

CHAPTER TWO

LITERATURE REVIEW

2.1 Previous Studies

There are number of studies have been conducted to investigating language representation in different cases (Erdita et al (2019); Risdianto et al (2018); and Asidiky and Puspa (2020); Badawi and Najjar (2021); and Snowdon and Karlsson (2021).

Table 2.1 Previous Studies

Author	Objectives	Method	Findings
Erdita et al (2019)	To find out the construction of Indonesian cultural diversity representation in Djarum76 television advertisement.	Qualitative Documents Mining	The study showed the advertisement visually constructs the Indonesian culture diversity, specifically East Java culture. Dominantly, the scenes visualize the iconic places in Indonesia. Therefore, it can be concluded that Djarum 76 wants to be seen as iconic as the cultural places and arts in the television advertisement while subconsciously, Djarum 76 leads the target market to believe in what the lyrics of the advertisement said.
Risdianto et al (2018)	To investigate, how does the representation of power in the text of the news about Meilana's 18-month sentence and how is the solution to the problem, also Who is the people getting involved on the discourse the Meilana case.	Qualitative Documents Mining	The structure of the news text consists of four discourse units, namely the news title, orientation, sequence of events, and closing. The use of modalities in the news is dominated by epistemic modalities. The interpretation of discourse practices can be used to convey the facts of what happened, who was involved, how the topics presented relate to one another, and the use of language. In addition, the socio-cultural background of Tanjungbalai, North Sumatra, can be used to describe the context in which the news text was generated, the institution's effect on the text, and the economic, political, social, and cultural concerns of the local population.

Asidiky and Puspa (2020)	To explain how Basuki Tjahaja Purnama (BTP) is portrayed as a social actor and to expose the media's ideological viewpoint in the collecting of fake news headlines.	Qualitative Documents Mining	From the reader's perspective, the theme and rheme used in hoax news headlines can help organize messages and play a significant role in the headlines. BTP was specifically portrayed as a social actor in those hoax news headlines in some negative ways, such as he is supported by those who are not Pro-Islam, fails to eradicate prostitution, is a powerful individual who is not brave and involved in law cases, the media's ideological stance is purposefully in opposition to other nations.
Badawi and Najjar (2021)	To investigate the language of politics in news headlines regarding the Christchurch massacre in New Zealand from a Critical Discourse Analysis perspective to examine how power and ideology reside in texts.	Qualitative Documents Mining	The reporters tended to use the passive voice structure in headlines that describe the attacker in conformance with the New Zealand policy, which states that his identity should not be revealed. While referring to the victims, their families, and the New Zealanders at large in order to emphasize their way of dealing with the attack, they used the active voice structure. In addition, the role of Prime Minister Jacinda Ardern in her legal capacity was highlighted by shedding light on her pronouncements to fight against terrorism. It was also found that the use of the metaphor as a figurative device entails that terrorism is a rare phenomenon in New Zealand.
Snowdon and Karlsson (2021)	To analyze the discourse in the public policy regarding Travellers in the National Traveller and Roma Inclusion Strategy (NTRIS) 2017–2021.	Qualitative Documents Mining	Negative stereotypes are intertextually connected to earlier policies, and the current policy portrays people as passive patients rather than strong actors. The discursive practice creates polarity between the “settled” population and the “Travellers”, who are implicitly blamed by the state for their disadvantages. Through the policy, the government disseminates expert knowledge, which legitimises the inequality and supports this objective “truth”.

A qualitative study was done by Erdita et al (2019) on the Representation of Indonesian Culture Diversity In Djarum 76 Television Advertisement. This study showed the advertisement visually constructs the Indonesian culture diversity, specifically East Java culture. Dominantly, the scenes visualize the iconic places in Indonesia. Therefore, it can be concluded that Djarum 76 wants to be seen as iconic as the cultural places and arts in the television advertisement while subconsciously, Djarum 76 leads the target market to believe in what the lyrics of the advertisement said.

Moreover, a qualitative study about the representation of power in the text news on the Meiliana Case was done by Risdianto et al (2018). This study employed Fairclough Three-Dimensional Framework to analyze how a noise complaint resulted in an 18-month jail sentence. According to the study's findings, the title, orientation, sequence of events, and close constitute the four discourse units that make up the structure of news text analysis concerning The Meiliana Case. Modalities and affirmative sentences serve as representations of the opposing sides' and institutions' (government, experts) positive ideologies. Conversely, negative phrases and prohibition speech are examples of negative ideology. Additionally, the facts of what happened, who was involved, how the concerns presented relate to them, and the function of language can be expressed through the interpretation of discourse practices. The socio-cultural context can also be used to define the setting in which the news content was produced, the institution's influence on the text, and the economic, political, social, and cultural concerns of the residents of Tanjung Balai, North Sumatra.

Asidiky and Puspa (2020) analyzed Basuki Tjahaja Purnama's (BTP) representation as a Social Actor in the Collection of Hoax News Headlines on www.turnbackhoax.id. This qualitative study employed Fairclough Three-Dimensional framework and It demonstrated how, from the reader's point of view, the theme and rheme utilized in hoax news headlines may help organize messages and play a significant role in the headlines.

In those fake news headlines, BTP was specifically portrayed as a social actor in some unfavorable ways, including that he is supported by people who are not pro-Islam, fails to eradicate prostitution, is a powerful individual who lacks courage, and is involved in a legal case, and in publishing the fake news headlines on BTP, the media took an ideological position that was purposefully at odds with those of other national media. They also tended to emphasize the news without providing clear sources and exaggerate the headlines.

Furthermore, a study to investigate the language of politics in news headlines regarding the Christchurch massacre in New Zealand from a Critical Discourse Analysis perspective was done by Badawi and Najjar (2021). Moreover, this qualitative study also aims to examine how power and ideology reside in the text. Taking the data which consists of online news headlines from BBC and CNN and Employing Fairclough's model, this study showed that the reporters tended to use the passive voice structure in headlines that describe the attacker in conformance with the New Zealand policy, which states that his identity should not be revealed. However, they used the active voice structure while referring to the victims, their families, and the New Zealanders at large in order to emphasize their way of dealing with the attack. In addition, the role of Prime Minister Jacinda Ardern in her legal capacity was highlighted by shedding light on her pronouncements to fight against terrorism. It was also found that the use of the metaphor as a figurative device entails that terrorism is a rare phenomenon in New Zealand.

Additionally, Snowdon and Karlsson was conducted a qualitative study on the representations of travellers in public policies in Ireland. This study aims to uncover how this use of language constructs reality for Travellers and seeks to determine whether this "reality" presented in policy creates unequal power relations between Travellers and broader Irish society. Using Fairclough's theory, this study revealed that Travellers are represented as a homogenous group that exists outside of society. They do not have influence over the creation of their social identity. Additionally, the most recent policy portrays people as passive patients rather than active participants, and negative stereotypes are intertextually linked to preceding regulations.

Between the "settled" population and the "Travellers," who are tacitly held responsible by the state for their disadvantages, the discursive practice creates polarization. The government spreads expert knowledge through the policy, which justifies the inequity and backs this impersonal "truth."

2.2 Critical Discourse Analysis

The term "critical discourse analysis" (CDA) refers to a qualitative analytical method for describing, analyzing, and explaining how discourses create, uphold, and justify social inequities. Critical Discourse Analysis (CDA), according to Fairclough (2001: 229–230), is the study and analysis of all forms of discourse that systematically communicate with us, including written text, speech, gesture, symbols, sign posters, electronic and printed advertisements, and any other form of communication. Fairclough further says, CDA helps by analyzing certain discourse about hidden issues of problems of a society (Haque, 2008). Van Dijk (1998) says, "CDA is a type of discourse analytical research that primarily studies the way power abuse, dominance and inequality are enacted, reproduced, and resisted by text and talk in social and political context". Another hand, Critical discourse analysis (CDA) in simple definition means reading beyond the language, and uncovering meaning and interpretation of how, why, and what impact of the language production and consumption. Thus, construction of meaning of discourse is based on the context of mode, time, place, and people (Afrianto, 2017; Puspita & Pranoto, 2021).

Moreover, According to Van Dijk (2001), critical discourse analysis (CDA) is a sort of discourse analytical research that examines how text and language in a social and political setting abuse social authority and exert domination. He also says, CDA is a critical way of focusing on social problems and the role of discourse in the production and reproduction of power abuse and domination. Meanwhile Fairclough (2001:229) stated that CDA deals with real issues and real problems in society. The starting point of CDA is social problem (Fairclough, 2001). In this respect, to conduct research by using CDA is to study language beyond the text as for Fairclough 'language is an irreducible part of social life, dialectically interconnected with other elements of social life, so that social analysis and research always has to take account of language' (Fairclough, 2003).

2.3 Fairclough's Three-Dimensional Framework

According to Fairclough (1995), The goal of Critical Discourse Analysis (CDA) is to "investigate how such practices, events, and texts arise out of and are ideologically shaped by relations of power and struggles over power; to explore how the opacity of these relationships between discourse and society is itself a fact; and to examine the frequently opaque relationships of causality and determination between (a) discursive practices, events, and texts, and (b) wider social and cultural structures, relations, and processes" (Fairclough, 1995).

Moreover, Fairclough (1989) stated that language is a kind of social practice. "Discourse refers to the whole process of social interaction of which a text is just a part". Fairclough (1989) insists that critical analysts should not only focus on the texts, the process of text production and interpretation of the texts, but also look into the interrelationship among texts, production processes, and their social context. The news samples are examined in the present study using Fairclough's three-dimensional framework (1992) at the description, interpretation, and explanation stages. Since it can systematically determine the specifics and qualities of information to see how language is used for different goals, the researchers picked this theory to analyze the role of language in an online newspaper.

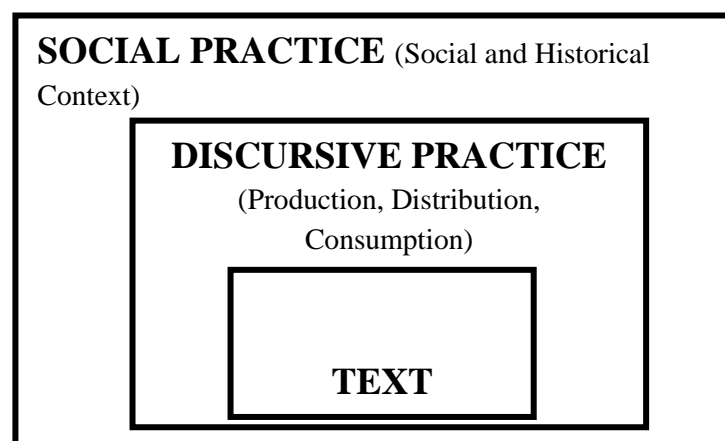


Figure 2.1 Fairclough Three-Dimensional Framework (Fairclough, 1992)

2.3.1 Textual Analysis

Textual analysis is a catch-all term for a variety of study techniques used to describe, analyze, and comprehend texts. A text can convey a variety of things, including its literal meaning as well as its subtext, symbols, assumptions, and values. A three-dimensional model's first phase, text analysis, aims to investigate the linguistic features of the web content (Pranoto & Yuwono, 2019). Moreover, the researchers focus on modality, active and passive voice, and nominalization in the area of textual analysis.

2.3.1.1 Modality

This study used modality to reveal the meaning other than the authority of the sentence. It is presented by modaly auxiliary verbs such as *must, may, should, and would*. For example, the government may create a regulation to solve this issue. From the sentence, the use of modality is to express a possibility. Another example is the authorities must create a regulation to solve this issue. Here, the use of modality is to express necessity.

2.3.1.2 Active and Passive Voice

To see the focus on the news, either the main objective is on the doer or the action, the active and passive voice is employed (Fairclough, 1989). The active voice highlights that the social actors are doing the action and giving impact of the action, whereas the passive voice highlights the social actors have taken action and contributed to its impact. This aspect will reveal on how the focus of *The Jakarta Post* on the news. For instance, “*the experts had criticized the bill*” and “*the protesters had urged the government to delete the bill*”. Those sentences could be changed into passive, then it will be “*the bill had been criticized by the experts*” and “*the government had been urged by the protesters to delete the bill*”.

2.3.1.3 Nominalization

To examine how journalists make some concerns into a phenomena, nominalization is employed. This stage sees the transformation of verbs and adjectives into nouns (Fairclough, 1989).

To remove the doer from the text is the goal. They were *dismissed*, for instance, can be changed to *dismissal*. *Dismissal* is a reduced passive that changes the phrase into a single noun (Fairclough, 2004). The word *assumption*, which is derived from the verb *assume*, is another example. This feature will assist the researchers as they look into how journalists write the news.

2.3.1.4 Text Production

In order to support their point of view, the journalist occasionally citing certain people words. Moreover, in this part, in order to produce the text, Fairclough divided the material into three categories in order to produce it, which are direct reporting, indirect reporting, and free indirect reporting.

2.3.2 Discourse Practice

Discourse practice focuses on the connection between text and discourse, viewing the text as both a product of processing and a tool for understanding. Three dimensions are involved. The creation or production, distribution, and consumption of the text are represented by these steps.

2.3.2.1 Production

Various stages of production gathering documents, including as press agency reports, occasionally turning these reports into draft papers, choosing where to place the piece in a publication, and editing the article, entails in this part.

2.3.2.2 Distribution

Distribution reveals how texts move through the discourse orders and allows for the investigation of "line" connections (as opposed to paradigmatic or choice links) within the discourse orders (Fairclough, 1995). The texts were made available by *The Jakarta Post* in its online publication. Moreover, *The Jakarta Post's* app with the symbol *The JP* or its website www.thejakartapost.com are two ways to access it.

2.3.2.3 Consumption

Consumption reveals the reader or audience of the book. Reading the media has emerged as a crucial component of social behaviors where readers seek delight and pleasure and are subsequently gradually shaped into consumers rather than citizens (Fairclough, 1995). By examining public enthusiasm in the online edition of The Jakarta Post, consumption is utilized to identify the intended readers.

2.3.3 Socio-Cultural Practice

It focuses on the connections between social interaction and environment, as well as how society influences how people develop and perceive the world and how that has an impact on society. There are three factors at this stage: societal, institutional, and situational. The researcher applies the situational level to the current status quo, which is the primary focus of the investigation. This level can be applied to a number of Fairclough (1989) questions that could help the researchers better understand the condition. The questions are *what's going on?*, *who's involved?*, *in what relations?*, *what is the role of language in what's going on?*.

2.4 Stuart Hall Representation Theory

According to Hall (2005), representation is the ability to describe or imagine. Representation is important because culture is always formed through meaning and language; in this case, language is a symbolic form or a form of representation. In representation theory, it involves the use of signs, language, and images to interpret things (Hall, 1997). Moreover, representation is process of production and exchanging meaning between people or culture, and language is often used by the media to represent something (Hall, 1997). However, language cannot stand alone, it needs to involve people and culture as a support. Since people and culture is subjective and there is no absolute measurement about it. Furthermore, Hall (1997: 15) develops three approaches representation, which are Reflective Approach, Intentional Approach, and Constructionist Approach.

The first is Reflective Approach in which this is the concept which produced by people through ideology and experience that is reflected by reality or culture in society. The second is Intentional Approach which focuses to the meaning that is created based on the perspective of the speaker, writer, or painter. This approach embodies the personal purpose of the speaker. The third approach is Constructionist Approach that is a combination of reflective and intentional approach. This approach has the concept of the meaning is actually build or constructed whether by its writer or reader. Moreover, Constructionist Approach believes, the representation is an actual thing of what is being represented, the values of the people that construct the representation, reaction of the reader or viewer, and the social context in the society.