

CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Joko Widodo, popularly known as Jokowi, is the current President of Indonesia serving in this position since October 2014. He assumes office as the 7th President of Indonesia and is currently running his second term after winning the 2019 general election against his long-time rival, Prabowo Subianto (Presiden Republik Indonesia). He gained massive popularity since then and became Indonesia's news media darling. Therefore, every move of the president is always the center of public attention. However, the beginning of 2020 is a quite tough start for President Jokowi. This is due to the increased burden he has to bear due to the plague that has attacked the world. The outbreak is the Coronavirus.

Since the entrance of the virus, every decision of Joko Widodo is reflected in the news. The mass media such as The Jakarta Post has functioned to present an information of what he does objectively (Cohen-Almagor, 2008). However, the media always has its own standpoint because every news media will always have its own ideology (Van Dijk, 1988).

Coronavirus outbreak hits Indonesia in March, 2020. With cases that continue to soar, Indonesia ranks in the top 15 countries that produce the most cases of positive corona patients on September 20, 2020, (Pasys, 2020). Report shows that the Indonesian government's handling of the coronavirus outbreak has been appallingly amateurish, from the moment it started spreading in China (Bayuni, 2020).

The representation of Jokowi and how he responds to the Coronavirus is seen by the media coverage where in the media coverage there is a lot of news depicting Jokowi. In this context from the linguistics perspective, it is interesting to discuss this because there are some linguistic choices and some linguistic arrangements are made so that people will understand the portrayal of Jokowi. Kurniawan & Utami (2017) states that positive representation from the media influences society's view about a political figure. Further, representation is vital to figure out how an issue is described (Suprayogi & Pranoto, 2019).

One of the media that depicts Jokowi is The Jakarta Post. The reason why The Jakarta Post is chosen is because firstly, it is because The Jakarta Post is a leading English language daily newspaper which is suitable for this research. Secondly, it is because in 2006, the Indonesian Journalists Union declared 'The Jakarta Post' as one of the Indonesian newspapers that adheres to journalism ethics and standards (Gatra, 2006).

In addition, as this research's main focus is to look for the representation of Jokowi in The Jakarta Post, the researcher would like to use Critical Discourse Analysis as the approach of the research by using theories proposed by Fairclough (1989). The reasons why the researcher chooses Critical Discourse Analysis of Three Dimensional Approach proposed by Fairclough is because the theory suits the purpose of the research. Fairclough (1989) states that discourse discusses meaning behind the human's thought and social realities in a text or a speech. Furthermore, Kurniawan & Utami (2017) states that Critical Discourse Analysis is a suitable approach to look for the representation of social actors, such as a political figure. Since this research has correlation with the use of language, it means that language plays an important role in Tedros's speech. Also, Evayani & Rido (2019), state that the use of language can possibly achieve certain purposes such as marginalizing certain social actors or selecting the word choices. To add, meaning and content also play an

important role in texts or speeches. Thus, Kuswoyo, Heri & Siregar (2019) state that through text or speech, the readers can grab the message or the purpose of the text or speech by looking at the content and the meaning behind it.

1.2 Research questions

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

1. How is Jokowi represented in The Jakarta Post in responding the issue of Coronavirus?

1.3 Research objectives

The main objective of this study is:

1. Aimed at critically analyzing how Jokowi is represented in The Jakarta Post about the ongoing issue of Coronavirus.

1.4 Uses of the study

Uses of the study in this research are divided into two sub-categories:

1.4.1 Theoretical use

In theory, the research applies the theories of Fairclough (1989) Critical Discourse Analysis. Thus, the research would provide information about the representation of certain social actors. It can draw a conclusion that the readers could enrich their knowledge and understanding about how Critical Discourse Analysis is discussed. Moreover, this research is also expected to give contribution in the field of Critical Discourse Analysis. The findings are expected to bring significance in the field of linguistics as the research provides how Fairclough's Three Dimensional approach (1995) is implemented.

1.4.2 Practical use

In practice, this research could contribute to help some parties such as lecturers as an example of Critical Discourse Analysis or for the students, it can be useful as their references when they want to discuss Critical Discourse Analysis. In a more general scope, the researcher expects that it can sharpen the readers' critical thinking when they are faced with certain issues by being able to look for many perspectives. To add, practically, the research could give contribution to some parties. For a lecturer from English department, the research might be an example about how the implementation of Critical Discourse Analysis is about. For the students of English Literature whose major are Linguistics, they can enlarge their knowledge and understanding about Critical Discourse Analysis and be a guideline when they conduct research about Critical Discourse Analysis. For the readers, the research is expected to warn the readers to be wise enough when the readers read certain news because as it has been known that news media have power that can frame the society's minds. In this case, when the power is misused, it can spread hatred to certain ethnic or race that can lead to discrimination. Generally talking about Critical Discourse Analysis as well, the researcher hopes that it can sharpen the readers' way of thinking so that when the readers are faced by certain issues, they are able to see from many perspectives.

1.5 Scope of the study

In this part, the research sets some limitations. Firstly, the research implements a three-dimensional approach by Fairclough (1989). Furthermore, the study only focuses on analyzing the news covering about Jokowi in the Jakarta Post about the ongoing issue of Coronavirus from March, 2020 until September, 2020