

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

On May 25, George Floyd, a 46-year-old black man died due to police brutality. This tragedy is internationally spreading because of a video that lasts in 8 minutes 46 seconds. Due to this issue, hashtag #BlackLivesMatter has shown up and trending again since its first appearance in July 2013. (Pew Research Center, 2020) This huge issue urges Donald Trump to take immediate action, including delivering speeches, urging the New York police department to investigate the incident, etc. This international case also gets huge attention from U.S. portal news to talk about the detail of the case. There are some people made a community called as Black Lives Matter (BLM) then they also made a website for people who wants to join as member in that international community. The website is blacklivesmatter.com.

The Reuters and the New York Times (later NYTimes) portrayed Donald Trump about this police brutality that causes the death of George Floyd. Between Reuters and NYTimes made news about Donald Trump with different issues. The issues that exist in Reuters are about Donald Trump spoke to George Floyd's family, a tweet which said that George Floyd's family feels honored because Donald Trump said such kind of condolences to them, also some advisors feel frustrated because Trump come to the church to response the George Floyd's death, and Twitter non-activated the campaign tribute from Trump to George Floyd. (www.reuters.com) While the issues in Nytimes are during the dispute towards George Floyd's death, the President's fans feel flames. Besides that, news about George Floyd and also Donald Trump as a briefing for the day of people who read the news. Then, Trump tests his role as a person who usually pushes other people. After that, the last issue is Trump said

that jobs report made as a “Great Day” for George Floyd. (www.nytimes.com) With those different issues, the researcher wants to know how Reuters and also Nytimes presented Donald Trump in the case of George Floyd's death. Besides that, the researcher also wants to know how social actors that used by those two news portals to represent Donald Trump.

To look for the portrayal of Donald Trump in Reuters and NYTimes, in the case of hashtag #BlackLivesMatter because Donald Trump as the president, he must have certain things to do to solve this problem. Therefore, research on the portrayal of Donald Trump in those news portals needs to be conducted because this kind of case happened more than one times. So, society needs to know how those news portals portrayed the movement of Donald Trump as the president related to this case. As we know that the news portal is a media for society to know about news or things that happened in their country and other countries. Related to this research, the researcher chooses the theory of Critical Discourse Analysis proposed by Van Leeuwen in 2008. This theory is specifically talking about how the social actor is presented by mass media by looking into the arrangement of words choice. The researcher chooses the theory proposed by Van Leeuwen (2008) with the consideration that this research deals with representation in texts. Van Leeuwen (2008) states that a text that includes representation or interaction of certain actors should be studied to find out whether the text strategically represents them or otherwise.

The researcher will narrow the scope of the analysis into only talking about the recent case of George Floyd's death whom death had created massive protests and the re-emergence trend of #BlackLivesMatter. Therefore, the researcher is interested to analyze how both media portrayed Donald Trump in George Floyd's cases to find out how he is framed by the news portals.

Moreover, some critical discourse studies on newspaper articles have been conducted. Sofyan & Zifana (2019) analyzes the representation of the political figure in Kompas and Republika by using Leeuwen's theory (2005;2008). The findings are the media between Republik and Kompas are non-neutral. After that, Rido & Evayani (2019) analyzes the representation of social actors in the sexual violence issue in The New York and Jakarta Post using Leeuwen's theory (2008). The findings are between both media have different focuses and majorly represent the perpetrator as active agents. Then, Pekkariren (2016) analyzes the representation of victims and perpetrators of sexual violence in The New York Times, Los Angeles Times, and Washington Post by using Fairclough's theory (1995). The findings are victims are majorly portrayed as passive agents, then the perpetrators are presented by their accomplishments and jobs.

1.2 Research question

Based on the background of the study, the research question is:

1. How is Donald Trump portrayed in Reuters and the Nytimes toward the issue of #BlackLivesMatter?

1.3 Research objective

There are two main objectives of this research ;

1. To find out how Donald Trump is portrayed by Reuters and the Nytimes.
2. To find out the strategy of Reuters and the Nytimes is representing Donald Trump and how it affects readers' perspective.

1.4 Uses of the study

1.4.1 Theoretical use

This research could be useful for the readers to enrich their knowledge about social actor representation in news media and CDA. Further, the finding is expected to be able to give significance in the field of linguistics.

1.4.2 Practical use

Practically, this research will be benefiting several actors, such as lecturers and students who are interested to study social actor representations. This research also can be useful as an additional example of how the social actor is portrayed in the field of CDA. Moreover, this research will also give contribute to the readers as an overview to find out the strategy used by mass media in representing actors through the use of diction.

1.5 Scope of the study

This research will use the theory proposed by Van Leeuwen (2008). The theory is about social actor representations that are applied to find out how Reuters and the Nytimesportrayed Donald Trump in the case of George Floyd's death. The data will be in the form of words and sentences.

