CHAPTER I

INTRODUCTION

This chapter introduces the present study. It presents the background of this study, the research questions, the aims, the limitation, the research methodology, the clarification of key terms, and the organization of the paper.

1.1 Background of the Study

The way people use language in their social environments draws the attention of critical discourse analysts. As Richardson (2007) says, the way certain individuals use language can be analyzed by using Critical Discourse Analysis as a theory and method. Since Critical Discourse Analysis itself focuses on the relations between discourse, power, dominance and social inequality (van Dijk T. A., 1993), it deals with broader social issues. In addition, Wodak and Meyer (cited in Mulderrig, 2012) state that CDA covers multidisciplinary discourse studies such as linguistics and social studies. Mayr (2008) believes that CDA also requires a philosophical perspective to analyze and interpret the text, either written or spoken, in addition to that of linguistics and social studies.

There are several approaches to Critical Discourse Analysis, one of which is the sociocognitive approach. As Temmerman (2000) states, it begins with the perception of how people see the world through their minds. Through discourse, people transfer ideas to others by using language (written or spoken) as a medium, then the ideas are processed based on their own perceptions. This is what linguists call a sociocognitive approach. Van Dijk (2008) further extends that CDA emphasizes the importance of contexts within a wide multidisciplinary approach.

Furthermore, discourse subjectively controls and constructs text and talk (van Dijk, cited in Verdonik, Zgank, & Peterlin, 2008). As van Dijk (2007) defines,
what controls people’s talks is not an objective social fact but their own subjective understanding in setting up the social fact. He further defines a context as a mental construct which subjectively controls the discourse and people’s utterances to create communicative conditions (cited in Bietti, 2010).

It is necessary to consider that it is the people themselves who make the language powerful, not the language itself (Baker, et al., 2008). Moreover, it is stated that language can be used for reproducing the power in a political discourse (Chilton and van Dijk, cited in Maalej, 2012) and provides choices to the speakers based on their own ideologies in seeing the world (Hassan, cited in Lukin, 2013). Van Dijk also adds that a sociocognitive approach may ideologically discover basic understandings of certain social groups (cited in Guillem, 2013).

The study of representation recently has drawn a significant amount of interest. In the social, economic, and political contexts, there are particularly several studies which deal with the representations of a variety of issues in discourse. These studies explore different type of texts such as press conferences (Bhatia, 2006), interviews (Bugge & Almås, 2006), discussions (Jackson, 2009), speeches (Dunmire, 2005; Ferrari, 2007; Reyes, 2011), and news (Hearn, et al., 2003; Pietikäinen, 2003; Triandafyllidou, 2003; Augoustinos, Crabb, & Shephe, 2009; KhosraviNik, 2009; Chen, 2011; Tan, 2011; Chan, 2012; Alvaro, 2013).

Speeches appear to draw some attention from scholars of different discourse-related disciplines. First, a study conducted by Dunmire (2005) from systemic-functional linguistic perspective explores the representations of the future in the former President George W. Bush’s speech (2002) concerning the war against Iraq. Second, a study by Ferrari (2007) examines the representations of the historical moment ‘9/11’ also in the speech of George W. Bush (2001-2004) by employing a combination of three perspectives, namely the socio-constructionist analysis, the rhetorical-argumentative approach, and semantic-cognitive studies. Finally, a study by Reyes (2011) uses the Systemic Functional Linguistics to examine the representations of both the conflicts between United States of America and Iraq (2007) and Afghanistan (2009) in the speech of both Barrack Obama and George W. Bush.
The present study also examines representation in a speech. Different from the previous studies, this study explores a speech in Indonesian language, specifically a presidential speech of the former Indonesian President Susilo Bambang Yudhoyono. By using a sociocognitive approach proposed by van Dijk (2008), this study aims to investigate the representation of the conflict between KPK (Corruption Eradication Commission) and POLRI (The Indonesian National Police) in Susilo Bambang Yudhoyono’s speech. Within this context, this study employs the macrostructure and microstructure analysis.

Regardless of time, this issue is still relevant to review. KPK used to have an influential power in fighting the corruption. Currently, their authority is limited as the corruption still happens and their regulation is forced to be revised. It is assumed that the conflict becomes the initial issue of limitation on KPK’s power now (The capturing of Abraham Samad & the continuing urge of revision of KPK’s regulation). Therefore, the past issue has a great link with the current situation.

1.2 Research Questions
This study was conducted to answer the following research questions:

1) How is the conflict between KPK and POLRI represented in Susilo Bambang Yudhoyono’s speech?

2) What is the ideology behind the representation?

1.3 Aims of the Study
The present study aims to:

1) discover the representation of the conflict between KPK and POLRI through his speech, and

2) reveal the ideology underlying the representation.
1.4 Scope of the Study
This study particularly investigates how President Susilo Bambang Yudhoyono implies his intended message through his speech concerning the conflict between KPK and POLRI. By focusing on the both analyses of macrostructure and microstructure, this study seeks to reveal the representations and ideology underlying the representation.

1.5 Significance of the Study
This study has been conducted for the purpose of academic practice. It is expected, therefore, that this study will contribute to the development of the study of representation. In addition, this study is expected to inform the wider public about how to be highly aware that certain texts (e.g. speech or article) are likely to have a hidden message, which is the intended message or the real purpose. As Beard (2000) states, each text has its intended message.

1.6 Research Methodology
This study employs a qualitative method to analyze the data and to answer the research questions. Since this study uses the sociocognitive approach to CDA proposed by van Dijk (2008), Walliman (2011) annotates that it would be convenient to use the qualitative method if the study focuses on certain groups. A speech script of the former President of the Republic of Indonesia, Susilo Bambang Yudhoyono, has been used as the data of the present study. The script was taken from media online, Kompas.com (Liauw, 2012). The speech concerns the conflict between KPK and POLRI. The data were analyzed in several stages. By using the sociocognitive approach proposed by van Dijk (2008), elements of discourse obtained from a full script of speech of the former President Susilo Bambang Yudhoyono were classified into the macrostructure and microstructure. Finally, the analysis results were interpreted especially to find the ideology behind the representation.
1.7 Clarification of the Key Terms

In order to prevent misconception and misunderstanding of this study, several key terms are clarified as follows.

- Discourse is linguistic communication as a transaction activity between the speaker and the hearer determined by certain social purpose (Hawthorn, 1992);
- Critical Discourse Analysis is seen as social effect of discourses in shaping and reproducing ideologies in which it is socially constructed (de Saussure, 2011);
- Ideology refers to the process of production of meanings, signs and values in social life (Eagleton, 1991);
- Macrostructure: It deals with the elements of the text which are thematic (van Dijk T. A., 2008).
- Microstructure: It deals with the elements such words, phrases, and sentences (van Dijk T. A., 2008).

1.8 Organization of the Paper

This study is organized into five chapters. The introduction is the first chapter. It presents the background of the study, the research questions, the aims of the study, the scope of the study, the significance of the study, the clarification of key terms, and the organization of the paper. It continues then to the Theoretical Framework as the second chapter of the study. It consists of theoretical review that provides a basis for conducting the study. The next chapter is Methodology. It includes the research design, data collection, and data analysis. Finding and Discussion is the fourth chapter of this study. In this part, the results of the study are presented and discussed. The last chapter concludes the present study and offers some suggestions.
Bobby Sander, 2016
REPRESENTATION OF THE CONFLICT BETWEEN KPK AND POLRI IN SUSILO BAMBANG YUDHOYONO’S SPEECH
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