

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

This chapter serves to establish the final part of the present paper. It consists of the conclusions of the research and several suggestions to upcoming research on representation and ideology in media. The representations of the Indonesian Tax Amnesty Program in *the Jakarta Post*, as well as the underlying ideology in the representations are concluded in the first section. Meanwhile, some suggestions for further research are presented in the second section.

#### 5.1 Conclusions

The present research investigates the representation of the Indonesian Tax Amnesty Program in *the Jakarta Post* online articles. The ideology that underlies such representation is also examined. This research relies on van Dijk's (2009) Sociocognitive approach to Critical Discourse Analysis by applying semantic macrostructures analysis.

The results of the study show that from the ten macropropositions that have been derived through the analyses of macrorules and macrostructures, it is found that the Indonesian Tax Amnesty Program has been represented mostly in a positive manner (80%), and the rest in a neutral manner (20%). In other words, there is no negative representation found in the macropropositions of the selected articles. The positive representation which is reflected in most of the macropropositions indicates that *the Jakarta Post* supports the implementation of the program.

In regard to the underlying ideology, the results of the research reveal that *the Jakarta Post* tends to adhere to capitalism. This ideology is interpreted based on the macropropositions that serve as the backbones of the texts. The macropropositions indicate that through the implementation of the program, the Indonesian government basically aims to collect much income for the state budget. Therefore, it can be inferred that the purpose of the program has more or less reflected the government's value of capitalism, i.e. that the government needs a large amount of

financial resources to develop the country. Due to the facts that *the Jakarta Post* appears to support the program, and it has intentionally raised such an interesting issue, i.e. the tax amnesty program which can attract more target readers to make a big profit, the newspaper is, thus, said to adhere to the ideological value namely capitalism.

Moreover, from the results of the analysis, it can be concluded that ideology plays an important role in the content production of articles, especially in representing an issue. Moreover, ideology can also determine the socio-political stance of the media, which will later determine the way they represent things or events. In other words, representation is heavily related to ideology. This research further supports the development of critical discourse studies since representation is an important concern in the critical account of language use.

## 5.2 Suggestions

Based on the results of the present research, several suggestions are offered for further studies on representations and ideologies in media.

The first suggestion is regarding the data collection. This research is limited to only one news media, namely *the Jakarta Post*. Further research may include more than one newspaper for the analysis of representation and ideology by relying on the approach of critical discourse analysis. Therefore, the data can be analysed in a comparative manner which results in a detailed comparison of how particular issues are represented in different media.

The second suggestion is regarding the data analysis. Since this research is narrowed only to the semantic macrostructures analysis, therefore, the present research cannot be free from subjectivity. This is because what is considered important by some analysts, might be interpreted differently by other analysts based on their ideologies. Thus, further research may also conduct the analyses of superstructure or microstructures based on van Dijk's sociocognitive approach. The combination of the two analyses may enrich the interpretation of the analysis, and subjectivity in the interpretation of the analysis can be minimised. In this way, the findings of the study can be more accurate.