CHAPTER I

INTRODUCTION

This chapter encompasses the introduction of the study which covers background of the study, formulation of the problems, purposes of the study, significance of the study, the methods used in the study, the collection of data, data analysis, clarification of terms and organization of the paper.

1.1 Background of the Study

Bali Nine case reappears after Andrew Chan and Myuran Sukumaran's plea for clemency was rejected by Indonesian court. Both Chan and Sukumaran were sentenced to death after trying to smuggle more than 8 kilograms of heroin in 2005. They are part of a group of nine Australian drug smugglers called Bali Nine. The plea for clemency was rejected due to a statement from the president of Indonesia that there will be no mercy for drug-related crimes. Australian's Prime Minister Tony Abbott opposed the death penalty by appealing directly to the president of Indonesia, Joko Widodo, to show mercy and stop the executions.

Many local and international mass media such as *The Jakarta Post* and *The ABC* reported this issue of Bali Nine execution case. Both of the newspapers have published several articles in which we can see how these two news publishers represent the issue and what the representation signifies. In relation to this, mass media have a big role in delivering 'messages' to the audience. Hall (1982, as cited in Van Dijk, 1998) says that news in mass media has the power to signify events in a particular way. The choice of words which are used in one mass media outlet signifies something and expresses the ideology of that mass media outlet. In line with this, Van Dijk (1998) states that the news will always contain certain ideology. He adds that ideologies might be explicitly found in a discourse, but it might be hidden through the use of linguistic devices. Ideology is defined as set of beliefs or values that are coherent and stable (Wodak & Meyer, 2009). Van Dijk (2000) further adds that ideology is fundamental beliefs that form the basis of the social representation of a group.

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Ideology in newspaper can be revealed by using Critical Discourse Analysis (CDA). According to Paltridge (2006) CDA mainly investigates how discourse is used in social and cultural issues and what can be implied by the use of discourse. Henry and Tator (2002, as cited in Izadi, 2007) say that ideologies of mass media can be identified by using CDA as a tool of deconstruction. Moreover, CDA can also identify and define social, economic, and power-relation between the superior and the inferior. In line with this, Widdowson (2000) says that CDA unveils the underlying ideological prejudices and therefore the exercise of power in texts. Moreover, Wodak (1996, as cited in Bilal 2012) says that CDA aims to investigate the relationship between text and its social conditions, ideologies and power relations.

One framework in CDA that can be used to reveal ideology in newspaper is Ideological Square as proposed by Van Dijk (2000). Ideological square has four principles: 1) Emphasize positive things about Us; 2) Emphasize negative things about Them; 3) De-emphasize negative things about Us; 4) De-emphasize positive things about Them (Van Dijk, 2000). By using ideological square, form of positive self-presentation and negative other-presentation can be seen through the use of lexical choice and semantic meaning. Moreover, Van Dijk (2000) explains that to unveil ideology in a discourse, we should pay attention to properties of discourse which will show the ideological variations of underlying context models, event models and social attitudes. To analyze discourse in a text, Van Dijk (2000) proposed some levels of analysis based on ideological square which are meaning, propositional structure, formal structure, sentence syntax, discourse forms, argumentation, rhetoric and action and interaction.

There are some previous studies that employ CDA to reveal ideology in newspapers. For instance, Bilal et al. (2012) apply CDA to analyze editorials of Pakistani print media. They attempted to see how ideology is constructed and presented through the use of language by employing Van Dijk's (1998) framework in media discourse which focuses on minorities and ethnic groups. The result is realized through the use of lexical choice and sentence structure which show the dominant ideology which is different in each newspaper editorial.

Another researcher that uses CDA to see the representation on newspaper is Persada (2012). He investigates a study regarding the representation of maritime boundary issue in *The Jakarta Post* and *Malaysian Insider*. By using Fairclough's (2003) Dialectical-Relational Approach and Halliday's (1985) Transitivity systems, the study found three representations of maritime boundary. Moreover, the finding shows that the two newspapers have different ideology regarding this issue.

Another study that uses CDA to investigate biased interpretation and representation is conducted by Shojaei, Youssefi, and Hosseini (2013). They investigate how biased interpretation is represented in conflicting ideas in Western printed media. By using Van Dijk's (1998) socio-cognitive approach and Fairclough's (1995) approach of intertextual analysis of news discourse, the study attempted to analyze how linguistic tools can carry ideological proclivities regarding three conflicting ideas which are *Iran Nuclear Program*, *Iran Sanctions* and *Syria Crisis*. The findings show that linguistic tools play a big role in carrying ideological proclivities in the newspapers which result in biased interpretation.

Lastly, a study that also uses CDA is conducted by Ahmadian and Faharani (2014). They investigate the representation of Iran's nuclear program. They investigated two newspapers by employing Van Dijk's (2000) ideological square. The main finding shows that the two newspapers present the same issue in a different way. Another finding shows that language has power to change one's view about the events.

From the list of previous studies above, it can be seen that there have not been many studies that compare the ideology in two newspapers regarding the same issues by using ideological square, especially in Indonesian context. Therefore, this present study discusses the representation of Bali Nine Execution Case that is represented in two newspapers, *The Jakarta Post* and *The ABC*, by employing Van Dijk's (2000) ideological square.

1.2 Formulation of the Problems

This study has formulated two questions that are used as guidance in this research. It is presented as follows:

1. How is the Bali Nine Execution Case represented in the two newspapers?
2. What do these representations imply?

1.3 Purposes of the Study

Based on the research questions stated above, there are two objectives in conducting the study:

1. To investigate how Bali Nine Execution Case is represented in the two newspapers.
2. To reveal what is implied by the representations.

1.4 Significance of the Study

The results of the present study are expected to enlighten and to raise awareness of the ideology invested in news discourse. Furthermore, it is also expected that the use of CDA, especially ideological square, will enrich the literature and provide guideline for further analysis that uses the same approach.

1.5 Research Design

The study employs qualitative descriptive analysis. According to Cresswell (1994), a qualitative study analyzes a social or human problem based on what people say and do in a natural setting. In line with this, Bogdan and Biklen (2007, p.274), define qualitative analysis as "an approach to social science research that emphasizes collecting descriptive data in natural settings, uses inductive thinking, and emphasizes understanding the subjects point of view". In addition, Merriam (2009, p. 13) states that "qualitative researchers are interested in understanding the meaning people have constructed, that is, how people make sense of their world and the experiences they have in the world". In qualitative

research, the data is collected, analyzed, and interpreted by observing what people do and say. This study employs Van Dijk's (2000) ideological square to see how the Bali Nine Execution Case is represented in the two newspapers.

1.6 Data Collection

The data for this study is collected from two newspapers: *The Jakarta Post* and *The ABC*. Two articles from each newspaper are chosen based on the similar topic and time of news production. The first article from each newspaper was taken before the execution took place, which was published on April 25th 2015. Meanwhile the other article was taken after the execution, which was published on April 29th 2015. The main reason of choosing those articles from these two newspapers is because these newspapers belong to the countries purportedly having different perspectives regarding the Bali Nine Execution. In addition, *The Jakarta Post* is the largest English-language newspaper in Indonesia, while *The ABC* is Australia's public broadcaster. Furthermore, *The Jakarta Post* may represent the views of Indonesian people, while *The ABC* may represent the views of Australian people regarding the case. Moreover, these newspapers can be easily accessed in their website (http://www.thejakartapost.com/) and (http://www.abc.net.au/news/).

1.7 Data Analysis

The data is analyzed by using Van Dijk's (2000) ideological square. The study only focuses on the analysis of discursive strategies in the four articles. The use of discursive strategies on each article will form two semantic macro-strategies of positive self-presentation and negative other-presentation.

In revealing the representation of Bali Nine Execution Case, there are some steps used in analyzing the data. First of all, the articles are classified to its publisher: *The Jakarta Post*'s articles and *The ABC*'s articles. Second, the discursive strategies in each text were identified. Third, the whole gathered data are discussed in order to see the representation of Bali Nine Execution in the two newspapers, whether in the form of positive self-presentation or negative other-

presentation. Lastly, an interpretation of what the representation signifies is conducted.

1.8 Clarification of Terms

- Critical Discourse Analysis

  A tool of deconstructing the ideologies of the mass media and other elite groups and for identifying and defining social, economic, and historical power-relations between dominant and subordinate groups. (Henry & Tator, 2002).

- Ideology

  Ideology is given in terms of the social cognitions that are shared by the members of a group. (Van Dijk, 2000)

- Ideological Square

  Ideological Square is Van Dijk's notion which aims to analyze the relationship between ideology and discourse at the levels of meaning, propositional structure, formal structure, sentence syntax, discourse forms, argumentation, rhetoric and action and interaction. Ideological Square has four principles: 1) "Emphasize positive things about Us; 2) Emphasize negative things about Them; 3) De-emphasize negative things about Us; 4) De-emphasize positive things about Them" (Van Dijk, 2000, p. 44).

- Representation

  Representation refers to the language used in a text or talk to assign meaning to groups and their social practices, to events, and to social and ecological conditions and objects (Van Dijk, 2002, as cited in Wenden, 2005)

1.9 Organization of the Paper

This study will be organized in five chapters, as follows:
- CHAPTER I INTRODUCTION:

This chapter will consist of background of the study, formulation of problems (including thesis statements and research questions), purposes of the research, significance of the research, and organization of the paper.

- CHAPTER II THEORETICAL FRAMEWORKS:

This chapter will consist of relevant theories, ideas, and issues in which the principles and justifications of the research will be grounded. It will also provide findings of previous research and other supportive information relevant to the present research.

- CHAPTER III RESEARCH METHODOLOGY:

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

- CHAPTER IV FINDINGS AND DISCUSSIONS:

This chapter will provide the result of the analysis. Furthermore, there will be discussion on the significance of the result.

- CHAPTER V CONCLUSIONS AND SUGGESTIONS:

This chapter will present conclusions drawn from the research findings. In addition, suggestions for future research will also be included in this chapter.