

**RESEARCH ARTICLE****DISCURSIVE STRATEGIES FOR HANDLING THE SPREAD OF ONLINE GAMBLING AMONG THE YOUNG GENERATION WITH POSITIVE DISCOURSE ANALYSIS IN ONLINE ARTICLES**Sumiati¹, Jufri¹¹ Department of Language Education, Makassar State University**Article History**

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strategies**ABSTRACT**

Gambling is increasingly spreading and becoming a big problem in society and has a very bad impact on the people who participate in or are involved in gambling. Moreover, these activities have penetrated to children or the younger generation and have become a source of anxiety and anxiety in the community. Various studies have found a variety of expressions that show expressions of anxiety and anxiety in society. Using the Positive Discourse Analysis (PDA) framework, it not only explores social problems, but also seeks solutions by identifying ways in which language can be used to drive change. The purpose of this research focuses on discursive strategies used by observers who are also policy makers of the Indonesian government. A total of 3 articles were analyzed through the stages of identification, interpretation, and explanation of the data found in the article with the theme of online gambling among the younger generation which includes framing online gambling as a serious concern because of its negative impact on various aspects of society's social, economic, and psychological life. The overall discursive strategy is used to build solidarity, arouse optimism and collective spirit as a moral strength in facing online gambling. This study shows that PDA can be an analytical tool to examine online gambling discourse as a form of crisis discourse.

Introduction

Positive Discourse Analysis (PDA), as introduced by Martin (2004), is an approach that emerged in response to Critical Discourse Analysis (CDA). With a constructive approach, PDA highlights the potential of language in building solidarity, empowerment, and positive social change. The disjunctive strategy is one of the approaches that PDA uses to highlight the contrast between the elements of discourse that support transformation and those that maintain the status quo. This strategy helps separate negative narratives from constructive ones, while amplifying the potential for discourse to create progressive change. CDA focuses on social inequality and ideological dominance, while PDA provides a more optimistic perspective. Martin (2004) asserts that PDA not only explores social problems, but also seeks solutions by identifying ways in which language can be used to drive constructive change (Nartey, 2020). It is further explained that another perspective is needed in the relationship between language and power because CDA tends to work in the area of language and semiotics that only deconstruct (explain what happens) in texts produced on the basis of discrimination based on gender, ethnicity, class, and other social variables. In fact, the form of action that reconstructs (explains what will be done) for social change is another aspect that is no less important in the study of critical perspective discourse. (Nartey, 2020).

The meaning of "positive" in PDA refers to a focus on creating a more inclusive and harmonious world. This involves critical analysis as well as the reconstruction of discourse to support progressive social transformation (Bartlett, 2012, 2017; Martin, 2006). In this approach, PDA emphasizes the

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importance of using language as a tool to motivate and inspire people to participate in overcoming various social challenges (Nartey, 2020).

The orientation to the reconstruction of discourse that leads to positive social action is the main characteristic of PDA. This reconstruction not only aims to fight injustice, but also to create opportunities for change through linguistic strategies that encourage collaboration and hope (Hughes, 2018). This strategy also considers social structures that can support or limit resistance to injustice, which is an important factor in the effectiveness of social transformation (Hughes, 2018).

The PDA approach has been applied in various contexts, ranging from issues of social equality, disability rights, to media narratives. Several studies have shown its success in reconstructing discourses that support positive change. For example, Kwauk (2012) analyzes how certain discourses are directed to support progressive ideological views. Calle-Diaz (2019) uses PDA to build a narrative of peace in the education system. Meanwhile, Macgilchrist (2007) explores how to elevate marginal discourse into the news media mainstream, and Hughes (2018) examines discourses related to the rights of persons with disabilities.

Through this approach, PDA shows how language can be a tool to encourage solidarity, inspiration, and optimism. In a more specific context, research on "The Language of Optimism in Online Gambling Management" can use PDA to explore the discursive strategies present in digital articles. This approach aims to identify how optimistic discourse can motivate younger generations to overcome the challenges of online gambling, while also creating constructive behavior change.

Gambling is often interpreted as a form of game that relies on the luck factor, in which the participants rely on luck, and those who are unlucky have to bear the losses by giving up the money they have wagered (Nurdiana et al, 2022). Basically, online gambling is the same as other gambling because there is an element of losing and winning and there is a value at stake, but if there is an internet network, they can play online gambling (Asriadi, 2021). Gambling is increasingly spreading and becoming a big problem in society and has a very bad impact on the people who participate in or are involved in gambling. Moreover, these activities have penetrated to children or the young generation and have become a source of anxiety and anxiety in the community. Gambling is still considered a very dangerous social problem and can harm people in Indonesia. This phenomenon raises serious concerns because of its negative impact on various aspects of society's social, economic, and psychological life.

The prevalence of online gambling among the younger generation has become a serious issue that threatens social stability and individual well-being. The development of digital technology allows access to online gambling through applications or websites that are easily accessible anytime, by anyone, and anywhere. According to the Statista report (2023), users of global online gambling platforms are projected to reach 1.6 billion people by 2025, with a large proportion of the younger generation exposed to digital gambling ads and content. In Indonesia, this phenomenon is exacerbated by weak regulation and supervision of online content, as reported by the Central Statistics Agency (BPS, 2022) that around 37% of young people are exposed to gambling content during their online activities.

Online gambling has a significant negative impact, especially for the younger generation who tend to be more vulnerable to the influence of the digital environment. The World Health Organization (WHO, 2022) classifies gambling addiction as a serious mental disorder that requires professional intervention. In addition, Hakansson and Widinghoff's (2020) research shows that younger generations involved in gambling tend to experience a variety of problems such as financial losses, family conflicts, and prolonged emotional stress. This fact emphasizes the need for a strategic approach in overcoming the adverse effects of online gambling through public discourse that builds awareness and understanding comprehensively.

In this context, public discourse through articles or anti-gambling campaigns has an important role to provide communication-based solutions. The positive discourse approach can be used to convey messages that build solidarity, optimism, and hope to the community. Based on the theory of Positive Discourse Analysis (Martin, 2004), positive discourse not only explains problems, but also

directs readers to empowering solutions. The younger generation, as the main target, are more responsive to messages that convey optimism and collective action than to negative or repressive approaches.

However, most articles and campaigns today tend to prioritize negative narratives that focus on threats or punishments. Van Dijk (2020) explains that such an approach can reinforce stigma without providing concrete guidance for behavior change. On the contrary, persuasive and solution-based discourse can be an effective means of educating the public, especially the younger generation, about the dangers of online gambling and ways to avoid it. In this context, it is important to disseminate the discourse of the strategies used in the article about online gambling, whether it already reflects the elements of positive discourse that are able to inspire change.

This study aims to analyze discursive strategies in articles that discuss online gambling using the Positive Discourse Analysis (PDA) approach. Critical discourse analysis requires a multidisciplinary and complex understanding of the relationships between text, speech, social cognition, power, social and culture. This is a fairly adequate criterion, which is not only based on observational, descriptive, or explanatory events (Fairclough, 1995). Ultimately, the success of discourse analysis is measured by the effectiveness and relevance of its contribution to change. The main focus is to identify elements such as solidarity, optimism, and collective action in related articles. The findings of this study are expected to not only make a theoretical contribution to the study of positive discourse but also present strategic recommendations to develop online anti-gambling campaigns that are more effective, relevant, and have an impact on changing the behavior of the younger generation, especially at school age.

Materials and Methods

The type of research used is qualitative. Qualitative research is research that describes the data studied. Linguistic data that uses descriptive techniques is data that cannot be changed in its analysis, so it is necessary to decipher and elaborate the data by the researcher himself (Sudaryanto, 1993). This research is designed with positive discourse analysis (Bartlett, 2017) which is oriented to uncover discursive strategies that inspire, provide hope, and encouragement from policy-making statements in the news about online gambling. The focus of the analysis was on the features of discursive strategies used by policy makers (Marten, 2004). The data was taken from online gambling articles from the mass media and data sources from three news stories submitted by policy makers such as President Prabowo, Chairman of DPR Puan Maharani, Commission E of the DKI Jakarta DPRD, Elva Qolbina. The title of the first article is President Prabowo Emphasizes the War Against Online Gambling to Save the Nation the second article Speaker of the House of Representatives Puan Maharani Says Online Gambling Threatens the Future of the Young Generation and the 3rd article is Online Gambling Site Targeting Students, Elva: Block Access in the School Environment.

Data are analyzed through the stages of identification, interpretation, and explanation (Fairclough, 1989; Nartey, 2020). This analysis is used because of its suitability to reveal the practice of discursive strategies that have ideological goals. The identification process is used to uncover forms of government discursive practices that aim to arouse public resistance to online gambling. The identification process uses discursive analysis guide questions (Reisigl & Wodak, 2009), namely speech, arguments, phenomena, events, or processes that are linguistically referenced. The elements examined were solidarity, optimism, and collective action that represented discursive strategies. Furthermore, the statements referred to linguistically are interpreted according to the context of the discourse. In the final part, the analysis is directed to reveal the expected or potential impact for social transformation, namely changes in behavior in the public to respond to online gambling problems that cause anxiety and anxiety for the community

Results and Discussion

The results of the study show that analysis with Positive Discourse Analysis (PDA), according to Martin, leads to an analysis of how discourse can be used to create a positive narrative that invites a sense of solidarity, optimism, and collective action. In the context of statements by policymakers or community leaders such as

President Prabowo, Speaker of the House of Representatives of the Republic of Indonesia, Puan Maharani and Deputy Chairman of Commission E of the DKI Jakarta DPRD Elva Farhi Qolbina about online gambling that threatens the future of Indonesia's young generation, these elements are very clearly visible. The following is a description of the elements based on the statement submitted.

1. *Solidarity*

Solidarity in PDA focuses on creating a sense of community, commonality, and mutual care between individuals or groups.

- (1) *"He invites all people to jointly participate in the fight against online gambling, maintain the moral and economic integrity of the nation, and ensure that Indonesia's young generation is avoided from the trap of online gambling."*
- (2) *"All parties must move together to fight online gambling and save the younger generation."*

From data 1 and 2, President Prabowo builds solidarity by uniting between government, society, and other stakeholders in fighting online justice. Solidarity is reflected in the statement that expresses "cross-sectoral cooperation" and invites all elements of the nation to participate in overcoming the problem. The solidarity in this text is reflected in President Prabowo's efforts to unite all elements of the nation, government, society, and family, to come together against online gambling. Prabowo admitted that this problem can only be overcome if there is cooperation from all parties.

The meaning of this statement urges the importance of national solidarity in dealing with social threats. Solidarity serves to build a sense of community and strengthen collective commitment to solving problems.

- (3) *"Online gambling is now increasingly worrying in Indonesia, more and more children are exposed because of the easy access through the internet. This threatens the future of our young generation."*
- (4) *"We must jointly protect the younger generation from the dangers of online gambling."*

Puan Maharani emphasized that the problem of online gambling is a threat that damages the future of Indonesia's young generation. In other words, he invited the public to feel connected to this issue, stating that this is a common problem that must be faced. This shows the existence of social solidarity in the face of these threats. He spoke of "our young generation," implying that this issue is a collective problem that requires joint action. It can be said that solidarity in this discourse is built through the use of language that creates a sense of togetherness between the government and the community.

The meaning emphasizes anxiety, concern and shared responsibility to safeguard the future of the nation. The use of the word "we" as a form of inclusive language, emphasizes the togetherness between the speaker and the community. This creates a collective sense that this threat is a common problem that must be addressed together. Solidarity is strengthened by mentioning the young generation as the nation's asset, so that this issue becomes a national concern. The ideology to be instilled strengthens solidarity by mentioning that, the young generation is an asset of the nation, so this issue has become a national concern.

- (5) *"It is important to involve the Education Office, Diskominfo, and parents in supervising students so that they are not exposed to online gambling sites."*
- (6) *"There needs to be cooperation with relevant agencies to block access to online gambling sites in the school environment."*

Elva builds solidarity by portraying the threat of online gambling as a problem that must be addressed collectively by various parties, including governments, schools, and parents. This solidarity is affirmed through the mention of key actors who need to collaborate to solve problems. Keywords such as

"cooperation" and "related agencies" emphasized the importance of shared responsibility. Furthermore, Elva invites various parties, the government, schools, and parents, to work together to overcome the problem of online gambling that targets students. He emphasized the importance of synergy between the Education Office, Diskominfotik, and parents to protect the younger generation from the adverse effects of online gambling.

The meaning of the data emphasizes the need to build solidarity and cooperation as an effort to combat the problem of online gambling and supervise students who are exposed to online gambling sites. It can be concluded that solidarity is built by policy makers by involving all parties to solve the problem of online gambling that attacks the younger generation, especially school-age children.

2. Optimism

In the PDA study, optimism emphasizes the belief that problems can be overcome with the right actions. Optimism shows hope and belief in positive change despite challenges.

- (7) *"President Prabowo emphasized that these measures must continue to ensure that there is no room for online gambling to develop further in Indonesia."*
- (8) *"With decisive steps and the right policies, we can definitely stop online gambling that is damaging the future of the nation's children."*
- (9) *"Online gambling has grown rapidly in Indonesia, becoming a major threat that damages the moral, economic, and social life of the people."*

In the data, the use of the phrases *"great threat"* and *"damaging the future of children"* is a rhetorical strategy to arouse readers' emotions and make people aware of the dangers of online gambling. This rhetoric serves to mobilize public support for government policies. Optimistic phrases such as *"definitely can"* and *"save the future"* build hope that this problem has a solution. The phrase *"there is no more room"* is also an optimistic word that indicates a certainty or guarantee. This optimism serves to give psychological encouragement to the public to continue to believe in the capacity of the government. Prabowo created a narrative of optimism by conveying the belief that online gambling can be solved through firm and structured actions.

President Prabowo emphasized that these measures must continue to ensure that there is no room for online gambling to develop further in Indonesia. This optimism is important to foster public trust in the government's efforts.

- (10) *"The young generation is the future of the nation, and we must not let them get caught up in online gambling games"*
- (11) *"The government, the community, and the elderly must work together to address this problem."That is why*

Optimism can be seen in the way Puan gives hope to the public that the problem of online gambling can be overcome through the collaboration of various parties. Puan highlighted that despite the great threat, the community and the government can still take action to prevent further damage to the younger generation. Optimism is reflected in his invitation to jointly address this problem, by mentioning the importance of the active role of various parties such as the government, society, and families in protecting children from the dangers of online gambling.

This suggests that despite the serious threat, there is still an opportunity to protect the younger generation if immediate action is taken in the text with the phrase *must not let them get trapped*. And cooperation between all stakeholders to tackle existing problems.

- (12) *"Surveillance of internet use in schools should also be increased to ensure students do not access harmful content."*
- (13) *"It is important to involve the Education Office, Diskominfotik, and parents in supervising students so that they are not exposed to online gambling sites."*

Elva showed optimism that with solid collaboration, this problem could be overcome. He encouraged better supervision and education, and emphasized that there is still an opportunity to improve the situation. Furthermore, build solidarity by describing the threat of online gambling as a problem that must be addressed collectively by various parties, including the government, schools, and parents. This solidarity is affirmed through the mention of key actors who need to collaborate to solve problems. Keywords such as "cooperation" and "related agencies" emphasized the importance of shared responsibility. This optimistic attitude can increase supervision so that it can be ensured that students cannot access online gambling sites. Furthermore, optimism is shown by the collaboration of key actors who can solve problems. Persuasive rhetoric is the use of language that can convince the audience to act or think in a certain way. This can be seen from the use of strong and emotional language.

- (14) *"Online gambling is not just a small problem; This is a grave threat to the future of our children and our nation."*
- (15) *"Data from PPATK shows an increase in online gambling cases by up to 300%."*
- (16) *"It threatens the future of our young generation"*
- (17) *"The fact that children under the age of 10 are already involved in online gambling, shows that there is a huge gap in supervision and education."*

Persuasive rhetoric is used to build the urgency of the problem and convince the public that decisive action needs to be taken immediately. Prabowo used strong and emotional diction by using the phrase "*great threat*" to influence public opinion and gain support for government policies. Puan uses persuasive language by describing the threat of online gambling as something very serious, thus encouraging the audience to feel the need to act immediately. His statement contains urgency, which serves to motivate the audience to care more and take action to address the problem. This phrase uses hyperbolic techniques to emphasize how important this issue is. In this way, Puan motivates the audience to support concrete measures to address this problem. Elva uses persuasive language by expressing the urgency of the problem of online gambling targeting students and children. This statement aims to raise public awareness and the authorities to act immediately.

3. Collective Action

Collective action is an encouragement to act together in achieving positive goals that are implemented together. In the news text that was used as the object of the research, it is shown in the following data.

- (18) *"We need to block gambling sites, educate the public, and increase parental supervision to ensure that the younger generation does not fall for it."*
- (19) *"The government, social media platforms, internet service providers, and the wider community must work together to address this problem."*
- (20) *"We need the cooperation of governments, internet service providers, social media platforms, and families to protect the younger generation."*
- (21) *"Cooperation between schools, parents, and relevant agencies is essential to ensure children get the support they need to get out of this negative behavior."*

Prabowo took collective action involving all parties, government, society, families, and individuals, to jointly take concrete steps in online gambling membership. This statement outlines practical measures that include government policies indicated by the use of the phrases "*site blocking*," "*educating the public*" and "*parental supervision*." This is a real effort to block websites, public education, and family supervision. This is a form of collective action that invites all parties involved to be active in the solution. In carrying out collective action, Puan Maharani invites the community to work together in combating the threat of online gambling by strengthening cooperation between the government, parents, and the general public.

Puan wants to create a sense of shared responsibility and encourage real collective action that is carried out by involving all elements of society. Actually, collective action is carried out with the aim of taking preventive and curative actions, inviting the community to unite forces in protecting the younger generation. Elva invites all parties, including the government, schools, parents, and the community, to act together in dealing with the problem of online gambling. He called for collective action with the aim of protecting the younger generation from the dangers of money gambling becoming more widespread. The call to carry out collective action was carried out as an effort to fortify the next generation, especially children, from the threat of the dangers of online gambling. With collective action carried out by the government, social media platforms, schools, families and communities and blocking online gambling sites, at least it can cut the spread of online gambling.

Conclusions

Through the PDA approach, this study shows that public discourse has an important role in shaping collective awareness, instilling hope, and mobilizing action to address social problems. By utilizing positive discursive strategies, this research is expected to contribute to the development of more effective public communication policies to deal with the challenges of online gambling, especially among the younger generation, so as to create a better and influence-free future.

This study highlights how discursive strategies can be used to deal with the spread of online gambling among the younger generation through the Positive Discourse Analysis (PDA) approach. Analysis of the selected online articles shows that positive narratives have great potential in building community solidarity, fostering optimism, and encouraging collective action aimed at combating the negative impact of online gambling. Solidarity is reflected in the invitation for collaboration from various parties, such as the government, society, and educational institutions, to jointly address the threat of online gambling. Articles from President Prabowo, Speaker of the House of Representatives Puan Maharani, and members of the Jakarta DPRD emphasized the importance of joint steps to save the younger generation from the destructive influence of online gambling. Optimism is seen in the belief that measures such as blocking access, education, and strengthening the law can create change. On the other hand, the call for collective action was at the heart of the discourse described, with a call to the public to actively contribute to the campaign against online gambling through various means. Through the use of persuasive rhetoric and inclusive message delivery, these articles contribute to steering public opinion in a more constructive direction. Articles that focus on saving the younger generation and strengthening the nation's morale are able to create a wider awareness of the dangers of online gambling as well as inspire real action from various parties. Thus, this study emphasizes the importance of the role of the media in conveying positive and transformative discourse. Collaborative efforts between the government, the community, and the mass media are needed to provide a healthy environment free from the threat of online gambling. This research is expected to be a starting point for further studies on the effectiveness of other discursive strategies in addressing various social issues in the digital era.

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