Through discourse analysis, researchers want to see how tirto.id media is involved in preaching traditional religion that was marginalized by the authorities.

Based on this background, using the Fairclough method of Discourse analysis, this study will answer the question: What is the text strategy of Sunda Wiwitan in tirto.id text? How is the text produced? What is the tirto.id ideology in the Sunda Wiwitan discourse?

Discourse analysis Norman Fairclough has three dimensions, Text, Discourse Practice, and Sociocultural Practice. These dimensions not only discuss about production and interpretation, but also have relations and interactions between texts that come from situational and institutional conditions.

Tirto.id as a media has succeeded in providing data and facts related to Sunda Wiwitan reporting. However, the purpose of the involvement of the media in their production is limited to the current conditions at that time.

Keywords: *Sunda Wiwitan, Media tirto.id, Discourse Analysis, Fairclough*