

Abstract: This research aims to investigate the ideology of an online article written on BBC Indonesia site, regarding the issue of the profiteering of the name of the president of Indonesia by Setya Novanto, the speaker of the house. The data were taken from BBC Indonesia site. The theoretical framework that is used in this research is adapted from Critical Discourse Analysis proposed by van Dijk's *Ideology and Discourse Analysis* (2006). Findings reveal that the article shares the same ideology with most of Indonesian citizen, who want to make Indonesia a better country.

Keywords: Ideology, metaphors, critical discourse analysis (CDA)

Abstrak: penelitian ini bertujuan untuk meneliti dan membedah ideologi sebuah artikel yang dimuat di laman BBC Indonesia tentang pencatutan nama presiden republik Indonesia oleh Setya Novanto, ketua Dewan Perwakilan Rakyat (DPR). Data diambil dari situs BBC Indonesia. Teori yang digunakan dalam penelitian ini diadaptasi dari pendekatan Critical Discourse Analysis yang diajukan oleh van Dijk *Ideology and Discourse Analysis* (2006). Hasil dari temuan menunjukkan bahwa penulis memiliki ideologi yang sama dengan kebanyakan rakyat Indonesia yang ingin membuat Indonesia menjadi negara yang lebih baik.

Kata Kunci: Ideologi, metapor, critical discourse analysis (CDA)

Introduction

People nowadays are helped by the internet; we can access it easily and get the latest news update in a blink of an eye. There are so many articles in the internet about anything; starting from sport, culture, great event in a country, or even the hottest political issues can be

accessed easily and variously. Some people face this phenomenon as the chance for them to be a part of this era, and to express their opinion. Furthermore, now, we can submit our opinion or article to the news sites easily. There are so many people who become a citizen journalist and send their videos or articles to the news company in hope that their works will be published by the company. And every article in the internet either from a professional journalist or citizen journalist has its own style of the diction and, of course, the ideology that the writer wants to share with the readers.

This paper investigates the metaphorical meaning in an article entitled *Pencatutan Presiden Jokowi 'bagian kecil' praktik percaloan* by Jerome E Wirawan, a journalist for BBC Indonesia and tries to dissect the ideology of the text by analyzing the metaphor that is used by the author.

Jerome Eugene Wirawan is one of BBC journalists who wrote an article regarding the issue of the profiteering of the name of the Indonesian president by the speaker of the house in his negotiation with Freeport about extending contract in Indonesia and he alleged for asking eleven percent of the Freeport's stock market to expedite the extending the contract. Before this issue was brought up to the public, he had been caught in a campaign of one of the president candidate of the United States. Because of his mistakes, there are many negative opinions about him in the cyberspace, either on social media, or even in the news articles. It is interesting to analyze the intentions of the article towards Novanto and his latest issues. It is also interesting if we are able to figure out whether or not the ideology of the writer is the same with most Indonesians, because if the result is against public's opinion, usually, in Indonesia, he will get bullied by others surfer. As Van Dijk says "Ideological analysis of language is a widely practiced scholarly and critical endeavor in the humanities and social science. The presupposition of such analyses is that ideology of the speakers or writers may be 'uncovered' by close reading, understanding or systematic analysis, if language users explicitly or unwittingly 'express' their ideologies through language and communication."

According to Van Dijk as a 'system of ideas', ideologies are sociocognitively defined as shared representation of social groups, and more specifically as the 'axiomatic' principles (principles?) of such representation." This means that a group of people may share same fundamental beliefs such as their cultural knowledge.

Defining Ideology

Van Dijk (2006: 116) defines there are four assumptions to defining ideology. They are: 1, ideologies which are primarily some kind of 'ideas', that id, belief system. 2, just as there are no private languages, there are no private personal ideologies. Hence, these belief systems are socially shared by the members of a collectivity of social actors. 3, ideologies are not any kind of socially shared beliefs, such as sociocultural knowledge or social attitudes, but more fundamental or axiomatic. They control and organize other socially shared beliefs. And 4, as a sociocognitive

foundation of social groups, ideologies are gradually acquired and (sometimes) changed through life or a life period, and hence need to be relatively stable.

Defining Metaphor

According to Damrosch, et al (1985: 990) as cited in <http://learn.lexiconic.net/metaphor.htm> metaphor is described as “a figure of speech that makes a comparison between two things that are basically dissimilar.” And according to Ibid as cited in <http://learn.lexiconic.net/metaphor.htm> a metaphor describes one object as being or having the characteristics of a second object. Unlike a simile, a metaphor “does not use connective words such as *like*, *as*, or *resembles* in making comparison.” And according to oxford dictionaries metaphor is a figure of speech in which a word or phrase is applied to an object or action to which it is not literary applicable.

Methodology

This study employed a descriptive-qualitative method. The qualitative method is used for the study which involves words rather than numbers in-depth elaboration of findings and analysis. As cited in Safa (P.4), Green (2007) says that “the descriptive method is considered as the most suitable since it aims to answer the question about the ‘what’ of a phenomenon.”

The analysis was conducted in several stages. Firstly, the researcher looked for the most suitable article with the hottest political issue at that time. Actually, there were several proper articles but only this article from BBC Indonesia that is brave enough to explicitly show the point of view of the author. (pov of the article maksudnya gimana ya kak? Pov of the author kah mungkin maksudnya?)

Secondly, after finding the article, the researcher sought the metaphors used in the article and highlighted those metaphors. Thirdly, the researcher made some chunks that consist of the metaphors in the article, subject attached to metaphors, actual meaning of the metaphors, and meanings of metaphors that are attached to a subject.

The researcher used KBBI and Cambridge dictionary to help reveal the meaning of the metaphors. After the meaning of the metaphors is revealed, the next step is to place the metaphors according the type of the meaning then we can draw a conclusion and wrap it up.

Finding and Discussions

This section will describe finding and the analysis of the list of the metaphors and its meaning in the article. The following is a table that shows the metaphors and meanings used by Wirawan in his article.

Table 1. Explain how the metaphors try to describe the intention of the author in the article.

Metaphor	Subject Attached
Pencatutan Presiden Jokowi 'bagian kecil' praktik percaloan	Attached to the Jokowi's name as the president of Indonesia

This column shows that the act of pandering is a common thing in the world of politics, and it shows sometimes that act can use name of higher authority to smoothen the way of the panders.

Setya Novanto hanyalah puncak gunung es	Attached to Setya Novanto as the suspected
---	--

It means that not only him that is audacious to mention president's name to get the highway to smoothen the act, but behind this case, there are so many panders that do this act but they don't get caught yet.

Dalam praktik percaloan yang dilakukan politisi di ranah pertambangan dan migas	Attached to the people who sale the country without permissions from the authority
---	--

Usually politicians who do the pander do it in the areas that consider wet or in other words easy to get money from those areas.

Kalau kita lihat perijinan tambang dan migas baik di level nasional maupun tingkat daerah, itu karut marut dan tampak dibekingi orang kuat	Attached to bureaucracy level which is cannot work properly, and there are some people who has higher power protected them
--	--

There are so many powerful people that cover the mines, and all of them have to get paid.

Bisa saja bukan hanya Setya Novanto yang diduga, tapi juga ada aktor-aktor lain.	Attached to other people who are trying to sell the country
--	---

This metaphor shows that Setya Novanto is only the one who got caught, but there are more panders who don't get caught yet.

Apalagi menyangkut Freeport, dari segala lini dan segala segmen, pasti ada yang masuk dan mencoba menjadi pelaku rent seeking.	Attached to the people who are trying to become a pander
--	--

Every day and every times a lot of people tried to get into the act of pandering, because it's considered as a good business.

Ketua DPR Setya Novanto disebut meminta jatah saham dan proyek pembangkit listrik	Attached to Setya Novanto as the suspect for
---	--

dari PT Freeport Indonesia	asking the stock
----------------------------	------------------

This shows the act of pandering that speaker of the house did.

Table 2. The list of actual meaning and meaning attached

Actual Meaning	Meaning Attached
It is only a small part is caught, it means there is the bigger part which is not caught yet	Jokowi, as the president of Indonesia considered weak, because his name can be profiteered by speaker of the house

This column shows that because of this case, there are a lot of panders who do the pandering but they are not get caught yet, and president is considered weak because his name was used by speaker of the house to do a negative thing.

We only can see what is on the top of the ice berg, but we never can see what is under the ice berg except we dive under the ice berg	Setya Novanto is only what we see, but we never know what we cannot see. It encourages the KPK or the authorities to reveal the cases that has not been unearth
---	---

As we know, the ice berg theory only shows us what happened on the top, but we never know what happens beyond the ice. This line tries to encourage KPK or the authorities to work harder and reveal what is happening beyond the ice.

People who wanted take the advantages from selling something which is not belong to them without permission.	It shows that KPK or MKD in Indonesia are not enough to capture the panders, and it shows there are a lot of panders become members of the house
--	--

There are so many politicians or people that misuse their powers to do harm towards this country. They tried to sell something that does not belong to them for their own pleasure. This line tries to tell us that KPK or MKD are not enough to capture all of the panders, but the involvement of us as z citizen is also important.

It means the bureaucracy in Indonesia is disorganized, even from the lowest level. And there are always someone who has the bigger power protected the lower one if the lower provided his/her the benefits of protecting the lower one.	The member of the bureaucracy should be reconsider, to avoid the corruption from the lowest until the highest level. The tradition of protecting each other in the corruption shall be abolished.
--	---

The act of cheating or bribing in this country has already been ingrained. This column tries to tell us that the negative act like that should be abolished so we can make a clean country.

There are other people who keep doing this kind of crime, not only Novanto as the suspected.	The law in Indonesia is still weak, because of there are still some people who sale the country to other still can walk freely.
--	---

As mentioned above, not only KPK, but also us as a citizen has to be involved to help this country to finish this kind of crime. So the corruptor can get their punishment.

There are so many people who trying to be the next pander for the Freeport's sake.	There will be substitute of Novanto for this kind of issue if governments do not take the serious action about it.
--	--

This line also tells us about the ice berg of Freeport, they are still trying to pander Freeport for their own sake.

Novanto wants to get pay by Freeport's stock market and power plant project, not by money for his help to the Freeport's contract in Indonesia.	Novanto has a bad attitude in this statement. He should consider about the contract with others authorities, he cannot decide about it alone.
---	---

This line shows the misuse of the power, like our speaker of the house, as he is trying to get paid by stock not by money, in hope that if he gets only the stock, he can clear up his charge and now evidences to prove that he was guilty. (ini gimana ya kak maksudnya...)

Based on the data above, it can be concluded that the article shares the same ideology with the readers because Indonesian people want to have the honest and fair governments, who can help and can be the representative of Indonesia. The article tries to awaken the authorities that there are a lot of irresponsible person who have not been captured dare to sale the country or lie to the people who trust them.

Conclusion

Based on the analysis on the data above, we can conclude that nobody wants to have a corrupted government. This article strongly declines any acts of corruption or any acts that can harm us as the citizens of the country. As we can see on the analysis above, the author uses some metaphors to describe that this country needs help because there are so many irresponsible actors who tried to do harm to the country. The data above showed us that the author has shared the same ideology with most Indonesians, who want to have a better and clean government.