

CHAPTER V

CONCLUSION, IMPLICATION AND RECOMMENDATION

This chapter presents three main topics containing the conclusion of the finding and discussion, the implication of the result of the analysis and the recommendation for further studies regarding critical discourse analysis.

5.1 Conclusion

The present study examines the representation of Joko Widodo in selected online news media, Detik.com and Viva.co.id. It aims to reveal the ways Joko Widodo is represented in the media and to uncover the ideologies underlying the representation of Joko Widodo.

Based on the analysis of the representation of Joko Widodo using van Leeuwen's representation of social actor analysis and supported by Halliday's (2004) and Eggins's (2004) transitivity, the study finds out that both Detik.com and Viva.co.id represent Joko Widodo differently in relation to his presidential election campaign. Detik.com represents Joko Widodo as the one who plays an active role in an activity, as an actor in the analysis of transitivity. It can be seen from the result of the analysis that categorizes Joko Widodo more as activation-participation-personalization which is mostly related with his anti-mainstream action, *blusukan*. In contrast, Viva.co.id represents Joko Widodo more passively as the one who is being discussed and judged, as the object of exchange. It can be identified through the result of the analysis that categorizes Joko Widodo more as passivation-participation-personalization which is mostly related with negative semantic loads attached to him such as, being unskilled in doing political communication and doing too much imagery.

It is also found that, there appear at least two ideologies underlying the representation of Joko Widodo in Detik.com and Viva.co.id, namely, partiality and capitalism. Partiality indicates that the two media have their own perspective

in representing Joko Widodo. Viva.co.id, which is owned by Bakrie Group, appears to construct negative image of Joko Widodo because its elite, Abu Rizal Bakrie, stands for Prabowo Subianto, the rival of Joko Widodo in the presidential election. In the opposite, Detik.com tends to construct positive image of Joko Widodo because its Editorial Chief, Budiono Darsono, has close relationship with Megawati Soekarno Putri, the leader of PDIP who nominates Joko Widodo as one of the presidential candidates. In addition, related to the one-sidedness or partiality of Detik.com and Viva.co.id, they also used it as their strategies to gain as much profit as they can, which is the basic principle of capitalism (see Gidden, 1985, in Kamaruddin and Deddy, 2009, p.4).

It appears that there are two strategies that are used by the media to get as much profit as they can, i.e reporting news that tends to be interesting and providing a different news style which tends to be written in one perspective. Therefore, the owner of the media can control what to report and not to report. They are the ones who get advantages from it because the more people view the online news website, the more profit the media get from the companies that advertise their commercial in the websites.

At last, based on the findings above, it can be concluded that in relation to politics, media are used not only to provide information to the public, but also to reach particular political interests of the elites of the media itself. It makes media not only a source of information, but also a political actor (Page, 1996). In addition, by reporting the hottest issue of political event, media, especially online media hope that their articles are popular and their websites become most-read websites that will attract companies to insert their commercials, which can bring much profit and advantages for them. However, this is not the case for the readers. They have to be aware of the media and should not believe easily what comes from it, especially a crucial issue like presidential election. Therefore, CDA's approach in the analysis of media discourse is beneficial to uncover the ideologies underlying the representation of a presidential candidate in the media.

van Leeuwen's representation of social actor is seen as a significant concept to look at the representation of social actor through the lexico-grammatical choices that cause different effects in society.

5.2 Implication

In accordance with the role and the function of the media in relation to the political and economic interests, people should not take anything for granted, especially in determining the crucial decision for their future. Choosing the figure who will become the next president is a crucial issue that has to be considered by the citizen of particular countries. A president, as the number one person in a country, will determine whether leading the citizen to poverty and misery or glory and superiority. Therefore, the decision to vote for the upcoming president has to be thought deeply and comprehensively. It cannot be decided by, in this case, depending only to the news about the presidential candidates that are often broadcast or reported through the media.

5.3 Recommendation

In order to expand the scope of the study of critical discourse analysis, there are four recommendations for the upcoming related studies. First, the present study uses ten news articles as the object of the study. Upcoming studies may examine different amount of data in order to attain different results.

Second, the present study uses news articles which were reported from April 1st to June 11th 2014. The forthcoming studies are suggested to use more recently data that can lead to different representation of social actor.

Third, the present study uses news articles of online news media as the object of the study. The forthcoming studies are suggested to use other sources such as, speeches, interviews, press conferences, and biography books.

Furthermore, the forthcoming studies are also suggested to not only analyze the representation of one social actor like what is investigated in the present study, but also to compare the representation of two social actors, for instance, comparing two candidates of a presidential election.

Fourth, in conducting the present study, media discourse is used as the object of the study. The future studies are recommended to utilize other fields of discourse, such as, medical discourse and political discourse in order to achieve different point of views and results.