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OVERCODING AND UNDERCODING IN THE TOPIC “ALL EYES ON RAFAH”: RESEARCH ON BBC INDONESIA AND DETIKCOM’S NEWS ARTICLE

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Abstract

This paper is based on the desire to observe the act of linguistic operation that use the topic of ‘all eyes on Rafah’ that posted by BBC Indonesia and Detikcom. The problem in this paper is how the act of overcoding and undercoding operated in the teks. Both of the problems are studied with the use of Semiotics from Umberto Eco. The concept that offered by Eco are overcoding and undercoding. The analysis of that are built inductively, from the exclusive theme to inclusive’s, then the researcher will make some interpretation of the meaning of data. The data will analyze with analytical and typological instrument. The result of research showed that the articles that posted by BBC and Detikcom used more overcoding than undercoding. Overcoding produce subsign that is more analytical. Meanwhile, undercoding produce sign dari derived from general trend. Overcoding making text be more analytical and esthetic, while undercoding makes the text more familiar. Therefore, both articles focus more on the analytical and esthetic side than the familiarity because it is assumed that the topic is already viral so the writers felt there is no need to gain more readers.

Keywords: *sign, BBC Indonesia, Detikcom, overcoding, undercoding, Semiotics.*

INTRODUCTION

The AI post that says “All Eyes on Rafah” are widely circulated on social media on May, 28th, 2024. Millions of social media users shared the photo about the description of Rafah city that has many refugee tents with the sentence ‘all eyes on Rafah’ at the top. Israel’s group military carried out an attack to Rafah on Monday, May 26th, that made dozens of people die and hundreds more injured. Rafah is the last city in Gaza strip and

also the refugee camp of Palestinian. The attack on the city of Rafah caused an enormous attention. The reason is, most of those who inhabit Rafah are civilians, which in this case include children, the elderly, and women. The attack on the Rafah by Israel caused many civilian victims such as children and women. This was also documented by various parties who witnessed this tragic incident so that in a short of time, news of the attack, spread on social media. Social media users also spread the word and opened the awareness of other users to be sensitive to the situation in Palestine, especially th city of Rafah. This made the headline “All Eyed on Rafah” quickly become the main search on every social media, followed by peaceful demonstrations in various countries, for example, on in Indonesia.

With the rapid movement of awareness regarding Rafah on social media, the news media also reviewed articles about this movement, both domestic and foreign news media. In this paper, the analysis will focus on two domestically owned news media such as Detikcom and foreign owned news media such as the BBC.

Detikcom is a news website in Indonesia, created by Budiono Darsono, Yayayn Sopyan, Abdul Rachman, and Didi Nugrahadi since July 9th 1998. Detikcom is quiete embedded in the memories of Indonesian citizens, especially those who are active users of social media. It presents a variety of news ranging from politics, economics, information technology, entertainment, to sports. Most of the news displayed on Detikcom is emergency news so it quickly provokes a response from readers. The distribution is also via social media so that users are also active in getting news that is presented quickly.

The British Broadcasting Corporation or BBC is a news service based in England. The BBC itself is one of the oldest broadcasting centers in the world. It was founded by the British government in 1922. However, since April 1 2014, the BBC finally broadcasts in 28 languages. In turn, the BBC developed and adapted itself to several countries such as Indonesia, known as BBC Indonesia which also presents news articles online.

Dicourse is the most complete language unit which has the highest and largest grammatical units¹. However, discourse is more than a group of signs or part of a text. It can also be seen as a practice that systematically shapes the object being discussed². Through discourse, vairous signs and markers are found that make it up. The study that specifically discusses signs ia semiotics.

¹ Harimurti Kridalaksana, *Kamus Linguistik*, (Jakarta: Gramedia, 1982), hlm.179.

² Sara Mills, *Discourse*. (New York: Routledge), 1997, hlm. 17.

The term of semiotics was popularized by John Locke, who defined it as the doctrines of signs. The definition of semiotics itself develops according to the perspective used. However, through various developments in the world of science, especially in linguistics, semiotics has become known as the theory of signifiers and signs. There are many schools of semiotics. The American school was influenced by C.S Pierce, who was famous for the concepts of icons, indexes, and symbols. Another thing with the European flow which was influenced by A.J. Greimas. A.J. Greimas is heavily influenced by hermeneutical thinking and therefore tends to be methodological. The approach used is quite broad and generalized³.

This paper will use the European school of semiotic theory. Of the many European philosophers who are experts in Semiotics, Umberto Eco's thoughts are the choice to help analyze the data in this paper.

Umberto Eco is a semiotics expert from Italy. The theoretical interpretation contains discourse dualism, in the sense that discourse is seen from the context and relationships in the text. This thought itself is the result of Eco's interpretation of two great thinkers from two semiotic schools, Saussure and Pierce. If Saussure focuses on the meaning of each fragment of sign that is issued, then Pierce focuses on building meaning from the signs which produce the final meaning of the entire text. Eco combines these two approaches⁴.

Eco's semiotics is full of sign interpretation, which is also called coding or decoding. In decoding, there is a new portion of signs that form overcoding and undercoding. Overcoding will add additional meaning to the network of expressions that are more macro in nature. However, because there are units that are coded, overcoding can also analyze these units into entities that are more analytical in nature. Overcoding is an innovative activity that is increasingly socially acceptable⁵.

Undercoding can be defined as a method used when there are no reliable standard rules, where in this method the macro portion of a particular text is temporarily assumed to be the main unit of sign in formation even though the combinational rules that build the unit of composition and content are not yet known. Eco gives an example when he visits a foreign

³ Brown Martin & Felizitas Ringham, *Dictionary of Semiotics*, (New York: Cassell, 2000), hlm. 1-2.

⁴ Bujar Hoxha, *Umberto Eco's Semiotics: Theory, Methodology, and Poetics*. (UK: Cambridge Scholars Publishing, 2022). hlm. 55.

⁵ Umberto Eco, *Teori Semiotika: Signifikasi Komunikasi, Teori Kode, serta Teori Produksi Tanda* (2nd ed.), (Yogyakarta: Kreasi Wacana, 2009). hlm.206.

place, he will use general tendencies such as sounds, gestures, visual expressions, and so on which are in accordance with a more general meaning⁶.

Overcoding and undercoding are the instrument that this paper use to analyze text from Detikcom and BBC. Overcoding and undercoding operate using the combination of signs. Their way of operating are slightly different as the final sign works differently too. However, we can see how the text was being carried, or how the writers expressed their hidden thoughts or motives about the topic within text. Overcoding produce a lot of subsigns that might exclusively analytic, while undercoding combining the subsigns to produce the origin sign that was not there. Although some text might hide their motives, the signifiers always there. Thus, the overcoding and undercoding are the perfect instrument to use. While this paper are using Semiotics as the basic theory, a hint of a syntactics and semantics also played a role, because the combining signifiers in the text almost gather in the sense of syntacmatic and semantic.

Clarity, suitability, thoroughness, sharpness and simplicity of the concept are the reasons why Umberto Eco's semiotic study was chosen in this paper. The text that will be analyzed is the article "All Eyes on Rafah" uploaded by the BBC Indonesia and Detikcom news portals.

RESEARCH METHOD

This paper is a qualitative research type so that the problem formulation, data colleciton, data analysis and research summary were all carried out qualitatively. Qualitative research is an approach to exploring and understanding the meaning that exists and is given by individuals or groups of individuals to social or human problems. Data analysis is built inductively, from specific themes to general themes, then the reasercher will make an interpretation of the meaning if the data⁷. The aim of qualitative reasearch is to understand social situations by comparing, replicating, creating, and classifying research objects.

The basic philosophical assumption that structures the research in this paper is that there is a hidden motive behind the processing of the text which has cinveyed a phenomenon that is currently hot in society. This paper is a case study in the form of an online news article about the "All Eyes on Rafah" phenomenon. Data is grouped and presented based on its relevance to the issue or problem being presented. In this case, the data taken is uploaded

⁶ *Ibid.*

⁷ Fathor Rasyid, *Metode Penelitian Kualitatif dan Kuantitatif: Teori, Metode, dan Praktek*, (Yogyakarta: IAIN Kediri Press, 2022), hlm.15.

from the Detikcom and BBC Indonesia news portals. An article on the Detikcom news portal entitled “What is the meaning of ‘All Eyes on Rafah’ which is popular on social media? This is the explanation” which was uploaded on the news.detik.com page. There is an article on BBC Indonesia entitled “All Eyes on Rafah: Behind the Post Shared by More than 47 Millions People on Instagram” which was uploaded on the bbc.com page.

Data analysis was carried out using analytical and typological instruments. Typological analysis is a process classification of data put into groups, sets, or categories based on clear criteria⁸. The criteria used in this paper are overcoding and undercoding.

RESULTS AND DISCUSSION

Through the previous explanation, it can be concluded that the overcoding process starts from existing signs towards subsigns which are more analytical in nature, while undercoding starts from signs that do not yet exist towards potential codes. Paralinguistics is a case of overcoding while aesthetic judgement is a case of undercoding (Eco, 2009: 206).

Overcoding in the Text of Detikcom Article “What is the Meaning of ‘All Eyes on Rafah’ which is Popular on Social Media? This is the Explanation”

The article was uploaded on the Detikcom page on May 29th 2024. In terms of time, the article on the Detikcom page was uploaded immediately after the ‘All Eyes on Rafah’ phenomenon went viral on social media. In the article uploaded by Detikcom, there are three subtopics which are still closely related to the main topic, each entitled, “The Origin of the Term ‘All Eyes on Rafah’”, “What Happened in Rafah?”, and “The Use of the Watermelon Symbol to Support Palestine”. Henceforth, citing each paragraph will be marked with the subtopic to which it belongs and the position of the paragraph.

The article uploaded by Detikcom has shorter text than the article uploaded by the BBC. However, in the text, some overcoding activities were found. This can be seen in the following paragraphs:

The phrase ‘All Eyes on Rafah’ became increasingly popular after Israel attacked the refugee camp in Rafah, Gaza, killing dozens of people. (Detikcom, paragraph 2)

⁸ *Ibid*, h.195.

[Ungkapan ‘*All Eyes on Rafah*’ semakin menggema pasca Israel menyerang kamp pengungsian di Rafah, Gaza yang menewaskan puluhan orang. (Detikcom, paragraf 2)]

The Israeli airstrike hit the refugee area in Rafah. It was stated that the Israeli airstrike hit the Tel Al Sultan area in western Rafah. (Detikcom, subtopic 3, paragraph 2)

[Serangan udara Israel itu menghantam area pengungsi di Rafah. Disebutkan bahwa serangan udara Israel itu menghantam area Tel Al Sultan di Rafah bagian barat. (Detikcom, subtopik 3, paragraf 2)]

The watermelon symbol is used by people to show support for Palestine. The watermelon symbol is still busily perched on social media. (Detikcom, subtopic 3, paragraph 1)

[Simbol buah semangka digunakan masyarakat untuk menunjukkan dukungan terhadap Palestina. Simbol semangka itu masih ramai bertengger di media sosial. (Detikcom, subtopik 3, paragraf 1)]

In the first quote there is phrase ‘more and more echoing’. The word ‘echo’ is a sound that is quite loud because the sound of echo comes out of a closed room. Adding the suffix *me-* to the word *echo* makes it a verb, meaning there is an event in which the sound of a voice sounds very loud. Then, to the word ‘echo’, the word ‘increasing’ was added, which means the loud sound become stronger and more frequent. This shows an increasingly loud and frequent voicing attitude. The phrase ‘increasingly resonates’ is a sign. It is a sign produced from the original sign ‘a strong loud voice’. Thus, the initial sign is the act of voicing loudly and repeatedly operating to become the subsign ‘increasingly echoing’. It becomes a more analytical, practical, and aesthetic sign.

In the next quote there is the sentence ‘hitting refugee areas’. The word ‘hit’ is an expression usually used when hitting or attacking hard. The word ‘hit’ tries to convey the

painful attack that hit the refugee area without having to use related words such as ‘painful’, ‘terrifying’, etc. Similar to the previous explanation, there are sign operations that occur. The phrase ‘hitting refugee’ is a sign. It is the result of a ‘painful attack’ operation. The signifier ‘painful attack’ undergoes the more analytical subsign action of ‘hitting’. Thus, the signifier ‘hit’ is a subsign of ‘painful attack’. A painful attack or blow has been subsignified as ‘hit’.

Meanwhile, in the third quote, there is the sentence ‘the watermelon symbol is still busily perched on social media’. The word ‘perched’ can be interpreted to alight, stay, or reside. If the meaning of perch refers to the word ‘alight’, then the symbol of watermelon is considered a bird and social media is considered a place to alight. The act of alighting can be meant as an act of remaining silent or staying. So it can be said that the watermelon symbol phenomenon is still a popular phenomenon on social media. It has become a phenomenon that alights and then resides on social media. The word ‘perched’ is a sign that experiences overcoding. Because, there are intertwined sign operations in it. The placement of the word ‘perched’ does not match the general trend. The word ‘perch’ is associated with birds. However, in the text, the word ‘perched’ is used to describe the phenomenon of the watermelon symbol on social media. It can then be seen that the signifier ‘perched’ has undergone a more analytical subsign process. The word ‘perched’ is an operation from the original sign, namely ‘alight’ or ‘dwelling’. In other words, ‘perched’ has undergone an overcoding process where it is a subsign of the original sign ‘reside’.

That is the analysis of overcoding in the text of the article uploaded by Detikcom. Next, the overcoding analysis will be presented in the text of article uploaded by BBC Indonesia. This will be shown in the following explanation:

Overcoding in the Text of the BBC Indonesia Article “All Eyes on Rafah: Behind the Post Shared by More than 47 Million People on Instagram”

This article was uploaded on May 31st 2024, quoted from Alys Davies and BBC Arabic. In this article, there are five subtopics which are still related to the main topic of the article, namely the phenomenon of uploading ‘All Eyes on Rafah’ on social media. Subtopic 1 is entitled “How did the Slogan ‘All Eyes on Rafah’ Begin?”. Subtopic 2 is entitled “How did the Photo Spread on Social Media in the Last Two Days?”. Subtopic 3 is entitled “Does AI Help Make the Post Viral?”. Subtopic 4 is entitled “How Do Instagram Features Help Spread Social Campaigns?”. Finally, subtopic 5 is entitled “Counter Campaign: Where are Your Eyes?”.

In the article uploaded by the BBC, several overcoding activities were found. This happens in the following texts:

The Israeli attack drew widespread international condemnation, but was described by Israeli Prime Minister Benjamin Netanyahu as a “tragic accident”. (BBC, paragraph 5)

[Serangan Israel tersebut mendapat kecaman internasional yang luas, tetapi disebut oleh Perdana Menteri Istrael Benjamin Netanyahu sebagai “kecelakaan tragis”. (BBC, 2024, paragraf 5)]

Officials and activists have repeated Peeperkorn’s words since then to express their concern and opposition to Israel’s military operation in Rafah, which began three weeks ago. (BBC, subtopic 1, paragraph 4)

[Para pejabat dan aktivis telah mengulang-ulang kalimat Peeperkorn sejak saat itu untuk menyatakan kekhawatiran dan penentangan mereka terhadap operasi militer Israel di Rafah, yang dimulai tiga minggu lalu. (BBC, subtopik 1, paragraf 4)]

In some of these quotations, we found signs that placed in semantic paralinguistics. In that sense, they are signs that are used analytically. In the first quote there is the sentence ‘drew widespread international condemnation’. According to KBBI from the Ministry of Education and Culture’s KBBI page, ‘condemnation’ is a strong reprimand. Next, there is ‘a widespread international’ phrase. International shows a wide area coverage so that if analyzed semantically, the addition of the word ‘wide’ shows excessive use. However, this is where overcoding occurs. There is a process from sign to subsign that occurs. In this sentence, there are two striking signs, namely ‘condemnation’ and ‘widespread international’. The sign ‘condemnation’ is a more analytical sign than ‘severe rebuke’. This means that there has been an overcoding operation in it where the signifier ‘condemnation’ has been subsigned from the original sign ‘severe rebuke’. Likewise, with the ‘widespread international’ sign.

The addition of the word 'wide' after the word 'international' shows the large number of masses in various parts of the earth. The signifier 'a very large number of masses in various parts of the earth' has been subsignified into a more analytical network of signs while conveying the message more clearly to 'wide internationalism'. In this way, a subsign process occurred from the original sign of 'severe rebuke from very large masses in various parts of the earth' to the subsign of 'widespread international condemnation'.

In the second quote, there is the sentence 'officials and activists have repeated Peeperkorn's sentence'. In this sentence, there is the word 'repeated'. The word 'repeated' denotes the same action so adding the word repeat to it makes it redundant on a semantic level. In this case, an overcoding operation occurs. So, the word 'repeated' is a sign that has been subsigned. Syntactically, it comes from the word 're'. This is a sign of origin which is felt to be insufficient to express the message and information to be conveyed. The addition of the word 'repeated' emphasizes the quantity of the action so that it can be said that the act of repeating is carried out very often and intensely. Therefore, an overcoding operation occurs which turns the original sign into a subsign. In this case, the sign 'same action' is reduced to the subsign 'same action repeatedly and intensely', namely 'repetition'. This is in line with the next sentence in the form of 'to express concern and opposition'. Thus, 'repeated' is subsigned as 'repeat'.

From the previous narratives, it can be seen that both the Detikcom article and the BBC article have overcoding actions in their text. Quotes from both articles showed the same thing, namely how a sign is transmitted into signs that are more complex in nature. It becomes a series of signs that are not a general trend. However, this series of signs is not unintelligible. Because, it is composed of a sign units that are generally accepted, both syntactically and semantically. These signs add aesthetic value to the linguistic chain of the text.

Next, an undercoding analysis will be carried out on the data found in articles uploaded by Detikcom and BBC. This will be explained in the following explanation:

Undercoding the Text of the Detikcom Article "What is the Meaning of 'All Eyes on Rafah' which is Popular on Social Media? This is the Explanation"

In the article uploaded by Detikcom, the undercoding action is not found so much considering that the article written also did not have too much text. However, an undercoding operation was found in the text. The undercoding activities are in the following paragraph:

Quoted from the Forbes website, ‘All Eyes on Rafah’ means all the eyes are on Rafah. This expression is an exclamation to the world community to pay attention to the attack on Rafah in Gaza, Palestine. The phrase ‘All Eyes on Rafah’ was used on social media to draw public attention to the atrocities that occurred. (Detikcom, paragraph 1)

[Dikutip dari situs Forbes, ‘*All Eyes on Rafah*’ artinya ‘Semua Mata Tertuju pada Rafah’. Ungkapan ini sebagai seruan agar kepada masyarakat dunia untuk memperhatikan serangan terhadap Rafah di Gaza, Palestina. Kalimat ‘*All Eyes on Rafah*’ digunakan di media sosial untuk menarik perhatian masyarakat terhadap kekejaman yang terjadi. (Detikcom, paragraf 1)]

In this quote, there is sentence ‘this expression is an exclamation to the world community to pay attention to the attack on Rafah in Gaza’. In this sentence, there is a sign ‘exclamation’. The word ‘exclamation’ comes from the root word ‘exclaim’. In linguistic texts, exclamation are quite familiar. Even though the word ‘exclamation’ has the same meaning as ‘call’, linguistically, the word ‘call’ is more associated with verbal action. Meanwhile, the article text is nonverbal. Thus, more common tendency in the texts is exclamation’ rather than ‘call’. This is what the undercoding operation shows. The undercoding operation changes the subsigns ‘call’, ‘invitation’, or ‘warning’ back to the original sign ‘exclamation’. The word ‘exclamation’ is considered an original sign because it is a sign that is in accordance with the general trend of the text.

Furthermore, in the same paragraph, there is the sentence ‘All Eyes on Rafah was used on social media to draw public attention to the atrocities that occurred’. In this sentence, there are signs that are easy to understand, meaning that is produces using general tendencies, such as the phrase ‘draw public attention’. The phrase ‘draw attention’ has many associations. This phrase is often used to describe something physical in nature, whether it is describing people, places, atmosphere, or events. ‘draw attention’ is associated with an event. This sign is operated from previous subsigns such as ‘see more clearly’, ‘see carefully’, ‘be

alert', etc. These subsigns are intertwined to produce an associative sign based on a general tendency. This is what makes the 'draw attention' sign undergo an undercoding operation.

Undercoding the Text of the BBC Indonesia Article “All Eyes on Rafah: Behind the Post Shared by Morethan 47 Million People on Instagram”

In expressing undercoding, a series of actions are needed in the form of general tendencies for signs that do not yet exist to become existing. Eco said this signing was a rough signing. However, such crude signs usually succeed in establishing a sign. In the article uploaded by the BBC, several undercoding activities were found. This is shown in the following paragraphs:

Although the image uses a somewhat “filtered” version of what is happening in Rafah, Dr Reilly said it could be an advantage from a digital activist’s point of view. (BBC, subtopic 3, paragraph 8)

[Meskipun gambar tersebut menggunakan versi yang agak “difilter” dari apa yang sedang terjadi di Rafah, Dr Reilly mengatakan bahwa hal itu dapat menjadi keuntungan dari sudut pandang aktivis digital. (BBC, subtopik 3, paragraf 8)]

Later the upload then reappeared. Intagram’s parent company Meta said: “This image does not violate our policies” and that they were “working to understand the technical issue that caused” the image to be “incorrectly removed”. (BBC, subtopic 5, paragraph 5)

[Belakangan unggahan itu kemudian muncul kembali. Meta selaku perusahaan induk instagram mengatakan: “Gambar ini tidak melanggar kebijakan kami” dan bahwa mereka “berusaha memahami masalah teknis yang menyebabkan” gambar tersebut “salah dihapus.” (BBC, subtopik 5, paragraf 5)]

In the first quote, there is a special word given in quotation marks, namely 'filtered'. It can be considered an expression of the actual context of the article itself. This expression was included when explaining the AI image that made the headline 'All Eyes on Rafah' go viral. The use of quotation marks emphasizes the word in question, in this case the word 'filtered'. The word 'filtered' here paired with the sentence 'what is happening in Rafah' is a sign of an image that is not true, a subtle image, or an image that has been embellished. The signifier 'filtered' is constructed by a series of subsigns 'not true', 'refined', and 'beautified'. This series of subsigns forms a sign that is in accordance with the general trend when explaining the AI picture which does not fully represent Rafah's actual condition. Thus, the word 'filtered' is a sign of what previously did not exist. It is a sign that is in line with the general trend, that 'filtered' means no longer exactly the same.

In the next quote, there is a paraphrase of the words of another party, namely Meta. However, in the paraphrase there is a clear expression of the author's, especially in the repeated use of quotation marks. The most prominent quotation mark is seen in the phrase 'incorrectly removed'. The phrase itself is still a one sentence paraphrase of what Meta said. Excessive use of quotation marks can be considered a form of authorial expression. Behind the sentiment that the author wants to convey, the phrase 'incorrectly removed', has a subsign in the form of 'things that should not have been done', 'things that should not have happened'. If the subsign is accompanied by the use of quotation marks as an author's expression, then the subsign that emerges is, 'look. They said they had done something they shouldn't have done'. These subsigns arise from something that did not exist before. The resulting signs are also in the form of general tendency that 'incorrectly' means something is not right or 'should not be'. The use of quotation marks as an expression makes the subsigns more complex and inconsistent with general trends. However, these subsigns are semiotically still within the general trend so that they can be said to be undecoding operation.

CONCLUSION

Based on the analysis and findings previously presented regarding overcoding and undercoding, there is a tendency that overcoding is used more as a form of confirmation. It changes the flow of the text so that the text looks as if it is angry. Overcoding is widely used, especially to describe the Israeli attack on Rafah and the responses that emerged before and after the attack occurred. With the overcoding operation, the author includes anger, sadness, and disappointment without having to get too personal and still prioritizes the topicality and factuality of the news. Overcoding makes it easier for writers to voice their

frustrations and at the same time brings readers to experience and feel similar frustrations. Apart from being able to connect writers and readers through emotional ties, the act of overcoding also provides structural aesthetic value in the linguistic sphere, because overcoding is formed in semantic paralinguistic that arise from the original sign to a more analytical sign. In other words, overcoding works from the original sign to the derived subsigns.

In both articles, the findings regarding undercoding were not as many as the findings regarding overcoding. In articles uploaded by the BBC, undercoding operations are mostly used to express the author's skeptical attitude, especially by adding quotation marks in the signs. This is different from the article uploaded by Detikcom which uses an undercoding operation to emphasize the statement it wants to emphasize. The motives of the two authors of the two news portal pages appear to be different, but the undercoding operations carried out are not at all different. The author uses undercoding to form potential signs from those that previously did not exist. The topic of the news conveyed is very subjective, however, the delivery should not be done that way. Therefore, undercoding is not widely used because undercoding relies on signs that are already known in accordance with general trends, and is quite subjective in nature. In contrast to overcoding which produces signs that are more analytical in nature. In other words, undercoding works from derived subsigns to the original sign.

Both article uploaded by the Detikcom and BBC show bias towards Palestine. This is shown by the use of overcoding which is widely used to describe anger and sadness from the public or from the author themselves. News articles on online portals are nonfiction writing, not to mention factual, current, and up to date. Structurally, the writing must be aesthetic to attract the interest of many readers but it must also be analytical to maintain the credibility of the news portal in question. Therefore, many overcoding operations are carried out in order to achieve a text structure that provides aesthetic and analytical value.

Undercoding is used to gain familiarity. Undercoding is the operation of specific subsigns into more general signs. The undercoding operation gives a familiar impression, because the signs produced in the end correspond to general trends. Although articles uploaded by Detikcom and BBC prioritize aesthetic and analytical values, successful articles are also measured by how many readers are involved in them. A familiar impression can increase the number and interest of readers in related articles. In order to achieve this motives, undercoding operations are needed.

Judging from the number of uses of overcoding and undercoding in articles uploaded by Detikcom and BBC Indonesia, both text seem to prioritize aesthetic and analytical motives rather than familiarity. This is understandable considering that the topic raised is a topic that has already gone viral, so online news media are no longer prioritizes the viral aspect.

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