CHAPTER I
INTRODUCTION

This chapter introduces background of the study, research question, aims of the study, scope of the study, significance of the study, clarification of terms, and organization of the paper.

1.1 Background of the Study

Mass media is simply understood as a tool to deliver information to the mass of the people. It can be in the forms of newspaper, radio, or television. From all categories of mass media there is one called news media. According to McQuail (2005, cited in Jakubowicz, 2009), news media is one of technologies that provide information to the public and has very significant roles in society such as, providing information and forum of public debate and influencing public opinion. People tend to believe the information brought by the media because it uses persuasive language that is potential to control readers or viewers's mind (van Dijk, n.d.).

Related to its role in society, there are several important situations which are highlighted by news media such as "the campaign, the definition of social reality and social norms, the immediate response or reaction, institutional change, changes in culture and society" (McQuail, 1979, p. 11). Media as the most powerful campaign can provide the information of the candidates who are participated in the election, involving their educational background, family, activities, and even the prediction of who and why they can win the election (Aday et al., 2010). Text, as a tool in which the information is delivered, is reproduced through representation. According to van Dijk (2008), we can identify knowledge, attitudes, and ideologies which are shared in society through representation. It makes representation worth analyzing.

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In accordance to the explanation above, the use of media also very powerful during campaign, for example, nowadays Indonesian people are bewitched by the appearance of Joko Widodo who is represented as a very humble, low profile figure, so ideal to be the next president of Indonesia. Many news media represent Joko Widodo like that because, one of the reasons, his anti-mainstream action 'blusukan'; observing directly the poor people, discussing the problems with them and finding the solution together. They broadcast it very often because they see it as interesting news that will attract public attention. The good image of Joko Widodo in society will not be achieved without considering the role of the media, thus, it can be seen how powerful media in portraying Joko Widodo's self-image.

McQuail's (1979, p.13) believes that "the more channels carrying the same campaign messages, the greater the probability of acceptance." People have a tendency to believe what they watch or what they read in printed or electronic media because they often see it. Unfortunately, some people take for granted the information brought by news media and prefer using only their emotion in grasping the information, for instance, news about Joko Widodo. In addition, Sari (2013) sees the news of Joko Widodo as a strategy to create his personal branding so that people will believe whatever he does is positive since not all politicians dispose to do what Joko Widodo did.

Thus, van Leeuwen's (2008) concept of representation of social actor can be utilized in order to think critically of what is reported in the news media and to see how Joko Widodo is represented by seeing the category of exclusion and inclusion. To support the analysis of the representation, Halliday's (2004) transitivity is used as the main tool to investigate the linguistic form of the representation and is supported by Eggins's (2004) transitivity; only the concept of circumstance of time (temporal) and place (spatial).

The representation of social actor has been investigated along the history of critical discourse analysis and types of discourse used as the object of the

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investigation are press conference (Batia, 2006), speeches (Post, 2009; Wang, 2010), and interviews (Shayegh & Nabifar, 2012). The study conducted by Post (2009) concerned about the analysis of the utilization of textual persona in Barack Obama and Mc Cain's presidential campaign speeches. It uses van Leeuwen's framework of the representation of social actors which are aimed to shape the public perception of Barack Obama and Mc Cain and hide their identity through the textual persona. In addition, Wang (2010) focused the analysis on ideology and power in Obama's presidential speeches and showed that Obama used his speech as a political tool to get public attentions. Furthermore, Shayegh and Nabifar (2012) investigated the domination of Barack Obama in his interviews by applying Halliday's Systemic Functional Grammar and Fairclough's perspective of critical discourse analysis. The study revealed that Obama used "I" and "we" very often to manipulate the material processes in order to impress American people regarding his self image in the presidential election of America .

Different from the previous studies above that only investigate the representation and the ideology of the social actor, this study investigates the representation of Joko Widodo and the ideology of the selected online news media, *detik.com* and *viva.co.id* that underlie the representation of Joko Widodo's candidacy in the presidential election of Indonesia. To analyze the online news articles, this study uses van Leeuwen's (2008) theory on representation of social actors as the framework of the study and Halliday's (2004) and Eggins's (2004) transitivity as the basic tool to support the analysis.

The results of this current study are expected to enrich the study of critical discourse analysis, especially in discourse of politics. Moreover, as it had been stated before that mass media (in this case, news media) have significat role in influencing public opinion, this study hopefully can make people aware of how big the impact of media is and think critically of what they watch or read in news media so that they will not believe what the media said easily.

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1.2 Research Question

1. How is Joko Widodo represented in the selected texts?
2. What does the representation signify?

1.3 Aims of the Study

1. To investigate the representation of Joko Widodo in the selected texts.
2. To reveal the signifier of the representation of Joko Widodo

1.4 Significance of the Study

Theoretically, the study of critical discourse analysis is beneficial to uncover representation and ideology contained in the online news texts. Besides, this study is expected to enrich the study of critical discourse analysis.

Practically, this study can be useful for people to reveal how big the impact of media (in this case, online news media) in representing a figure which is indirectly can change people's ideology in seeing everything. Besides, this study also helps people to think more critically about the discourse around them.

1.5 Clarification of Terms

a. Representation

Representation is "an activity in which language is used to say something meaningful about the world to other people." (Halliday, 1985)

b. Discourse

"Discourse is the social process while text is only the output of that process." (Fairclough, 1989, p.22)

c. Critical Discourse Analysis refers to "an approach which emphasizes the need for interdisciplinary work in order to gain a proper understanding of how

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language functions in constituting and transmitting knowledge." (Wodak & Meyer, 2009)

d. Ideologies are "representations of aspects of the world which contribute to establishing and maintaining relations of power, domination, and exploitation." (Fairclough, 2006, cited in Wodak & Meyer, 2009)

e. Texts refer to "parts of discourse which make speech acts durable over time and thus bridge two dilated speech situations." (Wodak & Meyer, 2009)

f. News Media is "the organised technologies and organisations or institutions that make mass communication possible." (Jakubowijz, 2009, p.3)

1.6 Organization of the Paper

This paper is presented in five chapters. Chapter I, Introduction, includes background of the study, research question, aims of the study, scope of the study, significance of the study, clarification of terms, and organization of the paper. Chapter II, Theoretical Foundation, consists of related theories and the previous study which provides a basis for conducting the research problems. Chapter III, Methodology, contains research design, data collection, and data analysis which illustrate the steps and procedures of the study. Chapter IV, Finding and Discussion, presents data presentation, explanation of the data analysis, and the result of the study. Chapter V, Conclusion, Implication, and Recommendation, summarizes the result and presents the interpretation of the study in the form of conclusion, and recommendation in accordance with the research. Finally, this paper ends with bibliography.