

CHAPTER I

INTRODUCTION

This chapter encompasses the introduction of the research that covers background of the research, formulation of the problems (comprising thesis statement and research questions), purposes of the research, significance of the research, scope of the research, clarification of terms, and organisation of the research.

1.1 Background of the Research

Joko “Jokowi” Widodo has become Indonesia’s new media darling. He gains popularity for his unique ‘street democracy’ style of leading starting when he occupied a position as the mayor of Surakarta who directly handled roadside vendors. He later won the Jakarta governor election over his opponent, the former governor of Jakarta, Fauzi Bowo in 2012. Being a governor, he stuck to his image as an approachable leader who was not reluctant to visit slummed areas to listen to his people’s complaint directly.

In 2014, his popularity increased since he was nominated as the presidential candidate from the Indonesian Democratic Party of Struggle (PDIP). However, his nomination has also caused controversy in Indonesia because it happened when he was still in charge of Jakarta. Some people considered it to be the perfect time to nominate a young, communicative leader as a president. However, the rest doubted him since they thought he was not ready to lead a country yet, especially when his pledge in the governor election campaign had not fully realised.

This controversy continued even after he won the election. For instance, barely a month since his inauguration, he made an unpopular policy to raise the price of gasoline and diesel fuel by an average of 30%. Afterwards, his decision to nominate Comr. Gen. Budi Gunawan who has fat bank accounts as the National Police chief caused an uproar. It happened since the case ended up with the criminalisation of the Corruption Eradication Commission (KPK) leaders.

His popularity during his leadership, particularly as the governor of Jakarta, the presidential candidate, and the President of Indonesia, is reflected in the news reporting what he does. The mass media as the producers of the news have the responsibility to present the pros and the cons of what he does objectively (Cohen-Almagor, 2008). However, there is no such thing as being neutral in reporting news; they will always have standpoint. It is because the information given in the news is not only affected by what really happens in reality but also by how the mass media shape the reality. In other words, the news will always contain certain ideology (van Djik, 1988). In addition, the news always has social functions; they have power to change the point of view or ideology of a society (Trčková, 2011).

An example of the mass media's standpoint is displayed by *the Jakarta Post*. It openly declared the endorsement for Jokowi in the presidential election campaign through its editorial entitled "Endorsing Jokowi". It was made as a moral choice, as it said. Moreover, *the Jakarta Post* argued that the endorsement was not expected to sway votes ("Endorsing Jokowi", 2014). Despite the reason given, its ideology has become the source to lead people's opinions on Jokowi's figure in the mass media. *The Jakarta Post* has used its power to change the point of view of the society by presenting the good side of Jokowi during the campaign.

Regarding the fact, this research is conducted to investigate how *the Jakarta Post*'s editorials report Jokowi's figure as the governor of Jakarta, the presidential candidate, and the President of Indonesia. Editorial is chosen to be analysed in the present research since it represents the newspaper's opinion; i.e. the ideology of the newspaper (van Djik, 1988). One of the approaches that can be used to investigate this issue is Discourse Historical Approach (DHA) proposed by Reisigl and Wodak (2009). By employing DHA, this research explores how discursive strategies are used by the online news media in presenting the news about Jokowi. Discursive strategies in DHA are defined as the systematic ways of using language at different levels of linguistic organisation and complexity. The strategies consist of five strategies: nomination, predication, perspectivization, and

mitigation (Reisigl & Wodak, 2009). However, this research only focuses on nomination and predication strategies.

Literature shows that there have been volumes of studies that employ DHA, for instance, van Leeuwen and Wodak (1999) who investigate the rejection of Austrian immigrants' family reunion applications by combining DHA with systemic-functional linguistics. Unger (2010) studies how language ideologies about Scots language are realised linguistically. Meanwhile, Chiu and Chiang (2012) examine the use of metaphor in the representation of people's name rectification movement of Taiwan's indigenous in newspaper. DHA is also used by Larasati (2014) and Lacerda (2015) to investigate news. While Larasati (2014) focuses on war discourse, Lacerda (2015) centres the analysis on the political discourse on favelas (slums).

Nevertheless, there have not been many studies about important people in the mass media, especially in Indonesian context, that employ DHA. Given that particular reason, this research investigates the representation of Jokowi's figure and its signification in online news media. However, to prevent the research from being too broad, it focuses on one online news media that is *the Jakarta Post*. Furthermore, the data investigated are the editorials of Jokowi on his first months of leading as the governor of Jakarta and the President of Indonesia as well as the presidential candidate.

1.2 Formulation of the Research

Based on the problem stated in the background, this research investigates the representation of Jokowi as the governor of Jakarta and the President of Indonesia with limitation to the first months of leading and as the presidential candidate. In addition, this research also examines the signification of the representation in *the Jakarta Post*. By applying Discourse Historical Approach's discursive strategies, it is expected that the present research gives a deep understanding on how Jokowi's figure is shaped by the mass media.

Therefore, the current research is conducted to answer the following questions:

- 1) How is Joko Widodo as the governor of Jakarta and the President of Indonesia during his first months leadership and as the presidential candidate represented through nomination and predication strategies in the selected editorials?
- 2) What does the representation signify?

1.3 Purposes of the Research

Based on the research questions stated above, there are two objectives of the conduct of the research:

- 1) To examine the representation of Jokowi as the governor of Jakarta and the President of Indonesia during his first months leadership and as the presidential candidate in the selected editorials through nomination and predication strategies.
- 2) To investigate the signification of the representation of Jokowi as the governor of Jakarta, the presidential candidate, and the President of Indonesia in one mass media.

1.4 Significance of the Research

Practically, the result of the present research on the representation of Jokowi's figure is expected to invoke critical awareness of the ideology invested in news discourse. Furthermore, it is also expected that the use of discourse historical approach in this research will enrich the literature on discourse historical approach and provide guideline for later research that use the same approach.

1.5 Scope of the Research

Fifteen editorials from *the Jakarta Post* are taken as the object of investigation in this research. The editorials investigated are the editorials reporting Jokowi. The scope of the study is narrowed to find out the nomination and predication strategies used by *the Jakarta Post* in presenting news about Jokowi.

1.6 Clarification of the Terms

Some terminologies need to be clarified in order to avoid misunderstanding in the research:

1) Representation

Representation refers to the way language is employed in a text to express the underlying meanings of the descriptions of people, places, or social practices (van Dijk, 2002).

2) Discourse Historical Approach (DHA)

DHA is one of the approaches of critical discourse analysis (CDA). DHA synchronises text analysis with knowledge about the historical sources and the background of the social and political fields in which discursive events are embedded (Reisigl & Wodak, 2009).

3) Nomination Strategy

Nomination strategy is a strategy in using linguistic devices to refer to persons, places, or events (Reisigl & Wodak, 2009).

4) Predication Strategy

Predication strategy is a strategy in attaching persons, animals, or objects with some qualities, features, or characteristics. This strategy is aimed at representing social actors more or less positively or negatively (Reisigl & Wodak, 2009).

1.7 Organisation of the Report

This research is organized in five chapters. Each chapter details the different information needed to construct the idea of the research. It is elaborated as follows:

1) CHAPTER I INTRODUCTION:

This chapter consists of background of the research, formulation of the problems (comprising thesis statement, and research questions), purposes of the research, significance of the research, scope of the research, clarification of terms, and organisation of the research.

2) CHAPTER II THEORETICAL FRAMEWORKS:

This chapter consists of relevant theories, ideas, and issues in which the principles and justifications of the research are grounded. It also provides findings of previous research and other supportive information relevant to the present research.

3) CHAPTER III RESEARCH METHODOLOGY:

This chapter describes approaches and procedures, research design, data collection, and data analysis all manifested in the research.

4) CHAPTER IV FINDINGS AND DISCUSSIONS:

This chapter provides the results of the analysis. Furthermore, there is discussion on the significance of the results.

5) CHAPTER V CONCLUSIONS AND SUGGESTIONS:

This chapter presents conclusions drawn from the research findings. In addition, suggestions for future research are also included in this chapter.