

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Joko Widodo's figure, which in few back years ago has become known as a major of Solo and managed to launch local production cars, as known as ESEMKA cars. Joko Widodo is also known by people because he officiate as The Governor of DKI Jakarta on period 2012-2014. After that, Joko Widodo's name skyrocketed because of that time many policies made by Joko Widodo are populist. Through his good track record and pragmatic approach, as shown through the "blusukan" program, Jokowi dominated the presidential candidate surveys and get rid of other candidates, so the discourse appears for make it a presidential candidate.

Joko Widodo has become a hot issue that has been discussed in the media, especially online newspaper. His popularity during his leadership, particularly as the governor of Jakarta, the presidential candidate, and the President of Indonesia, is reflected in the news reporting what he does. The Jakarta Post and The Jakarta Globe are online newspaper that has several times presented Joko Widodo as their news headline.

There are two leading Indonesian online media in English that report the issue about Joko Widodo as a president candidate, they are The Jakarta Post and The Jakarta Globe. Both media are the representative of Indonesia perspective on global flow of information. They also provide the readers forum in every article where the readers can put their comments related to the article. However, the two news publications have different histories which contribute the ways they construct the meaning or represent the issues.

According to Ritonga (2013, p.3) there is no assurance that the media have no tendencies of free forum the influence of internal and external factors. Media become the space of hegemony in exercising power, their political agenda and creating positive self-image.

The writer chose The Jakarta Post and The Jakarta Globe articles as the source of data in this study because they are the two largest English daily newspapers in Indonesia. The Jakarta Post also won several awards and been describe as being “Indonesia’s leading English-language daily” in research and analysis by Kustin Ayuwuragil D. So did The Jakarta Globe, English-language newspaper Jakarta Globe has won Adam Malik award of the Ministry of Foreign Affairs on consistency in reporting foreign policy. They have an important role in portraying Indonesian circumstances.

Moreover, there is also news online media which have presented Joko Widodo in several times such as The Jakarta Globe. The Jakarta Globe is an online publication that provides news and articles related to several categories. It

includes news, articles, and information related to several categories such as politics, business, sports, lifestyle, multimedia, environment, and health. In addition, it provides its users with video clips and multimedia content related to its areas of focus. The writers choose The Jakarta Globe because it has influenced many readers especially their target readers. The Jakarta Globe founded in October 2008 and it based in Jakarta, Indonesia.

The Jakarta Post online newspaper have conducted some research such as Representation of Jokowi's figure on The Jakarta Post. This can be seen in Kurniawan & Utami, (2017), they analyzed the representation of Jokowi's figure as the governor of Jakarta, the presidential candidate, and the President of Indonesia in the Jakarta Post by using nomination and prediction strategies of Discourse-Historical Approach (DHA) proposed by Reisgl and Wodak. They used 15 editorials that focused on Jokowi and found that the *Jakarta Post* prefers to use positive predication in presenting Jokowi's figure in all categories except in the KPK issue.

However, it is the same when The Jakarta Post was comparing between Jokowi and other politicians. They used positive representation to support Jokowi, except on the KPK issue. In this case, according to Trckova (2011), The Jakarta Post as the news media have the power to change the point of view or ideology of society.

The mass media is one of the parties that can be 'blamed' for all the events because the mass media has such a large contribution and responsibility to win the candidate of choice. The mass media is not neutral, they take sides (Sudibyo, 2001). According to Coher – Almagor (2008) stated that the mass media have responsibilities to present the pros and the cons of what he does objectively. There is no neutral in reporting news, news media will always have standpoints because news will always contain a certain ideology (van Dijk, 1988).

According to Van Dijk (1988, p.28) on his study expressed that news values are derived from the complex interplay of the social representations (culture, ethnic or gender group, nationality, political ideology, dominant goals) together with the information that more specifically defines the communication model—readers, deadlines, and actual goals.

Beside those, the representation of someone also can be analyzed with Transitivity Analysis because according to Halliday (2004, p.106) transitivity is a system that construes the world of human experience to describe the whole clause with a set of process types as its center. Representation relates to the process of how the mass media construct someone's figure. Representation refers to the way language is employed in a text to express the underlying meanings of the descriptions of people, places, or social practices (van Dijk, 2002).

Representation determines the way people think about particular objects, events, situations, and even social practices (Signes, 2007). However, it should be noted that representation is not always described objectively; it depends on the

group who has the power to represent and disseminate particular meaning (Vihersalo, 2009).

Differ from previous related studies, this research will focus on the investigation of how *the Jakarta post* and *the Jakarta Globe* represents Joko Widodo. By using Transitivity analysis based on Systemic Functional Linguistic, this study analyzes how clauses are used in news to represent about how Joko Widodo.

1.2 Research Question

How is Joko Widodo as president candidate represented in The Jakarta Post and The Jakarta Globe online newspaper?

1.3 Purpose of The Study

The purpose of this study is to analyze how Joko Widodo as president candidate is represented in The Jakarta Post and The Jakarta Globe online newspaper.

1.4 Scope of This Study

The writer hopes that the result of the study may become a guide that helps the learner to be more critical in consuming the news report of certain issues. This study may also be used as a reference to another researcher who wants to conduct research in media discourse field. This research will focus on the investigation of how *the Jakarta post* and *the Jakarta Globe* represent Joko Widodo. By using Transitivity analysis based on Systemic Functional Linguistic, this study analyzes how clauses are used in news to represent about how Joko Widodo. The writer

focused on Ideational Metafunction (Clause as Representation) based on Systemic Functional Linguistic by M.A.K Halliday.