

# **CHAPTER I**

## **INTRODUCTION**

This chapter introduces the main points covering the whole content of the present research entitled “Critical Discourse Analysis of The Jakarta Post Reports on the 19<sup>th</sup> ASEAN Summit: the Portrayals of Social Actions”. This comprises the background of the research, the research questions, the aims of the study, the objective of the research, the research methodology, and the organization of the paper.

### **1.1 Background**

Indonesia, together with its colleagues in ASEAN, has conducted its constructive role both within and beyond its region by hosting its important summit, the 19<sup>th</sup> ASEAN Summit concluded on 19 November, 2011 in Bali. This crucial meeting came to be pivotal for not only ASEAN and other Asian leaders, but also for major powers in the world, such as the US, Russia, and Australia. Marking the participation of the major powers, their presence in the summit has been the crucial point of the reports on that event presented by media. This can be seen from many mass media which are concerned on the presence of the major powers leaders, for example, American President Barack Obama.

Dominick and Wimmer (2006) stated that media can function as a tool to interpret reality, to supervise and to link environment, to entertain society, and to

**Siti Khaerunisa, 2012**

**Critical Discourse Analysis of The Jakarta Post’s Reportson The 19th ASEAN Summit :  
The Portrayals of Social Action**

spread the value within social life. They also affirmed that among these functions, spreading value within society is the most crucial point. Through this path, norm can be transmitted into society. In turn, people's perception about the world can be heavily constructed and influenced by media. Relating to the raised issue above with the Dominick and Wimmer's point of view about media, it is reasonable to say that behind the published news lies the media's tendency towards the case that they present. Thus, it can be inferred that media conclude the issue of the 19<sup>th</sup> ASEAN Summit with their very own consideration and intention.

For those who live in Southeast Asia area, gaining insight of what the media tell about the summit is quite necessary, bearing in mind that the summit result is a part of which their destiny relies upon. Media dedicated for international society can be selected to get information of the 19<sup>th</sup> ASEAN Summit since this covered international affair and was attended by international leaders. The Jakarta Post English daily newspaper, which is dedicated for international society, can be a reliable source to gain information about this event. This newspaper has presented many reports on issues concerning ASEAN chairmanship of Indonesia, including the discussion of many summits convened by this organization, such as the 19<sup>th</sup> ASEAN Summit. Two pieces of report reviewing the ASEAN summit have been published by this newspaper in column of *editorial* and *opinion*. The first text appeared as an editorial, entitled "The week in review: Summits on the island of gods, published on 20 November 2011. The

**Siti Khaerunisa, 2012**

**Critical Discourse Analysis of The Jakarta Post's Reportson The 19th ASEAN Summit :  
The Portrayals of Social Action**

second text came in the Opinion column, published on 25 November 2011, entitled “ASEAN Summit: the lingering questions”.

Within the two texts were described a lot of efforts made by the leaders who participated in this event. This leaders’ endeavor was illustrated by a set of actions taken by them during their summit. Besides, how the leaders reacted to each other to overcome any problem confronted within the summit was also depicted in the texts. In addition to this, the texts also provide other people’s reaction towards this event. Through this illustration, thus, a series of actions and reactions taken by the leaders during their summit, together with other people’s reaction towards the summit described by the newspaper can be a consideration to understand the media’s tendency towards the event for ASEAN people comprehensively.

Van Dijk (1985) asserted media have their own system to deliver information or message which is governed by people behind it. Considering the Van Dijk’s overview about media, it implies that the construction of a series of actions and reactions taken by the leaders during their summit through the *opinion* and the *editorial* text is presented by the newspaper with its very own style of language. And so are the presented people’s reactions towards this event. This also means the actions and reactions within the two texts are presented with intention.

**Siti Khaerunisa, 2012**

**Critical Discourse Analysis of The Jakarta Post’s Reportson The 19th ASEAN Summit :  
The Portrayals of Social Action**

Universitas Pendidikan Indonesia | repository.upi.edu

Van Leeuwen (2008) proposed that representing social action means representing the core of elements of social practice which construct reality. Van Leeuwen (2009) as cited in Wodak and Meyer (2009) affirmed that when it comes to representing reality, this kind of activity can only be done through discourse. He stated that discourse is socially constructed ways to represent reality that is differently understood by people. This implies that people will represent aspects of reality that they need to share. The existence of discourse itself inevitably comes from texts since discourse can merely be detected from what has been written and spoken (Van Leeuwen, 2009) as cited in Wodak and Meyer (2009, p. 144). In relation to the newspaper's pieces, it could be concluded that the presented actions and reactions in the *editorial* and *opinion* column of the Jakarta Post will not be the same as the reality. In other words, the depiction of the actions and reactions has been construed by the newspaper based on its need in order to influence the readers to construct their own perception towards the summit.

By dismantling the use of language in the media's pieces retelling the event of ASEAN Summit, critical discourse analysis can be implemented in this research to expose the actions and reactions presented by the newspaper. This research is intended to see the coverage of a set of leaders' actions and reactions, together with others' reaction towards this summit presented in the two texts. In this present research, the concept of discourse as *recontextualization of social practice*, particularly theory of *representing social action* developed by Theo Van Leeuwen, will be applied to see the representation of social actions in the texts.

**Siti Khaerunisa, 2012**

**Critical Discourse Analysis of The Jakarta Post's Reportson The 19th ASEAN Summit :  
The Portrayals of Social Action**

This analysis is intended to enhance the study of ASEAN issue not only from social science point of view, but also from linguistic point of view. To dismantle the way the newspaper represents actions and reactions taken by the leaders within this event, together with the reactions towards it, CDA investigates the phenomenon through the language it uses. Thus, this research hopefully can give some contribution to the development of CDA. Besides, this paper is also intended to provoke the readers to think more wisely about the newspaper's discussion of the 19<sup>th</sup> ASEAN Summit.

## **1.2 Research Questions**

Regarding the issue arisen above, three research questions are available to conduct the research. The three guiding research questions are:

1. How are actions and reactions of the leaders portrayed in the texts?
2. How are other people's reactions towards the summits portrayed in the texts?
3. What is the newspaper's tendency behind those portrayals?

## **1.3 Aims of the Study**

In line with the question above, this present study is aimed at:

1. Identifying the portrayal of leaders' actions and reactions presented in the texts.
2. Identifying the portrayal of other people's reaction towards the Summit in

**Siti Khaerunisa, 2012**

**Critical Discourse Analysis of The Jakarta Post's Reportson The 19th ASEAN Summit :  
The Portrayals of Social Action**



the texts.

3. Considering the newspaper tendency behind the portrayals of actions and reactions.

#### **1.4 Objective of the Research**

In line with the questions above, this research paper is intended to investigate the portrayal of social actions which consists of actions and reactions within the two texts discussing the 19th ASEAN Summit. Those actions refer to a series of actions of the leaders during the Summit. When it comes to the reactions, this refers to first, the reactions of the leaders towards both ASEAN people and other participants in the summits and second to reaction of other people towards the summit. Through the expose of the portrayals, this paper is also intended to see the newspaper's tendency behind the portrayals.

#### **1.5 Research Methodology**

This present research largely applied the qualitative method due to its tool of analysis of Critical Discourse Analysis as a foundation to answer the questions under investigation. Yet, to support the validity of the data interpretation, quantitative approach was also implemented in this research. The data used in this research are in form of texts taken from *www.thejakartapost.com*. The procedures to expose the portrayals of leaders' actions and reactions together with the other people's reactions towards the events and the tendency behind the newspaper are:

**Siti Khaerunisa, 2012**

**Critical Discourse Analysis of The Jakarta Post's Reportson The 19th ASEAN Summit :  
The Portrayals of Social Action**

1. Selecting the texts relating to the discussion of 19th ASEAN Summit published in The Jakarta Post daily newspaper.
2. Analyzing two important elements of social practice developed by Theo Van Leeuwen (2008) in the texts which are related to the investigation, actions and reactions with their embedded actors.
3. Dismantling the actors' actions and reactions by clustering them into the criteria of actions and reactions developed by Theo Van Leeuwen.
4. Identifying the transformation of actions and reactions.
5. Counting the frequency of the occurrences of actions and reaction together with their transformation.
6. Drawing conclusion from the data analysis to find the media's intention behind the representation.

#### **1.6. Organization of Paper**

The organization of the paper is:

1. Chapter I (Introduction)

This chapter contains the background of the research, the research questions, the aims of the study, the objective of the research, the research methodology, and the organization of the paper.

2. Chapter II (Literature Review)

This chapter explains the theory which is provided to support the analysis and to

**Siti Khaerunisa, 2012**

**Critical Discourse Analysis of The Jakarta Post's Reportson The 19th ASEAN Summit :  
The Portrayals of Social Action**

reveal the analysis.

### 3. Chapter III (Research Methodology)

This chapter focuses on the explanation of methodology which is used in the analysis of the research. It contains research questions, research method, clarification of terms, source of data, technique of data collection and technique of data analysis.

### 4. Chapter IV (Findings and Discussions)

This chapter explains further analysis of the data presentation. The data is analyzed by using the theories which are provided in chapter II.

### 5. Chapter V (Conclusions and Suggestions)

This chapter presents the conclusions and suggestions of the research finding.

**Siti Khaerunisa, 2012**

**Critical Discourse Analysis of The Jakarta Post's Reportson The 19th ASEAN Summit :  
The Portrayals of Social Action**

Universitas Pendidikan Indonesia | repository.upi.edu