

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Indonesia is a country which has a diversity of cultures and languages as national assets. In this global and digital era, diversity has created Indonesians a multicultural and multilingual society that should be proud of and cherished. As one of the inseparable elements of culture, language plays an important role to preserve the culture because language is an art form that can be passing down from generation to generation. Moreover, language especially local languages have a vital role, apart from being the identity of a diverse community group; local languages are also a means of communication between community groups (Sudarsana, 2017; Huri, 2017).

Local language is crucial issues because the loss of language can also lead to a loss of one's identify and sense of place. The Summer Institute of Linguistics, lists at least twelve factors that contribute to language extinction, including the small number of speakers, the age of the speakers, whether or not children speak their mother tongue, regular use of other languages in different cultural contexts, feelings of ethnic identity and attitudes towards language in general, youth urbanization, governmental policies, language use in school, economic intrusion and exploitation, literacy, literature, and speaker dynamics in reading and creating literature (Harrison, 2008). Moreover, Indonesia has 746 regional languages and dialects that are widely spoken throughout the country (Amalia, 2016). However, many of Indonesia's local languages are at risk of extinction due to a decline in the number of people who speak them.

Meanwhile, Mass Media as a platform to disseminate news and messages to the public using language contributes to construct public reality and awareness towards certain issues, including language issue. One of media that has such a strong influence to shape public knowledge of the information is newspaper (Fairclough, 1995).

Newspaper actively forms public perception by the use of language that is conceivably purposively employed to achieve certain purpose that can be either supportive or marginal towards certain groups, ideology, or people (Evayani & Rido, 2019). Another hand, the media create representations as central signifying practices for producing shared meaning (Hall, 1997). Representation influences people to view the same thing from different angles. In discourse, the objective of representation is to transfer other meanings from natural language texts in addition to the text's literal meaning (Eijck & Kamp, 2011). It connected to the social practice of a text's portrayal of the actors (Evayani & Rido, 2019).

The issue of representation occurs as a result of newspaper firms' propensity to support issues, organizations or groups, or parties that are close to them. Furthermore, it is considered that newspapers will present the news from their perspective since everything said and written in the world originates from an ideological standpoint or value perspective, even though they occasionally claim to be impartial (Chen, 2016; Risdaneva, 2018). Therefore, any part of any text used in media will be simultaneously representing, setting up identities, and setting up relations (Fairclough, 1995). Furthermore, the government is occasionally mentioned in connection with news reports as being the one in charge and has power in the nation.

The political system in charge of directing and administering a country is known as the government (Brogan, 2019). However, it is determined to be rather delicate and quite sensitive to rule out the prejudice on how the government is portrayed by the media when it comes to matters affecting the government. When the government is in the news, it is frequently presented or even critiqued in a way that does not reflect the facts in an effort to persuade readers to accept what is published as fact (Vanderwicken, 2020).

Furthermore, as a country that is well-known by its diversity, maintaining and preserving the cultures in Indonesia need strong commitment from various parties, starting from the community, stake holder, and especially the government. Since many problems faced by Indonesia in term of cultural preservation, such as lack of facilities and lack of awareness and interest of people to learn and get to know the local culture more deeply. Hence, the implementation of the policies issued by the government is very important to the cultural preservation (Sullivan & Mackay, 2012).

Another hand, the purpose of writing that takes the form of news or discourse is to provide information to the audience about current social happenings (Djaroto, 2004), while the discourse is viewed as a full linguistic unit (Putra & Triyono, 2018). Discourse analysis is employed for this research in order to better understand the discourse. The study of language outside of texts, including grammar, phonetics, phonology, morphology, semantics, and syntax, is referred to as discourse analysis (Tannen, 2012). It is necessary to determine what is contained inside the text and how it was created by taking into account grammatical and other factors (Kuswoyo & Rido, 2019; Suprayogi & Pranoto, 2019). Hence, in addition to the text itself, we also need to consider other aspects. Therefore, in addition to the text itself, other factors must be taken into account. When discussing how discourse relates to societal components like ideologies and power, it is called critical discourse analysis (Fairclough, 1989).

Even while numerous researches have conducted research on certain representations, there are very few studies that which discusses about government, such as Asidiky and Puspa (2020), Mintarsih et al (2020), and Iskandar (2017). Asidiky and Puspa (2020) analyzed the Basuki Tjahaja Purnama's representation (BTP) as a Social Actor in the Hoax News Headline Collection on www.turnbackhoax.id. This study demonstrated that BTP was portrayed as a social actor in some unfavorable ways in those hoax news headlines, such as he is supported by those who are not Pro-Islam, fails to eradicate prostitution, is a powerful person, isn't brave, and is involved in a legal case, using the Fairclough Three-Dimensional model as the theory.

Mintarsih et al (2020) conducted a study on the perspective of Tempo on the Representation Of Government In Dealing With Covid-19 Cases. From the study, it showed that Tempo.co portray the media as a ‘watchdog’ that serves to supervise those who have a power within politics or the government. Meanwhile, Iskandar (2017) analyzed the presidential election's representation in Kompas Group, Media Indonesia, and Koran Sindo. This study utilized Fairclough's three-dimensional model in analyzing the data. The study showed that Kompas Group and Media Indonesia were on Joko Widodo-Jusuf Kalla’s side. Meanwhile, Koran Sindo was on Prabowo-Hatta Rajasa’s side.

To this end, the current study is aimed at analyzing on how the Indonesian government is represented in *The Jakarta Post* in relation to the local language issue. As one of the biggest English media in Indonesia and the best English newspaper, *The Jakarta Post* play an important role in representing various information that influence readers in their News items. To that purpose, this research aims to provide the reader with an overview of the many tactics utilized by journalists to portray certain individuals, groups of individuals, or ideologies using the language and expressions they employed in texts.

1.2 Research Question

This study provides a response to the following research question in light of the study's context:

How does *The Jakarta Post's* represent the Indonesian government in matters involving local languages?

1.3 Research Objective

In response to the research question, the goal of this study is to show how *The Jakarta Post* portrays the Indonesian government in relation to the local language issue in its published news.

1.4. The Uses of the Study

1.4.1 Theoretical Use

Theoretically, this study provides a body of knowledge concerning Critical Discourse Analysis. Moreover, this study is conducted to enrich the knowledge and comprehension of readers regarding how Fairclough Three-Dimensional Framework is applied and also demonstrates how analysis in the level of critical discourse is conducted.

1.4.2 Practical Use

Practically, this research can give contributions to some parties. First, for lecturers from Linguistics major, this research can be a platform to explain media study using CDA approach. Second, for university students taking the CDA course, this study brings knowledge to broaden their understanding regarding CDA and to be a reference for students whose intention is to conduct research on Critical Discourse Analysis. Third, for other researches, the finding and the discussion of this study expectedly can be a reference to conduct further research on the same topic. Lastly, this study is expected to bring more awareness to the readers that news articles reported reality which is produced to suit the news portal's interest. Therefore, readers can be thoughtful in taking what is written by the news articles.

1.5 Scope of the Study

The study will employ Fairclough (1992) three-dimensional framework of Critical Discourse Analysis which include textual analysis, discourse practice, and social practice. The study will focus on investigating how *The Jakarta Post* represented Indonesian government in relation to Local Language issue through its Published News. To have a more specific discussion, the writer limits the topic of the articles under the theme ‘The Representation of Government in Local Language Issue in *The Jakarta Post*’ which were published in between 2001 to 2021. Moreover, in the news articles about local language, the writer will concentrate on examining the language used by *The Jakarta Post* to portray the government.