

ABSTRACT

Safira Sri Utami. 2017. *Indonesian and Australian Represented in Facebook Text of Australia Embassy, Jakarta - Indonesia*. Skripsi. Pendidikan Bahasa Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

This research was conducted to find out how Australia Embassy represents Indonesian and Australian in the text published by *Australia Embassy, Jakarta – Indonesia* official facebook page. This research employed qualitative content analysis. The Analytical model used was Van Leeuwen's framework. The data were words, phrases and clauses which presented the representations. The sources of the data were ten facebook texts taken from *Australia Embassy, Jakarta – Indonesia* official facebook page. The result showed that two major representational categories were applied, exclusion and inclusion. Exclusion is when people are excluded or intentionally absent from the activity in the text. Meanwhile, Inclusion is when people are included or involved in the activity in the text. From 167 representations, the study found that Australian was included more frequently (44.9%) than Indonesian (28.1%). On the other hand, for exclusion category, Indonesian was excluded more often (16.2%) rather than Australian (10.8%). The findings of this study indicated a differential representation between Indonesian and Australian. Indonesian was represented as a personal human being, while Australian was represented as a group of people. Exclusion category was also used to avoid redundancy in the text.

Keywords: Van Leeuwen, Inclusion, Exclusion, Facebook Text, Qualitative Content Analysis.