CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research which covers the background of the study, the reason for choosing the topic, the research questions, the aims of the study, the scope of the study, research methodology, and the organization of the paper.

1.1 Background of the Study

Technology advancement provides easy and fast access to people in getting recent news. Nowadays, news has become a daily need; it is essential and worthy to people as truthful information that is up to date and objectively presented (Molek-Kozakowska, 2013). However, one thing that people do not notice is that news has a function as a meaning-maker. Less educated people might not realize the fact that news is constructed socially, culturally, and ideologically.

Since news from newspapers, magazines, television, radio and the Internet affect public opinions (Bonyadi, 2010), it tends to be manipulated by some people to control over other people. This manipulation may involve power abuse and inequality; hence, there are an ample opportunity to manipulate and convey ideologies through the mass media. As Van Dijk (2006:361) said, "manipulation is being exercised through text, talk, and visual messages." Thus, the language use of the media or media discourse makes a significant involvement to the construction of social reality or social life (Richardson, 2007).

This study uses critical discourse analysis (CDA) as a theory and method to analyse the articles. CDA was chosen because it relates to social issues and social practices. The language use and social practices will create representation of elements of social practice, such as social actor as participant of social practices and social action as a core of social practice (Van Leeuwen, 2008).

Fira Nursya'bani, 2014
The Representation of Social Actors in First 100 Days of Office of Jokowi-Basuki
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

CDA can be employed to analyse newspapers discourse; such analysis can be found, for example, Rashidi & Rasti (2012) and Hodge (2012). The study conducted by Rashidi & Rasti (2012) used Theo Van Leeuwen's (2008) approach in representing the social actors to show the way Western news gave an untrue notion of Iran's nuclear activities. Their study has revealed ideological biases in representing the Iran's side as the social actor, in which the Western news gave a different way of treating to Iran. Moreover, the second study conducted by Hodge (2012) used a different method of analysis. He used an ideological-complex theory to examine some contradictions that appeared in newspaper articles about anti-muslim racism. By analyzing the ideologies, identity, and interaction, Hodge's (2012) study revealed that the articles were full of contradictions. These contradictions might strengthen or weaken the racism issue in those articles; it depends on how they are managed.

The current study aims to analyse how the national mass media deliver their ideological point of view in political context to the readers in their online articles. The data were taken from ten articles from online sources that relate to a political issue in Indonesia, namely first 100 days of office of Joko Widodo and Basuki Tjahja Purnama as a new governor and vice governor of Jakarta. In their first 100 days of office in 22 January 2013, some national print and online media made special edition report to evaluate what was already achieved by Joko Widodo and Basuki Tjahja Purnama in governing Jakarta. Meanwhile, Jokowi stated that he had never planned a 100 day-programme (Majalah Detik, 21-27 January 2013).

1.2   Reason for Choosing the Topic

Joko Widodo (also known as Jokowi) is a newly elected governor of Jakarta, elected in 15 October 2012. Together with Basuki Tjahja Purnama as a vice governor, they are ruling Jakarta with some innovations. They become extremely popular and their news has always become headlines in print and online media. The way Jokowi and Basuki rule Jakarta by directly meet the citizens or

Fira Nursya'bani, 2014
The Representation of Social Actors in First 100 Days of Office of Jokowi-Basuki
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

commonly called *blusukan*, much appreciated by Indonesian people, especially in Jakarta. Some people respond it well, while others consider it only as a self-image improvement. The national media generally represent them in positive way. They are often reported as the leader who should be examples for other leaders.

Jokowi with his popular image is very interesting to become a research topic because he is known as a phenomenal leader and completely different to other provincial governors in Indonesia or even the earlier governors of Jakarta. At a glance, the ideology which is delivered in news about Jokowi involves democracy. Democracy is characterized by the participation of the citizens in decision-making processes carried out by the government (Suyatmi & Hendrastuty, 2011). In this case, Jokowi is currently able to attract sympathy of the citizens with his way of working which prefers to find out people's voice by visiting them.

To see more details on the way social actors in the articles regarding Jokowi and Basuki's first 100 days of office are represented and also on what exactly are the ideologies behind such representations, this study provides Van Leeuwen's (2008) sociosemantic network and Halliday's (1985) systemic functional linguistics (SFL). The use of transitivity system of SFL in exploring the role of participants in clauses is expected to provide a deeper understanding through some types of processes occurred in the clauses.

1.3   Research Question

Because of the growing interest, this paper attempts to address two questions:

a. How are social actors represented in the articles?
b. What are ideologies underlying the representation?

Fira Nursya'bani, 2014
The Representation of Social Actors in First 100 Days of Office of Jokowi-Basuki
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

1.4   Aims of the Study

The aims of this study are as follows:

a.   To reveal the presentation of social actors in the articles.

b.   To identify ideologies underlying the representation.

1.5   Scope of the Study

This study is limited to analysing the representation of social actors in articles that relates to Jokowi-Basuki's first 100 days of office and unpack ideologies behind such representation. This study focuses on inclusion and exclusion categories proposed by Van Leeuwen (2008) to reveal the way social actors are foregrounded or omitted in the text. The articles used in this research were limited to ten articles published in Tuesday, 22 January 2013 or the coincided date of first 100 days of Jokowi-Basuki's governorship. The ten articles were selected because such articles were most frequently accessed by readers, which reached more than 3000 viewers in its publication day and were at the top of the Google search engine. The selected online articles were also from trusted national online media which were often reporting Jokowi-Basuki's activities in Jakarta.

The analysis is limited to the level of clause. Since the data were from Bahasa Indonesia, the clauses that analysed were only major clauses. There are 210 simple clauses and clause complexes from the whole articles which contain particular social actors, where the social actors in this analysis were included Joko Widodo and Basuki Tjahja Purnama as new governor and vice governor of Jakarta, Jakarta, citizen of Jakarta, Jakarta Provincial Government, and several social actors that accompany Jokowi-Basuki's actions in the clauses.

Fira Nursya'bani, 2014
The Representation of Social Actors in First 100 Days of Office of Jokowi-Basuki
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

1.6   Methodology

1.6.1   Research Design

In order to reveal the way social actors are represented in the articles, this study was conducted by using a qualitative data analysis. The data were analysed by applying the combination of Theo Van Leeuwen's (2008) sociosemantic network and Halliday's (1985) transitivity system as the main tools. Thus, these approaches were appropriate to be used in this study to help answering the research questions because sociosemantic network and transitivity system are approaches that aim to show in which context the participants in text are represented sociologically and linguistically.

1.6.2   Data Collection

The data were in the form of online articles. The articles chosen were about first 100 days of Jokowi-Basuki's governorship in Jakarta. There were ten articles used in this study. Those were taken from different national online articles, published on Tuesday, 22 January 2013. The data are as follows:

Table 1.1 Sources of Data

No.	Title of the articles	Downloaded from:
1.	Jelang 100 Hari Kerja Jokowi-Ahok, Banjir Bandang Melanda Jakarta. Mereka Bilang Tidak Pernah Punya Target Program 100 Hari	*http://majalah.detik.com/cb/7cd2bc5ef766c8b4a1df8cd2eae8ef2d/2013/20130121_MajalahDetik_60.pdf*
2.	Pengamat: Jokowi Harus Mulai Blusukan dalam Sistem	*http://lipsus.kompas.com/topikpilihanlist/2133/1/100.hari.jokowi-basuki/read/xml/2013/01/22/23130247/Pengamat.Jokowi.Harus.Mulai.Blusukan.dalam.Sistem*
3.	100 Jokowi-Ahok, Banjir Tunda Segalanya	*http://edsus.tempo.co/konten-berita/balaikota/2013/01/22/456101/12/100-Jokowi-Ahok-Banjir-Tunda-Segalanya*

4.	Jokowi: Kerugian akibat banjir Rp 20 triliun	*http://www.merdeka.com/jakarta/jokowi-kerugian-akibat-banjir-rp-20-triliun.html*
5.	100 Hari Jokowi-Ahok, Warga: Mereka Pemimpin yang Baik	*http://www.republika.co.id/berita/nasional/jabodetabek-nasional/13/01/22/mh0zoc-100-hari-jokowiahok-warga-mereka-pemimpin-yang-baik*
6.	Ini Hasil Kerja Jokowi-Ahok di 100 Hari Pertamanya	*http://news.liputan6.com/read/494189/ini-hasil-kerja-jokowi-ahok-di-100-hari-pertamanya*
7.	Kado 100 Hari Jokowi: Wasiat Bang Ali	*http://politik.kompasiana.com/2013/01/22/kado-100-hari-jokowi-wasiat-bang-ali-526779.html*
8.	100 hari ... Jokowi biasa saja, Ahok pusing	*http://www.antaranews.com/berita/354472/100-hari--jokowi-biasa-saja-ahok-pusing*
9.	100 Hari, Jokowi Launching 3 Program	*http://wartakota.tribunnews.com/detil/berita/117433/100-Hari-Jokowi-Launching-3-Program*
10.	Memasuki 100 Hari, Basuki Apresiasi Pegawai	*http://www.metrotvnews.com/metronews/video/2013/01/22/5/169353/Memasuki-100-Hari-Basuki-Apresiasi-Pegawai-DKI*

1.6.3 Data Analysis

This study employs Theo Van Leeuwen's (2008) sociosemantic approach to Critical Discourse Analysis (CDA). CDA examines language that constructs and is constructed by social relationship and the language may also contain ideologies. Paltridge (2006:179) said that CDA aims "to help reveal some of these hidden and 'often out of sight' values, position, and perspectives." Thus, inclusion and exclusion in sociosemantic theory proposed by Van Leeuwen (2008) was chosen because the concept of this theory is compatible in revealing the representation and hidden perspective in discourses. He offers some classification of social actor in his sociosemantic inventory in order to make researchers easier to classify people and to find the ideological effect from the classification

Fira Nursya'bani, 2014
The Representation of Social Actors in First 100 Days of Office of Jokowi-Basuki
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

(Machin & Mayr, 2012). This study also employs Halliday's (1985) transitivity system as a tool to assist the analysis of representation of social actors in the text. Transitivity system can help to explore the function of the clauses; who does what in what situation.

1.6.4   Research Processes

In conducting this research, several steps have been taken. The first step was to read the text in order to understand the text comprehensively. The second step was to divide the text into simple clauses and clause complexes. The third step was to identify the function of the social actors in the text by using Haliday's (1985) transitivity system. Then, the fourth step was to classify the data into inclusion and exclusion and to analyse the types of inclusion and exclusion in the clauses. The next step was to quantify the data, and the last step was to construe the data in order to reveal the representation of the social actors and to formulate ideologies.

1.7   Organization of the Paper

This research is organized into five chapters. The first chapter presents introduction, which includes the background of the study, the research questions, the aims of the research, the scope of the study, a brief explanation of research methodology, and the organization of the paper. The second chapter presents the theoretical framework. It explains the theories and concepts that were used in this research. The third chapter contains the research methodology, the research questions, and the clarification of key terms. It also elaborates the research design, data collection, data analysis, and data presentation. The fourth chapter presents findings and discussion of the research. Then the last is the fifth chapter, which contains conclusion of the analysis and several suggestions for future research.

Fira Nursya'bani, 2014
The Representation of Social Actors in First 100 Days of Office of Jokowi-Basuki
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu