

THE 4th ADAB-INTERNATIONAL CONFERENCE ON INFORMATION AND CULTURAL SCIENCE

“Building World Peace Through Cultural Studies”



**FACULTY OF ADAB AND CULTURAL SCIENCES
UIN SUNAN KALIJAGA YOGYAKARTA
OCTOBER 11-12TH 2022**

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PREFACE

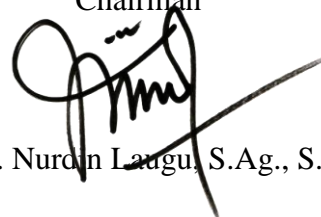
The development of science and technological sophistication has brought the world into the realm of globalization, which according to Manfred Steger (2017), has crucial impacts on people's lives in various dimensions, among them in economics, politics, and ecology. Each event has played a significant role in every corner of the world, which is inevitable. The flow of globalization can be a dream of both luck and brutality to human rights. Various events, ranging from the world health crisis in the form of Covid 19 to world politics that led to the Russia-Ukraine war, are two examples that have a global impact on the world economy, the environment, and social relations. Apart from their positive sides, they have negative implications exceeding tolerance limits that have brought the international world battered with various humanitarian and social problems. Therefore, the involvement of science in all fields and its technological products requires a reorientation that leads to world peace. Science and technology in various studies and new approaches need to mainstream the interests of humanity above all other interests. Understanding science as a liberator from oppression should be considered as a reorientation momentum to uphold the foundations of humanities due to a peaceful society.

Faculty of Adab and Cultural Sciences UIN SunanKalijaga Yogyakarta as one of the Islamic religious-based educational and science institutions has a scientific and institutional responsibility to take part in those issues. Therefore, the 4th Adab-International Conference on Information and Cultural Sciences (A-ICONICS) takes the main theme: Building Global Peace through Cultural Studies. This theme is broken down into four field themes, namely: first, Arabic Language and Literature for Global Peace; second, Addressing Global Peace through Language, Literature, and Culture; third, Islamic Civilization for Global Peace; and fourth, Building Peaceful Society through Library and Information Science. To maximize the role of sciences through the four themes above, the committee invited various experts, academics, and practitioners from three continents, namely America, Europe, and Asia. Their expertise is diverse in the fields of cultural sciences, humanities, and civility, so that scientific reorientation towards achieving world peace through synergy and accumulation of perspectives can become a reality.

On behalf of the faculty and committee, I hope that this conference will become one of the strategic activities that can bridge science and society, which results in responding to the needs of a world that is experiencing disruption and division, especially in the political and social fields. This hope certainly has the potential that is not to be easily realized as well as vice versa. However, due to the optimism and commitment of the committee as well as maximum participation from all parties, this conference can run well. Therefore, I would like to express my deepest gratitude to the dean, keynote speaker, invited speakers, presenters, participants, and all parties, who have actively participated in the entire series of events, so that this conference can run as planned. Thank you.

Yogyakarta, October 11th, 2022

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A Pandemic Discourse Analysis: Trump's Attitude on Covid 19

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Racial discrimination and political power abuse have become serious problems which is can be examined and observed linguistically since the language has a strong relationship with the power, and the use of language within the power can be used to abuse and discriminate in any discourse such as political discourse. This study is associated with the critical discourse analysis to understand the usage of language in political discourse and social discourse using text analysis of systemic functional linguistics: appraisal system. The concern of this study is to seek the construction of the utterance in political power abuse and racial discrimination which become the development of relevant previous studies, from the text analysis of news item of the one biggest media in the United States CNBC, released on March 17, 2020, in the racial issue discrimination over political powers of the former American president Donald J Trump entitled Trump tweets about coronavirus using the term 'Chinese Virus'. The study focuses on the attitude of appraisal to observe the variation of the feelings either of Donald J Trump itself or the opposition (people who disagree with the statement) and the journalist used in the text to understand the construction of racial discrimination and political powers abuse by Donald J Trump, the method used to develop this research is descriptive qualitative. Two pieces of evidence are implemented in this study to support the validity. They are theoretical-based studies and data source evidence, those evidence are synchronized to understand how the media construct the image of Donald J Trump in racial discrimination and political power abuse.

Adab International Conference on Information and Cultural Sciences

Keywords: Racial discrimination; political power abuse; appraisal; critical discourse analysis.

1. INTRODUCTION

Racial discrimination and political power abuse are kinds of violations in the social construction and they can be referred to as social inequalities, June Jordan (1992) mentioned that power relations of racism, class exploitation, sexism, and heterosexism were socially constructed outcomes of human agency and, as such, were amenable to change, continuing the theory those were mentioned are kind of social justice projects that required a messy politics of taking the risks. the theory gave us an understanding that racism/racial discrimination and political power abuse are both the essence of social inequality that caused a mess in the society. the current issue of racial discrimination and political power abuse can be constructed using the language that is used by the people who have domination in the relevant area such as politicians. since the language can be used as a power that expressed experiences or events from the users it means that language is defined as subjective matters to construct the reality to create a discourse such as racial discrimination within political power abuse, La Ode Harjudin (2001) mentioned that the sovereign can influence the rules of the discourse ideologically in particular patterns. from that theory, we can understand that the discourse and the construction of reality within the language open the possibility of individuals or groups that have domination can transfix another group. in other words, this

paper is aimed to seek the racial discrimination and political power abuse of Donald J Trump in his statement about the Chinese Virus constructed in the headline released by CNBC news. to observe this and get the goals of the discourse inside the news and the statement this paper elaborates both the relevant studies which are appraisal to analyze the text and develop the text analysis into relevant theories of critical discourse analysis to show how the media construct its actor on racial discrimination and political power abuse.

2. ANALYSIS AND DISCUSSION

A. Textual Analysis

In this analysis, the writer focus on how the production of racism by elites as the chosen framework from Teun A. Van Dijk that focuses on the theory of the denial of racism. the framework itself is to examine the production of racism of elites in communication, the writer has chosen this framework because the framework has a complex discussion on racism used by elites in communication within the multidisciplinary approach that will support the framework in analyzing the discourse in the research object. the reason that the multidisciplinary approach can support the research to find the discourse is that the multidisciplinary approach examines the discourse at the level of discourse and communication in the reproduction of racism at the common social interaction, based on the theory the multidisciplinary approach also can be used to analyze discourse and social cognitions of individual group members (Van Dijk 1992).

The multidisciplinary approach in this analysis helps the writer to understand the process of the racial and social inequalities production at the micro or macro level of communication, the process begins with the implementation of the structural process of the power domination and social construction portrayed in the social life in any level.

In this research, the writer focuses on how the media gives the commentary of the actor which is the elites that have the political power, the aim of the research is to give a clear understanding of the fallacy created by the actor about the social and racial inequalities. the analysis taken from the online media is CNBC which released news from a phenomenal statement of the former president of the United States Donald J. Trump about the covid-19 pandemic and its racism among Asia-Americans by calling the virus as Chinese Virus. The textual analysis which elaborates the appraisal of systemic functional grammar with the denial of racism framework from the news and headlines posted by the related media, the writer wants to explore the racial inequalities and its commentary on the reaction from the reality that has been built by the media in the news. the textual analysis and its elaboration can be apprehensively examined in the data analysis below.

The Construction of Donald Trump's Racial Discrimination And Political Power Abuse In The Headline Of "Trump tweets about coronavirus using term 'Chinese Virus'" In CNBC News

"Trump tweets about coronavirus using term 'Chinese Virus'"

Table 2.1

Appraisal	Source
Appreciation; negative valuation	Trump tweets about coronavirus using term 'Chinese Virus'

The 'Chinese virus' connotation is addressed to the disease caused by Chinese ethnicity or familiar into the Asians race

"The CDC has warned against naming diseases after locations, saying it stigmatizes residents"

Table 2.2

Appraisal	Source
Judgement; tenacity negative	saying it stigmatizes residents

The word stigmatize is inscribed in the term accomplished of naming diseases within the particular group (residents)

March 17, 2020, 9:14 AM WIB / Updated March 17, 2020, 4:56 PM WIB

By Kimmy Yam

"President Donald Trump drew backlash Monday night after posting a tweet using the phrase "Chinese Virus."

*After giving an address Monday afternoon in which he said the country may be headed toward recession and urged social distancing, he later tweeted his **confidence** in and support for various sectors while including the **offensive** remark."*

Table 2.3

Appraisal	Source
Affect; security	he later tweeted his confidence
Affect; dissatisfaction	support for various sectors while including the offensive remark.

The word **confidence** is the expression of a feeling of the utterance confidently doing its action, the **offensive** addressed into remark that utterance made which is Trump and as the expression of the audience of dislike

*"The United States will be **powerfully** supporting those industries, like Airlines and others, that are particularly affected by the **Chinese Virus**. We will be **stronger** than ever before!" he wrote*

Table 2.4.

Appraisal	Source
Affect; Security	The United States will be powerfully supporting those industries
Appreciation; Negative valuation	like Airlines and others, that are particularly affected by the Chinese Virus
Affect; Security	We will be stronger than ever before

The word **powerfully** and **stronger**, are the utterances of strong belief about the ability of the subject, and the Chinese virus is a negative valuation because it is blaming the group of ethnic/race caused its diseases

*"Many officials, including the head of the Centers for Disease Control and Prevention, have criticized the phrase as **inaccurate** and potentially **harmful** in promoting racist associations between the virus and those from China".*

Table 2.5

Appraisal	Source
Appreciation; negative composition	Many officials, including the head of the Centers for Disease Control and Prevention, have criticized the phrase as inaccurate

Appraisal	Source
Appreciation; valuation negative	harmful in promoting racist associations between the virus and those from China.

Inaccurate is the negative component of the phrase that was written by Trump and it's come from the view of the audience. While the **harmful** is the negative valuation because the statement has negative impacts on its target.

*“The comments prompted **massive** backlash from many social media users, including New York Mayor Bill de Blasio, who said the tweet was misplacing blame and could put more Asian Americans in **danger**.”*

Table 2.6

Appraisal	Source
Appreciation; Composition positive	The comments prompted massive backlash
Affect; disinclination	misplacing blame and could put more Asian Americans in danger

The words **prompted massive backlash** composed as positive connotations because of the carriers are opposed the trump's statement, and the **danger** presented as a state of fear from the effect of Trump's statement



Table 2.7

Appraisal	Source
Affect; unhappiness	Our Asian American communities-people you serve are already suffering
Affect; dissatisfaction	They don't need your fueling more bigotry

The word **suffering** is the feeling of uncomfortably expressed by Asians American because the trump's statement and the **more bigotry** phrase is an expression of the utterance about disrespect addressed to the Trump's



Table 2.8

Appraisal	Source
Affect; dissatisfaction	I hate bringing more attention to the fact that he said Chinese virus
Appreciation; reaction negative	Asian brothers and sisters who are experiencing attacks against them
Judgment; tenacity negative	because people are assuming they have the virus because they are Chinese

The **hate** is the expression of dislike from the utterance of the Trump's tweet, then the word **experiencing attacks** is the negative reaction because of Trump's tweet to the target, and people's assumption is the inscribed as the negative connotation to Trump's tweet.



Table 2.9

Appraisal	Source
Affect; insecurity	Say hello to 25 years of Asian American kids taking hell for no sin of their own
Judgment; tenacity negative	He knows exactly what he's doing
Appreciation; valuation negative	This guy is a nightmare, A pig

Asian Americans experienced threats caused by Trump's tweet and it's represented as Affect; insecurity, then the judgment of the utterance to the Trump's tweet inscribed of negative habit, then the status is given as a nightmare as the expression of inappropriate feeling indicate as negative valuation

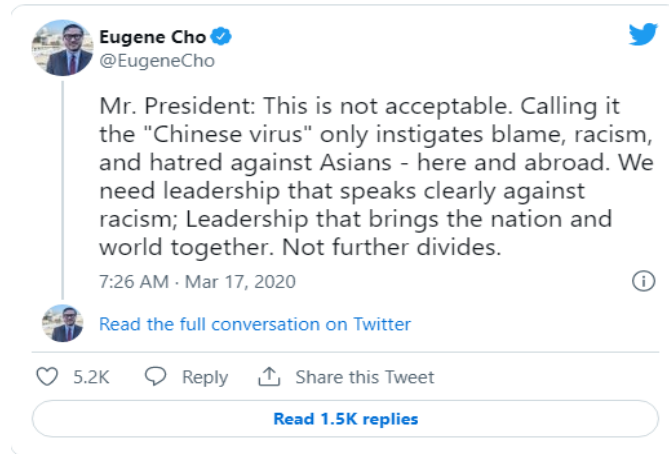


Table 2.10

Appraisal	Source
Appreciation; negative composition	This is not acceptable
Judgment; Normality negative	Calling it Chinese virus only instigates blame, racism, and hatred against Asians

Not acceptable is the composition of the phrase and the judgment addressed into what the effect of the Trump's tweet to Chinese people

*Chinese officials **condemned Trump's comments**, saying his tweet **smeared** China.*

"The U.S. should first take care of its own matters," said Geng Shuang, a spokesman for China's Foreign Ministry.

Table 2.11

Appraisal	Source
Affect; dissatisfaction	Chinese officials condemned Trump's comments
Appreciation; composition negative	saying his tweet smeared China

The connotation of dissatisfaction about the statement addressed into a particular group of ethnic, and the appreciation indicates the actor violates the values of the ethnic group and nation.

B. Data Analysis

The first framework that is applied in the data analysis is using appraisal theory from systemic functional grammar, the use of the appraisal tends to look at the appearance of the language used in evaluation from the construction of personal in textual form and also to control the interpersonal position and relations. Thus the result of the data analysis will be used to explore how the utterances pass judgments in general within the attitudinal process as a part of the framework.

the concern of the attitudinal is the utterances which can be defined that some person, thing, situation, action, and state can be indicated as an affair that useful to view their utterances positivity or negativity. there is various classifications of attitudinal that can be conveyed or invoked, some of which make to accelerate the analysis.

Attitudinal itself is concerned with how the social construct their praise and blame, with aims by the utterances that indicate either positive or negative assessments of people's actions but not limited at it and it can expand into a non-human object such as places, things, phenomena, and states of affairs. in the attitudinal, there are three kinds of the attitude of

appraisal which is affected, judgment, and appreciation. As explained comprehensively before, it is useful to classify the attitudinal meanings into three categories, the following categories are affected, judgment, and appreciation. affect is dealing with the emotion, an evaluation of meaning by the utterances that are defined on how they are emotionally addressed to the person, things, and phenomena. the second is judgment, judgment is dealing with ethics, it is the normative valuation of human behavior typically identified as a reference to the social rules or conventions of behavior. And the last is appreciation, which is a kind of attitudinal that deals with the aesthetic, addressed in the form of appearance, composition, impact, significance and etc., of human appearance as natural objects and as well as an individual but not addressed in human behavior, by reference to aesthetically of social system and value.

Appraisal	Category	n
Affect	Security	3
	insecurity	1
	Dissatisfaction	4
	Disinclination	1
	Unhappiness	1
Total		10

In the affect we focus on the emotions, either positive or negative emotional responses and dispositions. Affect also can be examined through verbs that indicate emotion (mental process), adverbs that deal with circumstances or manner, adjectives that indicate emotion, and nominalisation of how the verbs and adjectives turn into nouns. in the effect itself, there are many classifications, the classification of affect are responsible of emotional appearance, from the data we can have discussions that the affect in the data analysis framed as non-authorial affect which is the author show to the audience about the actor and other response, the affect in the data analysis indicate the rhetorical function of affect itself as an attitudinal position towards the actor that show in the text within the trigger of negative emotion.

Appraisal	Category	n
Judgement	Normality; negative	1
	Tenacity; negative	3
Total		4

The negative connotation of the judgment is refer to the attitudinal evaluation that concern to the human behaviour either negatively or positively posses by the reference of some social norms. Judgment can be explained from common parlance and given a more specific or general meaning. in other hand, Judgement itself is a term which didn't have particular precise meaning in everyday, so as a technical of linguistic term the specification of judgement itself is to clarify the convenience and clarity.

The term of judgement, is concerned with language which criticizing or praises, which condemns or applauds of the justification regards with the norms of the personal behaviour or group. although the most common examples of judgement involve assessments by the reference to the systems of justification regards with legal/illegal, moral/immoral,

polite/impolite, there is another assessment in the judgment that indicate as the rule of the behaviour, more or less in explicit way codified in the social construction. In other ways we can say that judgment itself involve evaluations from the norms that constructed in the society which person judged will be lowered or praised in the esteem of their community, but which do not have the same social identity or mores as the first set.

from the data above we can analyze how does the media construct the reality that create judgement to the actor which is indicate use power to abuse the minority in the denial of the racism. from the utterances of the highlight news (see table 2.1-2.11). the judgment analysis from the text analysis that simplify into data is a judgement that given by the media and the public of the negative behaviour of elite politic that use the power to abuse social construction and group of minority, or we can say the judgement that given to the actor that highlighted in the news is coming from the media itself and the readers of immoral behaviour.

Appraisal	Category	n
Appreciation	composition; negative	4
	Valuation;	3
	Reaction	1
Total		8

The third explanation from the data is about appreciation, the values of appreciation are tools which included in the phenomenon under evaluation rather than human subject doing evaluation. the evaluation of the contextual meaning of the utterances involved in the text and its reaction of the audience about how the people are in disgrace.

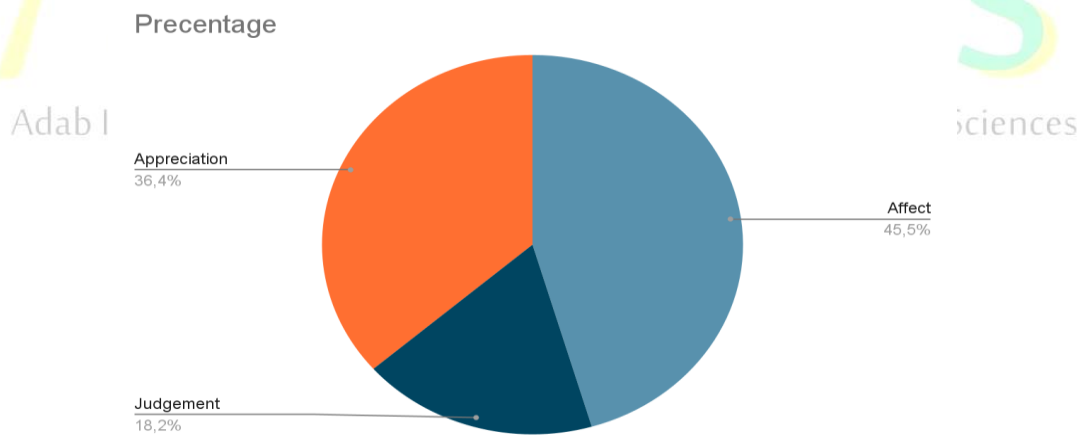


Chart 1. Compositions of Attitudes in the Twits

From the diagram of the result from the data analysis and text analysis, we can get that the most dominant appraisal attitudinal in the text is affect following by appreciation and judgement. We can say that mostly the text highlighted about the emotions of the audience responses to the actor's statement and its construction in the news, and the dominant of category is negative category of attitudinal it means that the phenomenon have negative reaction from the audiences because of the statement that indicate ethnic minority inequalities.

C. Van Dijk Framework on Racism Denial

From the data analysis and text analysis about we understand that the actor which is Donald J. Trump have negative valuation from the audience and the news itself, it's indicate that Trump have violate the social construction in the society within the power as elite politic, Indeed if we comprehensively explore in the Van Dijk 1992, we can understand that in the reconstruction and segregation era of US, generally we can see the relationship between racism and political power are relate with the ethnocentrism which advocate and legitimate by the elites in the leading institution of society as more less we can find the denial, we also allowed racist act in a discourse. the racism itself can be defined as a system of racial or ethnic dominance, it is kind of reproduction of the racial inequalities.

However, as we know that the in politic there are some bias. For that reason, the research is to seek how the news construct the actor and the commentary of the audiences, which is from the data analysis the construction of the actor and the commentary are mostly negative. in other hands newspaper highlighting the explicit contents of discrimination that stated by the actor. continuing the work in the theory also mentioned about racism and the press which is highlighted the journalist reaction and media to its phenomenon, to construct how does the actor do, in the work the case of the study show that the result of analysis is negative representation of the phenomena and its reaction. the reaction can be inspired by a summary of mostly emotional from the audience that seek the inequalities of the minority ethnic group.

3. CONCLUSION

From the work above we can conclude that language have its relation with the political power, the elites often use the language as a weapon to its opposition or particular group such as ethnic group. The use of language as a power whether or not it can be used as political power abuse or not can be analyze using the linguistic analysis projection, specifically the work of this research use the systemic functional linguistic to analyze how the actor that highlighted in the work construct the word and use as power, and how the media and audiences construct the phenomena from the actor's statement through the commentary and reaction that create appraisal system of attitudinal which defined as the reaction either positively or negatively of the phenomena, after the language has been analyzed then the analysis elaborate with the theory of discourse and society which focuses on social, politic and racism, and the result of the analysis show that there some discourse in the statement highlighted by media and how the media construct the reality from the discourse.

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