

## CHAPTER I

### INTRODUCTION

This chapter covers the introductory part of the research including background of the research, formulation of the problems comprising thesis statement and research questions, purposes of the research, scope of the research, significance of the research, a brief account of research methodology, clarification of terms, and organization of the paper.

#### 1.1 Background of the Research

Language as a tool of communication plays a very important role in humans' life. It is fundamentally used by people to convey messages or express their ideas. In this modern era, language is not merely a tool of communication, but it can also be a medium for people to spread ideologies. Ideology, according to Reisigl and Wodak (2009) can be interpreted as a global view that is composed of relation among mental representation, convictions, opinions, attitudes and evaluations shared by members of certain groups (as cited in Wodak & Meyer, 2009). One way to mediate ideologies is by using language in mass media. In this way, such media as newspapers will be able to disseminate their underlying ideologies in relation to a variety of issues. As an attempt to comprehend the issue, research on newspapers ideologies can be conducted by relying on a critical perspective. Moreover, the analysis of such an ideological issue can be comprehensively understood through the explanation of ideology and media bias manifested in news discourse, the overview of CDA as a tool to reveal ideology, Sociocognitive model as an approach to CDA, and the exploration of some research on newspapers ideologies, as well as several previous studies on political issues in newspapers.

A manifestation of media bias and hidden ideology can be seen in news discourse. Van Dijk's argues that "media are not a neutral, common-sensed, or rational mediator of social events, but essentially help reproduce preformulated ideologies" (1988b, p.11). Furthermore, van Dijk (1995b) also notes that public discourses such as media are usually controlled by elite institutions or powerful

people. In this way, depending on the orientation of the media, they may end up mediating certain ideologies. It is unavoidable that the orientation held by media such as newspapers may make them produce biased news of certain issues. Ideology, then, can be linked to the notion of representation. Hall (1997) describes representation as the production of conceptual meaning that is conveyed through language. Based on their ideologies, newspapers through the articles they produce may propagate either negative or positive representations of certain issues. Additionally, the readers' opinions will be more or less influenced by the way the newspapers represent the issues. Furthermore, the way ideologies are spread through language in media can be an interesting issue to be analysed. One way to conduct such an analysis can be done under the principles of CDA.

Critical Discourse Analysis (CDA) is one of the theories and methods to unveil ideologies. Wodak and Meyer (2009, p. 2) states that "CDA is therefore not interested in investigating a linguistic unit per se but in studying social phenomena which are necessarily complex and thus require a multi-disciplinary and multi-methodical approach." Furthermore, Paltridge (2006) explains that one of the goals of critical approach is to unmask some underlying perspectives, values, and also positions of certain discourses. Similarly, Rogers (2004) argues that "critical discourse analysis includes not only a description and interpretation of discourse in context, but also offers an explanation of why and how discourses work" (as cited in Paltridge 2006, p. 185). Hence, CDA can be considered a relevant tool to expose the relation between discourse, in which in this case is newspaper, and its underlying issues such as ideology or political stance.

There are various number of approaches to CDA, one of them is Sociocognitive approach proposed by van Dijk's (2009). Van Dijk (2009) argues that such social phenomena as dominance, power, and ideology are not directly linked to discourse; they need to be mediated by "social representation or the beliefs shared by members of certain groups", i.e. social cognition (as cited in Wodak & Meyer, 2009). Therefore, sociocognitive approach values the study of mental representation as well as the process of producing and comprehending discourse done by language users when involving in verbal interactions. This approach has

been used by many scholars to investigate ideologies that underlie representations in certain discourses, for example, media discourse such as newspaper.

The study on ideologies in media especially newspaper has, indeed, received much attention of researchers. By relying on various approaches to CDA, there are several studies which mostly attempt to expose how such media as newspapers, based on their shared ideologies, represent a variety of issues as socio-cultural issues (Teo, 2000; Pietikäinen, 2003; de Graaf, 2008; KhosraviNik, 2009; Duanprakhon, 2012; Biebuyck, 2014; Yang, 2014), educational issues (Donkin, 2012; Moltsaar, 2014), political issues (Ghannam, 2011; Shojaei, Youssefi, Hosseini, 2013; Mahfouz, 2013; Nasab & Dowlatabadi, 2016), and religious issues (Ramli, 2013; Poorebrahim & Zarei, 2013; Alghamdi, 2015).

Research focusing on political issues, recently, has been carried out by scholars with regard to a variety of cases. First, a study concerning the representation of war between Hezbollah and Israel has been conducted by Ghannam (2011) by employing a combination of different frameworks such as Fairclough, Fowler, and Halliday's approaches. Second, a study conducted by Shojaei, Youssefi, and Hosseini, (2013) uses not only van Dijk's sociocognitive approach but also Fairclough's theory of intertextuality to investigate the representation of three conflicting cases namely Iran Nuclear Program, Iran Sanction, and Syria Crisis in Western newspapers. Third, using a critical perspective, a study carried out by Mahfouz (2013) exposes the ideological perspectives of two newspapers concerning police news story framing before January 25 revolution. Lastly, a study by Nasab and Dowlatabadi (2016) examines the representation of a case namely Nuclear Program of Iran in two newspapers by using discursive micro and macro strategies proposed by van Dijk.

The present research also concerns with political issue. While most research as explained in the previous studies above investigate the representations of some cases such as war, crisis, and political movement, the present study focuses on the case of government policy or law. To be more specific, this research is designed to investigate how a government policy namely the Indonesian Tax Amnesty Program is represented in the selected news articles of the national newspaper, *the Jakarta*

*Post*. According to Winnindo Business Consult (2016), tax amnesty is known as “the elimination of tax base, administrative sanctions and or tax punishment on non-compliance of tax payment in the past.” In this way, the taxpayers without having to pay any penalty will have a free-pass to disclose unreported income in their previous tax periods. The primary goal of this program is to increase the economic growth of Indonesia. The representation of this program is considered important to be discussed since this policy, as a national long-awaited program has become a controversial debate either in the parliament, experts, or among business people. Furthermore, this policy has also drawn much attention of media, for example, *the Jakarta Post* as one of the well-known national newspapers in Indonesia. Thus, by relying on van Dijk’s (2009) Sociocognitive approach to CDA, this research seeks to examine how an Indonesian national newspaper namely *the Jakarta Post* represents the program of the Tax Amnesty, as well as to unveil the ideology of the newspaper which underlies such a representation.

## 1.2 Formulation of Problems

As has been stated in the background, the present research is carried out to investigate how such a governmental decision as the Tax Amnesty Program is represented in a national newspaper *the Jakarta Post* and to uncover the underlying ideology of the newspaper with regard to issue. Considering van Dijk’s argument (2009) that ideology is one of the parts of both social and cognitive aspects, van Dijk’s Sociocognitive approach to CDA (2009) is considered to be best suited for the present research. Therefore, the research is conducted based on these following research questions:

1. How is the Indonesian Tax Amnesty Program represented in *the Jakarta Post* newspaper in terms of macrostructure analysis?
2. What is the underlying ideology of *the Jakarta Post* newspaper with regard to the issue?

### 1.3 Purposes of the Research

The purpose of the research is generally to discover how the program of the Indonesian Tax Amnesty implemented in 2016 to 2017 is represented in *the Jakarta Post* newspaper. To be more specific, the research has two focuses as follows:

1. To examine how the selected newspaper represents the Indonesian Tax Amnesty Program in terms of macrostructure analysis.
2. To unveil the underlying ideology of *the Jakarta Post* newspaper with regard to the issue.

### 1.4 Scope of the Research

The present research discusses how the Indonesian Tax Amnesty Program implemented in 2016-2017 is represented in the selected news articles of *the Jakarta Post* online newspaper. To investigate the representation and the underlying ideology in regard to the issue, van Dijk's (2009) Sociocognitive approach to CDA is employed to conduct the analysis of the research. Ten news articles discussing the issue of the Indonesian Tax Amnesty were selected as the data of this research. The investigation of the present research on the news articles is limited to the macrostructures analysis. To be more specific, the present research focuses on the examination of semantic macrostructures or the global meanings of discourse.

### 1.5 Significance of the Research

The results of the research on *the Jakarta Post* news articles regarding the issue of the Indonesian Tax Amnesty Program are expected to provide some benefits.

Theoretically, the findings of the research are expected to make a positive contribution to the understanding of the Critical Discourse Studies theory development. Moreover, the research can also be used as one of the references of theoretical frameworks for future research, especially research on the ideologies and representation in media with regard to government's policies or programs.

Practically, it is expected that through the results of the research, the readers, generally the society as a whole can expand their awareness and enhance their critical thinking as the group to whom ideological discourses are imposed. Readers can be more selective in receiving information.

Fathin Shofaa, 2017

**REPRESENTATION OF THE INDOONESIAN TAX AMNESTY PROGRAM IN THE JAKARTA POST ONLINE ARTICLES: A MACROSTRUCTURE ANALYSIS**

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## 1.6 Research Methodology

The present research is aimed to find out the representation of the Indonesian Tax Amnesty Program in 2016-2017 in an Indonesian newspaper, as well as the hidden ideology in regard to the issue. Since it is considered important to provide a comprehensive and critical perspective for the present research on representation and ideology as a study of social relations, a qualitative research method is, then, applied. Flick's (2009) argument that states qualitative research is relevant to the study of social relations, makes the qualitative method correspond with this research. Moreover, the data were obtained from ten news articles published by an Indonesian national English newspaper, namely *the Jakarta Post*. To answer the two research questions critically, the collected data were analysed by employing a critical approach proposed by van Dijk (2009), that is, Sociocognitive Approach. Further explanation of the research is presented in Chapter III.

## 1.7 Clarification of Terms

In order to avoid misunderstanding of the concepts used in the research, there are some terms that should be clarified. The terms are *discourse*, *Critical Discourse Analysis*, *representation*, *ideology*, and *macrostructures*.

The first one is *discourse*. In the field of Critical Discourse Studies, van Dijk (2009) interprets the term discourse as a multidimensional social phenomenon. Discourse can be in the form of a linguistic object, an action, a social interaction, a social practice, a mental representation, a communicative event, a cultural product, or an economic commodity (as cited in Wodak & Meyer, 2009).

The second term is *Critical Discourse Analysis*. Van Dijk (2001a) argues that the term Critical Discourse Analysis can be defined as a type of discourse analytical research which mainly investigates how social power abuse, dominance and inequality are performed and reproduced by the text and talk in the social and political context.

The third term is *representation*. Representations are generalized form of knowledge, attitudes, and ideologies which are socially shared within members of particular groups (van Dijk, 1993).

The next term is *ideology*. There is no absolute definition of ideology. Nonetheless, van Dijk (2009) defines ideologies as “the shared, fundamental and axiomatic beliefs that are certified by the (knowledge) criteria or standards of a (knowledge) community” (as cited in Wodak & Meyer, 2009, p.65).

The last term is *macrostructures* which can be defined as “what discourses are (globally) about” (van Dijk, 2009, as cited in Wodak & Meyer, 2009, p.68).

## **1.8 Organization of the Paper**

This paper consists of five chapters with specific function and organization. The first chapter is *Introduction*. It provides background of the research, formulation of the problems comprising thesis statement and research questions, purposes of the research, scope of the research, significance of the research, clarification of terms, research methodology, and organization of the paper. The second chapter is *Theoretical Frameworks*. It presents relevant theories, ideas, and issues in which the principles and justifications of the research will be grounded. It also provides findings of previous related research and other supportive information that are relevant to the present research. The paper continues, then, to the *Research Methodology* as the third chapter. This chapter describes the approaches and procedures, research design, data collection and data analysis manifested in the research. The fourth chapter is *Findings and Discussion* which discusses the results of data analysis of the research. The last chapter which is *Conclusions and Suggestions* presents conclusions drawn from the research findings. In addition, suggestions for future research are also included in this chapter.