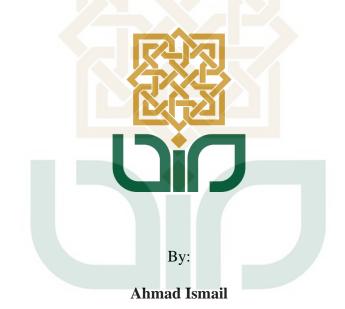**UNVEILING THE IDEOLOGICAL POSITION BETWEEN JP AND ABC**

NEWS ARTCILES IN REPRESENTING ANIES BASWEDAN

A GRADUATING PAPER

Submitted in a Partial Fulfillment of the Requirements for Gaining

the Bachelor Degree in English Department

By:

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ENGLISH DEPARTMENT

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YOGYAKARTA

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UNVEILING THE IDEOLOGICAL POSITION BETWEEN JP AND ABC

NEWS ARTICLES IN REPRESENTING ANIES BASWEDAN

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UNVEILING THE IDEOLOGICAL POSITION BETWEEN JP AND ABC NEWS ARTCILES IN REPRESENTING ANIES BASWEDAN

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ABSTRACT

Anies Baswedan has emerged as a prominent figure in online news media due to his bid for the presidency of Indonesia in 2024. This research investigates the portrayal of Anies Baswedan in two news articles from two influential media organizations, namely Jakarta Post (JP) and Australian Broadcasting Corporation (ABC). By applying the Critical Discourse Analysis (CDA) combined with Systemic Functional Linguistics (SFL) theory and Martin's ideological position theory, the study aims to analyze the representations of Anies Baswedan and the underlying ideological positions of both news articles. The study employed a qualitative descriptive method, as the data analyzed was in the form of written text. The findings of the study reveal that both news articles represent Anies Baswedan differently. The news article from The Jakarta Post portrays Anies in a negative light by presenting him as a figure involved in identity politics issues during the past. In contrast, the ABC news article portrays Anies more positively, emphasizing him as a promising presidential candidate committed to the future of Indonesia. Thus, the ideology of the Jakarta Post's news article is on the right antagonist, which has the power to lose by raising doubts about Anies Baswedan's leadership potential. On the other hand, the ABC's news article takes a left protagonist position which aims to gain power by supporting Anies' presidential candidacy. As a result, this study provides valuable insights that encourage critical analysis of the language used by news media which potentially create ideological biases.

Keywords: Critical Discourse Analysis, Systemic Functional Linguistic, Ideological Position, News Media Representation, Anies Baswedan

MENGUNGKAP POSISI IDEOLOGIS ANTARA ARTIKEL BERITA DARI JAKARTA POST DAN AUSTRALIAN BOARDCASTING CORPORATION DALAM MEREPRESENTASIKAN ANIES BASWEDAN

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Nama politisi Anies Baswedan muncul sebagai tokoh yang tengah dibicarakan di media berita *online* setelah pencalonannya sebagai kandidat presiden Indonesia pada tahun 2024. Penelitian ini menyelidiki penggambaran Anies Baswedan pada dua artikel berita yang bersumber dari dua organisasi media berpengaruh, yaitu The Jakarta Post (JP) dan Australian Broadcasting Corporation (ABC). Dengan menerapkan teori Analisis Wacana Kritis (AWK) yang digabungkan dengan teori Linguistik Fungsional Sistemik (LFS) dan teori posisi ideologi Martin, penelitian ini bertujuan untuk menganalisis representasi Anies Baswedan dan posisi ideologis dua artikel berita tersebut. Penelitian ini menggunakan metode deskriptif kualitatif karena data yang dianalisis berbentuk teks tertulis. Temuan penelitian menunjukkan bahwa kedua artikel berita tersebut merepresentasikan Anies Baswedan secara berbeda. Artikel berita dari The Jakarta Post menggambarkan Anies secara negatif dengan menyajikannya sebagai figur yang terlibat dalam isu politik identitas di masa lalu. Sebaliknya, artikel berita ABC menggambarkan Anies dengan cara yang lebih positif, menekankan bahwa dia adalah calon presiden yang menjanjikan dan berkomitmen terhadap masa depan Indonesia. Dengan demikian, posisi ideologi artikel berita dari JP adalah di sayap kanan dan bersifat antagonis, yang mungkin akan kehilangan kekuasaan dengan menimbulkan keraguan terhadap potensi kepemimpinan Anies Baswedan. Di sisi lain, ideologi artikel berita dari ABC mengambil posisi di sayap kiri dan bersifat protagonis yang bertujuan memperoleh kekuasaan dengan mendukung pencalonan Anies sebagai presiden. Hasilnya, penelitian ini memberikan wawasan berharga yang mendorong analisis kritis terhadap bahasa yang digunakan oleh artikel berita yang berpotensi menciptakan bias ideologi.

Kata kunci: Analisis Wacana Kritis, Linguistik Fungsional Sistemik, Ideologi, Representasi Berita Media, Anies Baswedan

MOTTO

And establish regular prayers at the two ends of the day and at the approaches of the

night: **For those deeds, that are good erase those that are evil:** Be that the word of

remembrance to those who remember (their Lord).

(Qur'an, Hud: 114)

Have taqwa (fear) of Allah wherever you may be and **follow up a bad deed with a**

good deed which will wipe it out, and behave well towards the people.

(Hadith, Tirmidhi: 1987)

DEDICATION

I dedicate this graduating paper to both my parents:

my beloved mom whom I am proud to call *simbok* (Javanese language), Fatimah

whose prayer will never fade away for his son, and my dad, Ngabdan, for his silence

and patience teach his son to be a man.

I hope this paper will make you both proud of your son.

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Ultimately, this graduating paper reflects my interest in the realm of linguistics study. Despite many other intriguing studies, linguistics ends up being my concern. However, since perfection is only possessed by God's own sake, this writing is filled with imperfections. As the writer, I am willing to be criticized by the readers from any aspect in terms of my thesis writing. Your critiques will be valuable and significant contributions to the improvement of my academic writing. To end this acknowledgment, I would like to thank everyone who has been involved in the process of my study. I wish you all the best of luck.

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LIST OF ABBREVIATIONS

SFL   : Systemic Functional Linguistics

CDA   : Critical Discourse Analysis

JP   : Jakarta Post

ABC   : Australian Broadcasting Corporation

Pr   : Process

S   : Subject

P   : Predicator

F   : Finite

C   : Complement

Adj   : Adjunct

Circ.   : Circumstance

N   : Number

CHAPTER I

INTRODUCTION

1.1 Background of Study

According to a linguistic point of view, the definition of language is an arbitrary sound symbol system used by a group of people that functions as a communication tool and self-identification (Kentjono, 1982, p. 2). Language is initially rooted in the form of oral speeches spoken by people on a daily basis. Yet the language applied by specific communities may differ from one another because of cultural and regional differences. Thus, language is a unique human characteristic through which people utilize it to communicate with each other or to identify themselves as human beings.

Language formation is not formed randomly since it is defined as a system. There are sets of rules and patterns that construct language systematically. Several components are required to structure the language, such as phonology, morphology, semantics, and syntax, where those components are interrelated and coexist in the language (Chaer, 2014, p. 1).

The study of language has been more comprehensive than verbal or oral forms. Prior linguistic researchers have also been analyzing language in various written texts such as news articles, news reports, student writings, and other writing forms. Both written and spoken are produced by humans, yet different actors: writer and speaker. Thus, the language structure formed in written and oral texts would be different regarding grammatical complexities and word choices.

1

This paper proposes further analyzing language usage in the form of written text of news media articles. The rise of news media in the digital age has changed how people access and consume information globally. With the emergence of online news platforms, individuals can now easily access up-to-date information on various societal issues worldwide (Fitriani et al., 2021). However, this rapid technological development has also led to information overload on the internet, which sometimes needs to be clarified for readers to discern reliable and accurate information. Moreover, online news media often present themselves as neutral and objective resources. Thus, it is significant to analyze the language in news articles critically to avoid the risk of misunderstandings and misinterpretations of the text(He & Zhou, 2015).

The present study aims to conduct a Critical Discourse Analysis of the portrayal of Anies Baswedan's figure in news media articles. The figure of Anies Baswedan has become a prominent figure in online news media since his bid for the presidency in 2024. He was the first presidential candidate appointed and declared by the NasDem political party before the declaration of other presidential candidates from different political parties. As an individual with an Indonesian background and Hadrami ancestry, Anies is notable as the grandson of AR Baswedan. He is widely acknowledged as a Muslim intellectual who obtained his Ph.D. from the Northern Illinois University (NIU) in the United States (Burhani, 2020). After his academic journey, he entered politics and has served as the Governor of Jakarta since 2017.

Despite his candidacy as the Indonesian president for 2024, Anies Baswedan had experienced some issues regarding identity politics in the past during the Jakarta

gubernatorial election in 2017. Ultimately, He won the election after defeating Ahok as his rival. However, the issue of identity politics was directed to Anies Baswedan due to his involvement in 212 rallies and the backing of Islamist parties. At that time, his identity politics issue was widely spread nationwide and reported by many news media worldwide.

In this study, the researcher intends to discover Anis Baswedan's figure portrayed in two selected news articles from two prominent media organizations: The Jakarta Post and the Australian Broadcasting Corporation. The two chosen articles analyzed are editorial news types in which the contents provide analytical information regarding Anies Baswedan. In addition, despite many news media outlets worldwide, the selection of these news media is to compare the ideology of two news articles from different countries, Indonesia and Australia. The Jakarta Post (JP) and Australian Broadcasting Corporation (ABC) are well-established media institutions in their respective countries.

The Jakarta Post (JP) is an English-language daily newspaper in Indonesia, founded in 1983. It is headquartered in Jakarta and owned by PT Niskala Media Tenggara. Initially, the newspaper targeted foreigners and educated Indonesians, and now the newspaper has gained an increasing readership among middle-class Indonesians. JP promotes democratic values and supports local and international journalists (Post, 2011).

On the other hand, ABC is Australia's national broadcaster that has operated since 1932. ABC is funded and administered by the Australian Government. It offers various

services, including radio, television, online, and mobile platforms. It addresses audiences across metropolitan and regional Australia (Dempster, 2014). JP and ABC make outstanding contributions by providing news regarding significant societal issues. Thus, those media play pivotal roles in informing and engaging their audiences.

As a result, the researcher is interested in analyzing the linguistic features employed by JP and the ABC news articles regarding the Anies Baswedan figure. Due to his past controversies about identity politics and his presidential candidacy for 2024, it is crucial to delve into Anies Baswedan's coverage in the news media articles. Furthermore, examining the news media's underlying ideologies is essential to shed light on any potential biases in their reports.

1.2 Research Questions

Based on the provided background above, the present study addresses two research questions regarding the language usage of news media in portraying Anies Baswedan's figure. The researcher will answer the following questions:

1. How do JP and ABC news articles portray Anies Baswedan figures in their reporting?

2. What are the underlying ideological positions of both JP and ABC news articles in their portrayal of Anies Baswedan?

1.3 Objectives of Study

To address the previous research questions, the present study aims to reveal the representations of Anies Baswedan in both JP and ABC news articles. Additionally, the study attempts to discover the underlying ideological position of both JP and ABC

news articles in portraying Anies Baswedan's figure. Therefore, the study aims to provide clear and objective answers to the research questions.

1.4 Scope of Study

The scope of the study mainly focuses on the language analysis of news media articles regarding political figures. The analysis will examine the Critical Discourse Analysis (CDA) approach applying Systemic Functional Linguistic (SFL) theory as a linguistic tool to dissect the language feature in the news articles. By combining CDA and SFL analysis, the study will critically analyze and interpret the representation of public figures in news media articles. Additionally, to uncover any potential biases in the news media coverage, the study will examine the underlying ideology of news media by applying the ideological position theory manifested by Martin (1992).

1.5 Significances of Study

The findings of this study are expected to contribute to the existing literature on linguistics studies, particularly on Critical Discourse Analysis, Systemic Functional Linguistics, and news media articles ideology in representing political figures. Furthermore, the present study's findings and discussion can hopefully inform public discourse and enhance media literacy. Additionally, this study will encourage people to become more critical when reading news articles since there is no potential for ideological biases.

1.6 Literature Review

Previous studies have applied CDA combined with SFL theory on a wide range of significant issues, including the portraying of 212 rallies in the Jakarta Post articles

(Fitriani et al., 2021), the Palestinian-Israeli conflict (Suwarno & Sahayu, 2020), violence against women (Mardikantoro et al., 2022), and the portrayal of Islam and Muslims in the Australian press (Ghauri & Umber, 2023). Furthermore, CDA has been employed to analyze the representation of individuals in news articles, such as the depiction of Joko Widodo in JP (Kurniawan & Utami, 2017) and the image of the French President in France's English online news (Anggraeni et al., 2021). These studies demonstrate the effectiveness of CDA in uncovering the underlying ideologies and discursive strategies employed by news media in various socio-political contexts.

Numerous prominent linguists have offered distinct perspectives on the Critical Discourse Analysis (CDA) theory (Samaie & Malmir, 2017). Previous research has news media employing Fairclough's CDA theory, which encompasses three analytical dimensions: texts analysis, discourse practice analysis, and sociocultural practice analysis (Hapsoh & Puspa, 2022; Mardikantoro et al., 2022; Rizwan et al., 2022). Conversely, other studies have adopted Van Dijk's CDA theory, which involves analyzing ideology across three interconnected layers: cognition, society, and discourse (Törnberg & Törnberg, 2016; Ge & Wang, 2018; Fitriani et al., 2021). These diverse approaches within CDA have enriched the understanding of how language and discourse shape and reflect ideologies in various contexts, including news media.

Halliday's Systemic Functional Linguistics (SFL) was also applied in this study to examine the representation of Anies Baswedan in news articles. SFL theory mainly aims "to understand the quality of texts: why a text means what it does, and why it is valued as it is" (Halliday, 1985). It examines language usage in different contexts and

analyzes language structure as a semiotic system (Eggins, 2004). Previous studies have applied SFL theory to analyze the language used in news articles, addressing various issues in online media. These studies have primarily utilized transitivity analysis (ideational function) to explore the representation of the text (Abdulameer et al., 2019; Suwarno & Sahayu, 2020; Osisanwo & Iyoha, 2020).

The first similar study of Critical Discourse Analysis combined with SFL theory was conducted by Fitriani et al. (2021). The study entitled "Representation of 212 rallies in the Jakarta Post articles: A hybridity of CDA and SFL Analysis" was published in the "Studies in English Language and Education" (SIELE) journal in 2021. By applying Halliday's SFL theory and the CDA approach by Vandijk, the study investigated the news articles in The Jakarta Post regarding the Islamic movement in Indonesia, which had 212 rallies in 2016. Through transitivity and metaphor analysis, the study revealed that the Jakarta Post articles took the opposite position against the 212 rallies (Fitriani et al., 2021).

Another study applying SFL and CDA was conducted by Suwarno and Sahayu (2020). The research entitled "Palestine and Israel Representation in the National and International News Media: A Critical Discourse Study" was published in the Humaniora Journal hosted by UGM in 2020. The paper applied the Transitivity analysis as part of SFL theory to examine news articles about the Palestine and Israel crisis from The Jakarta Post and The New York Times news media. The findings revealed that the analyzed articles used the verbal process more frequently than other methods.

A similar transitivity analysis was also applied by Darani (2014), who investigated the short story "Animal Farm." The paper "Persuasive style and its realization through transitivity analysis: A SFL perspective" was presented at the 14th International Language, Literature and Stylistics Symposium and published on ELSEVIER in the Journal of Procedia-Social and Behavioral Sciences. The study discovered that the material process was the most employed rather than any other process. Therefore, the varying percentages of the process type found in the previous studies demonstrate how the choice of text analyzed influences the kinds of processes used in the texts.

Furthermore, the previous research paper on Anies Baswedan's figure was conducted by Ubaid and Subandi (2017). The paper titled "Political Polarization based on Religious Identities: Empirical Evidence from the 2017 Jakarta Gubernatorial Election" was published in November 2017 in the Journal of Government and Politics. The study analyzed the Jakarta Gubernatorial election involving Anies Baswedan as the candidate who finally won. However, the Jakarta Gubernatorial election has caused political polarization, resulting in a division among the religions, which has significant implications for Indonesian politics.

Drawing from the existing literature on Critical Discourse Analysis and Systemic Functional Linguistics, this study addresses a notable gap in the previous research by analyzing the representation of Anies Baswedan's figure in JP and ABC news articles. The present study employs a Critical Discourse Analysis (CDA) theory combined with a Systemic Functional Linguistic (SFL) approach to uncover the representation of

Anies Baswedan and the underlying ideology of the news media articles. Furthermore, the study intends to examine Martin's ideological position theory (1992) to uncover the ideological positions of both news media. By addressing this gap, the present study aims to contribute to the field of linguistic research, particularly on the representation of political figures in news articles and the ideological biases of news media.

1.7 Theoretical Approach

Since the present study analyzes the news media articles critically, the researcher employs the Critical Discourse Analysis (CDA) based on Fairclough's (2013) approach, which encompasses three dimensions: text-discourse, discursive practice, and social practice dimensions. Thus, to analyze the textual discourse and the language feature used in the news articles, the researcher proposes Halliday's Systemic Functional Linguistics (SFL) theory (1985), focusing on interpersonal, ideational, and textual functions. The study also incorporates register analysis to explore the situational context and genre analysis to consider the broader cultural context. Furthermore, Martin's (1992) ideological position is examined to reveal the ideological position of the news articles. This approach looks at the protagonist/antagonist and left/right axes, providing a comprehensive understanding of the ideological position of the news media articles.

1.8 Methods

1.8.1 Type of Research Data

The present study utilizes the qualitative descriptive method since the data analysis is in written text from news media articles (Harahap, 2020, p.78; Collis &

Hussey, 2021, p. 117). As Creswell has stated in the *Research Design: Qualitative, Quantitative, And Mixed Methods* book, the qualitative approach relies on text and image data with its unique data analysis and draws distinct designs (Creswell & Creswell, 2018, p. 228). A descriptive method means the data will be explored through the interpretative approach (Heigham & Croker, 2009, p: 4).

This method was commonly employed in prior similar studies, which aimed to dissect the language usage and the meaning of news article texts (Kurniawan & Utami, 2017; Octavia et al., 2020; Hapsoh & Puspa, 2022). Hence, the appropriate method for analyzing the news articles in this study is a qualitative descriptive approach. By applying the qualitative descriptive method, the study aims to reveal the portrayal of Anies Baswedan and the underlying ideological positions of the particular news articles from two different media organizations.

1.8.2 Data Sources

The data sources of the qualitative study can be in various forms, such as audio recordings, visual images, and written texts (Heigham & Croker, 2009, p. 117; Creswell & Creswell, 2018, p. 228). In this study, the data sources were collected from two news articles regarding Anies Baswedan's coverage. This data source was a qualitative document type, as the researcher will collect the data from online news articles (Creswell & Creswell, 2018, p. 235-236).

The first data source is from the JP news article **"Support of Islamist, 'Identity Politics' Party Puts Anies in Quandary: Analysts,"** published on February 16, 2023 (Lai, 2023). The second data source is from the ABC news article "**Who Is Anies**

Baswedan, the Man Hoping to Be Indonesia's Next President?" published on March 9, 2023 (Handley, 2023). Both news articles were published in the same year, 2023, yet differed a month after Anies Baswedan was announced as the presidential candidate in 2024 by the NasDem political party.

The rationale for selecting these two specific news articles is to investigate the language usage of news articles to obtain a comprehensive understanding of Anies Baswedan's representation. JP and ABC are two international news media platforms based in different countries: Indonesia and Australia. Thus, these two news media articles offer distinct perspectives of Anies Baswedan's role and impact regarding his identity politics issues and his presidential candidacy for 2024.

1.8.3 Data Collection Technique

The data collection technique for qualitative descriptive research was conducted through several steps, such as setting the boundaries, collecting information, and structuring the analysis procedure (Creswell & Creswell, p. 235). In the present study, the researcher collected the data through several stages:

1. The researcher first set up boundaries for searching the specific data regarding current English news articles about Anies Baswedan and his identity politics issue on the internet.

2. The researcher then conducted reading, selecting two appropriate news articles from The Jakarta Post and Australian Broadcasting Corporation (ABC) to be further analyzed in this study.

3. Lastly, the researcher structured all the object data by retrieving the whole text of both news articles from the website into Microsoft Word Office.

1.8.4 Data Analysis Technique

The researcher followed several techniques for analyzing the qualitative data of news articles. As suggested by Miles and his colleagues, the analysis procedure of qualitative study may require three steps: (1) data condensation, (2) data display, and (3) conclusion drawing/verification (Miles et al., 2014, p. 31). In this study, the analysis process involves several techniques once all the data has been collected.

The data condensation process involved reading the whole data text of both news articles to gain a deeper understanding of the content of the text. The researcher then started analyzing all the data and coding the analysis result regarding the Systemic Functional Linguistics (SFL) theory. This analysis is the first dimension of textual analysis as part of Fairclough's CDA theory, which aims to dissect the language feature employed by both news articles.

After completing the data condensation process, the researcher came to the data display process before concluding. The process entailed designing the table or column based on the analysis result of the study. Several tables were formed regarding the variable of the SFL analysis. This process was the implication process of the data condensation.

The last procedure was drawing the conclusion, which involved interpreting and discussing the findings based on the data display table. This interpretation stage, as part of the qualitative research procedure, includes some technique analysis, such as

summarizing the findings, comparing the findings to the previous studies, discussing a subjective view of the findings, and stating limitations and future research (Creswell & Creswell, 2018, p. 246). In this study, the researcher provides an interpretation of the findings of SFL analysis. Additionally, the researcher critically discusses the underlying ideological positions manifested in both JP and ABC news articles. This critical approach helps to reveal any potential biases or perspectives shaping the portrayal of Anies Baswedan in both news articles.

1.9 Paper Organization

The paper is organized into four main chapters. Chapter 1 serves as the introduction, providing background information on the study, research questions, objectives, scope, significance, literature review, theoretical approach, and research methods. Chapter 2 focuses on the study's theoretical background, providing further explanation of Systemic Functional Linguistics (SFL), Critical Discourse Analysis (CDA), and Ideological Position theory. Moving on to Chapter 3, the researcher presents the findings and discussions of the study, which provides a critical interpretation of the analysis result of the study. Finally, chapter 4 concludes the study by offering suggestions for future researchers, stating research limitations, and summarizing the main findings and their implications.

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