CHAPTER I

INTRODUCTION

1.1 **Background Of The Study**

General Election is an awaited moment in each country. General Elections, both starting from the election of regional heads, districts, provinces, until the president election is a democratic party where every citizen is free to take their right to vote and participate in determining the next proper leaders of the nation, the future of the nation. No exception in Indonesia, The General Presidential Election in Indonesia will be held on April 17th 2019. Two candidates were officially registered, there are Joko Widodo and Ma'ruf Amin as first candidate and Prabowo Subianto and Sandiaga Uno as second candidate. Both candidates have voiced their campaigns for months. Each of them voiced their vision and mission to convince voters.

One of the platforms provided by the Indonesian General Election Commission to present the candidates' vision and mission is the Presidential Debate. The debate event in the series of presidential election activities is the most awaited event by the wider community. In addition to being expected to be able to show the vision and mission of the presidential and vice-presidential candidates, the debate is also expected to be able to show the candidate's knowledge and ability to master constitutional issues as well as the resolution of a case. The debate moment of course needs to be utilized to attract the hearts of the people who later can make choices. As Executive Director of the Association for Elections and Democracy (Perludem), Titi Anggraini on *bbc.com* (2019) said the point is, they vote not only use emotional sentiments,

but using accurate considerations. The biggest hope is the voter understands their personal needs, and when they compares with the material and substance of the debate, they can make a decision, whether a candidate can answer his personal needs, the needs of his community, and has a track record and competency.

Arief Budiman as The Chief of Komisi Pemilihan Umum (KPU) on his interview with *bbc.com* (2019) said, the debate it self is planned for 5 round. Each round are discussing different topics. There are law, human rights, terrorism, and corruption, for the topic of first presidential debate; food, energy, infrastructure, natural resources and the environment for the second presidential debate; ideology, governance, defense and security, international relations for the fourth presidential debate; and the last is economy, social welfare, finance and investment, trade and Industry for the fifth presidential debate. While the third presidential debate are held for only the vice presidential candidate.

The writer chooses the second round of presidential debates as the topic because, the topics of the debate are related to some current crucial issues that still faced by Indonesian's government and Indonesia society, some pros and cons make it more interesting . And this debate can reveal the representation of Joko Widodo in responding to them.

The second presidential debate are held in February 17th 2019, with the topic of food, energy, infrastructure, natural resources and the environment . One of the food issues is, the issues of importing rice and corn in recent years while Indonesia itself have a surplus in corn and rice production *(source: CNBC Indonesia)* .

The next is infrastructure and its funding issues. In 5 years of Jokowi leadership, he already built a massive development of infrastructure, but the infrastructure construction also reap some cons. The cons says there are huge amount of debt sources financing infrastructure , the immature quality of infrastructure , and corruption cases during the construction of infrastructure. Another issues is, the issues of the environment related to agrarian reform.

In this study, the writer choose the topic of the representation of Joko Widodo because Joko Widodo is the President Candidate that also the incumbent . As the president of Indonesia, his actions, especially his policies in the field related to current issues has gained much attention from media.

The media covered the debate from various perspective. Coher – Almagor (2008) stated that the mass media have responsibilities to present the pros and the cons of what he does objectively. With analyzing the representation of Joko Widodo, the writer also as a voter , can see how Joko Widodo as one of Candidate if Presidential Election understands the voter's personal needs, his knowledge and competency.

The first national media that chosen is The Jakarta Post . As the pioneer of English Newspaper in Indonesia, the Jakarta Post become the first most popular newspapers, stated on a website www.4imn.com on December 2017. The 4 International Media and Newspaper Website is a website that making a survey on the other website. It use 3 different parameters as the benchmarks for the survey. The site has guaranteed no intervention happened during the assessment. It was all purely based on online visits made to each newspaper's

website. As the one of most popular online media , of course The Jakarta Post has the power to influence many readers to believe with the news they get.

The second media is The Jakarta Globe The Jakarta Globe is a daily English Online Newspaper in Indonesia. The newspaper converted from tabloid format in to online publication in December 2015. It is marketed primarily at cosmopolitan and well educated Indonesians and experties. As a competitor to the Jakarta Post, Jakarta Globe has more interesting in the platforms and the web features comparing to other English online media in Indonesia. The target market of Jakarta Globe is not only well educated people but also the younger generation to be more updated in getting information related to national and international issues with a more open minded point of view.

The third is The Straits Times Singapore. The Straits Times, is a one of the highest selling daily newspaper published in Singapore with current Sunday Times circulation 365,800. It generally recognized as one of the outstanding English-language papers of the Far East . According to it principle, the writer choose The Straits Times in order to see the point of view of the nearest foreign country from Indonesia regarding the Indonesian Presidential Debate.

The last online media is Australian Broadcasting Corporation (ABC). The ABC's principle function is to provide content which informs, educates and entertains all Australians, contributes to a sense of national identity and reflects the cultural diversity of the Australian community. The ABC is also required under its charter to provide an international broadcasting service to encourage an awareness of Australian news and attitudes overseas. According to it principle, the writer choose ABC in order to see the point of view of the

country that far away from Indonesia itself regarding the Indonesian Presidential Debate.

According to Iskandar (2017, p.226) news is not reality because it is the result of the construction of reality. The news is constructed by journalists and the mass media as the place or the institution of the event. Therefore Matheson (2005) stated that news as a part of the media holds an important role to play in constructing what people think is real, interesting, beautiful and moral. Therefore, on this analysis, the writer chooses mass media from national and international or foreign countries, to see their various prespective in represented Joko Widodo in local and foreign media .

Related to this topic, some researches have been conducted some issues , the first research is conducted by Ong'onda (2016) using systemic functional linguistics and utilizes the framework of transitivity analysis, which identifies ideational meanings realized by grammatical choices. In this research the writer used the descriptive method to identify and explain how the Al-Shabaab are portrayed and represented through language used in the headlines of newspapers by the reporters.

The researcher collected 13 headlines from the Daily Nation and 11 from the Standard newspaper. As result, it discovered that the transitivity analysis in newspaper headlines on terrorism attack in Kenya, highlights the negative image associated with the Al-Shabaab. In the headlines where the Al-Shabaab is the Actor, it has been found that Al-Shabaab is always the doer of violent and chaotic acts and causes insecurity and challenges to state authority (material processes). The analysis shows that all the material processes are related to violence, destruction, and damage. Kenyan's people have been represented with

some mental process that represented that they were the victims of the Al-Shabaab. The data has shown predominance of the material process which signifies the negative representation of the terrorist and the positive representations of Kenyan's as peaceful people. This paper concludes that those neutral and positive verbal subtypes were always associated with the Kenyans while the Al-Shabaab was always associated with the negative subtype.

The second previous study is conducted by Al Fajri (2018) in his research ,using transitivity and van Leewuen's social actor representation (SAR) model to investigate the discursive constructions of the blasphemy protest in the capital city of Indonesia, Jakarta, on 04th November 2016 in the country where the protest occurs or local newspapers, and from international or foreign newspapers which seem to have less political motives. The aims of the research is to investigate the representation of a blasphemy protest in Jakarta in both local and international press.

The research found out that Representations of an event in the media are typically influenced by political stances of news institutions and therefore representations of the same protest can be different in different news media, depending on the ideological framework in which they operate. The International newspapers have a tendency to delegitimize the protest by portraying it as discrimination towards minorities and a benefit for terrorist groups, as well as constructing the protesters as extremists and a source of clashes and violence. The International newspapers construct the protest as discrimination towards minorities by foregrounding the religion and the ethnicity of the governor. All five International news texts identify the governor as minority Christian and Chinese 9 times. This is realize by using relational

processes and classification. Indonesian news media also appear to delegitimize the protest and the protesters, but the constructions are not as radical as the foreign media.

The next is, Istianah (2014) in her research analyze four selected opinions about the election, given by those who are interested in politics, by employing transitivity analysis. The method employed in this research was Critical Discourse Analysis which mainly focused on transitivity analysis. The study found out Opinions about Jakarta governor election employ material, relational, verbal, and processes. The material process reveals how Jakarta people welcome the election. Relational processes are employed to entail Jakarta with its attributes. The analysis of the relational process finds that Jakarta is the domination of the Carrier.

This finding shows that people attach Jakarta to particular attributes since they consider the city as the participant that cannot be separated from its attributes. By doing so, people expect that the next governor will give their best action to solve the complicated problems in the city. The existence of Attributes cannot be ignored since they are always attached in the Carrier. Verbal process exercises the candidate as its Sayer, while the mental process uses Jakarta as the Senser. The small numbers of verbal and mental processes in the data signify that people do not focus on what the candidates utter or what Jakarta people feel, but they mainly focused on the material or concrete actions related to the election. The Verbiage or what is said by the candidates does not often occur in the data since it is about what the candidates promise when they win. The Jakarta people are already bored with the same promises by the candidates in every election.

Iskandar (2017) in his research, using Critical Discourse Analysis to find, discover, and describe the construction of discourse, ideology representation of power, and epistemological implications of the construction of the discourse of the Reports of three media groups (Kompas Group, Media Group, and MNC Group) . This the choice of discourse, words, sentences, and title during the 2014 presidential election campaign that reflected in each different media groups discover that there is no neutral newspapers in 2014 presidential election campaign. It is showed by content in the text of headlines which supports one candidate for president-vice president. Kompas and Media Indonesia newspapers is for Joko Widodo-Jusuf Kalla, while Koran Sindo newspaper supports Prabowo-Hatta Rajasa.

Another previous study is Lestari (2018) in Her study using Transitivity analysis based on Systemic Functional Linguistic more specific textual analysis , to investigate how the Jakarta post represents Anies Baswedan – Sandiaga Uno as the governor which refuse the central government policy; the Jakarta Bay Reclamation. The study figure out that The Jakarta Post.com used verbal process and material process as the dominant processes on 116 clauses from six articles. Those material and verbal processes represent Anies-Sandi as responsible, trustworthy, honest and as the leader who are not hasty to make a decision.

From those previous studies, it can be seen the gap , there are the methods and also the data and source of the data. The 3 researches are used Transitivity Analysis, there are Ong'onda which analyse the Representation of Al Shabaab towards the terrorism attack in Kenya , Istianah which used Transitivity in Analyse Four Selected Opinions about Jakarta Governor Election, and Lestari

which analyze the Representation of Annies – Sandiaga towards the Reclamation of Jakarta Bay, .

Meanwhile the 2 articles, Al Fajri are used transitivity combined with Leewuen's social actor representation (SAR), to analyze The Representation of A Blasphemt Protest in Jakarta Inlocal and International Press , and Iskandar use Critical Discourse Analaysis to analyze Ideological Representation of Power in Media Convergence.

Therefore after reviewing the gap from the 5 previous study above, the writer would like to conduct a study of Representation using Transitivity analysis based on Systemic Functional Linguistic, to investigate how The Jakarta post, Jakarta Globe, The Straits Times and Australian Broadcasting Corporation construct the Representation of President Joko Widodo in the Presidential Debate. This study will analyze how clauses are used in news to represent the position of President Jokowi Dodo's in the second Presidential Debate.

1.2 Research Question

The research question of this study is "How is President Joko Widodo represented in 'The Jakarta Post,' 'The Jakarta Globe', 'The Straits Time', 'Australian Broadcasting Corporation' online newspaper in the second presidential debate?"

1.3 Purpose of The Study

The Purpose of this study is to analyze how Joko Widodo is represented in The Jakarta Post, Jakarta Globe, The Straits Time, Australian Broadcasting Corporation online newspaper in the second presidential debate.

1.4 Scope of The Study

This study only focuses on the articles that exposed President Joko Widodo representation on Presidential Debate. The focus of this study is on the construction and text clauses that making a representation of Joko Widodo in the Presidential Debate that composed on the articles. There are 4 articles from The Jakarta Post, Jakarta Globe, The Straits Time, Australian Broadcasting Corporation online newspaper in the second presidential debate that haven chosen in February 2019. The writer used transitivity analysis by M.A.K Halliday.

1.5 Significance of The Study

Theoretically, this study can this study may also be used as preliminary information to other researcher who want to conduct research media discourse field, and add to the existing study about representation using transitivity analysis. And practically, the result of this study can provide some insight on how media represent a figure in the debate, and may become a guidance that helps learner to be more critical in consuming the news report of certain issues, in particular in the issue of Second Presidential Debate represented in February 2019.