CHAPTER I

INTRODUCTION

This chapter describes about the basic of the research that includes the reason why the researcher chooses the topic in background of the study, statement of the problems which are investigated, objectives of the study, expectation of some target readers in significance of the study, scope and limitation of the study and the definition of the key terms.

1.1. Background Of the Study

Nowadays, the globalization era really influences the development of technology. The human life inseparable from the role of technology. Technology plays an important role because it is facilitated the communication process and it seemed to has become a necessity in human life. One form of technology, such as internet, video and television. According to Strauss, El-Ansary, and Frost (2003) internet is a whole network of computers that are connected one and other. Some computers that are connected to the network which is stores some files that can be accessed and used, such as web pages, and other data also can be also used and accessed by different computers that connected one and other through the internet.

According to the experts, video is something that can be seen, primarily the live images (moving; motion), record, and show which are involves technology. Therefore, many people who understand the video in two terms, namely, as the record of live broadcast and as technology; that is technology of
processing electronic signals representing moving pictures. With the advancement of technology nowadays, of course people enable to upload, watch or download the videos that are circulating over the internet. We can access the video by offline through DVD media player or online such as youtube and other online media.

The next technology is television. It is an electrical device that catches the broadcast in the form of audio-visual and the program presented in broadcasting. Television is used to transmit moving images in monochrome (black-and-white), or in color, and in two or three dimensions and sound. Philo Taylor Farnsworth designed the concept of a television in 1927 in San Francisco by coding and decoding radio waves with pictures. In the 1940s, televisions could only be found in a few thousands homes across the United States, and today almost all homes have at least one television. Both video and television have the same function as the electronic mass media used to provide information, education, news, advertisement and entertainment to a broad audience.

Recently, a video about the speech of Jakarta governor, Basuki Tjahaja Purnama, or well known as Ahokis spread, the video is very controversial and being debated. Ahokis the governor of Jakarta who visited into the Seribu island on 27 September 2016, with the purpose of work reviews related to grouper cultivation program which is cooperation between provincial government of Jakarta and the society of Seribuisland. In his visit to the Seribuisland, Ahok delivered a general speech about governor program to give some assistances and supports to the people of Seribu Island. But, in the middle of
his speech on the work program he said the statement that offend the Muslim community. Ahok criticized conduct of blasphemy by many parties especially Muslims who is offended with his statement about Al-maidah verse 51.

Looking at this phenomena, the researcher considered that communication is very important thing to establish a close relationship between one person to another. Communication is a process of delivering information from the speaker (sender) to the listener (recipient information). In order to deliver the message, the speaker should use language that is well understood by the hearer. When the language used by the speaker can be easily understood by the listener, of course, the communication process is successful or communicative. We cannot be separated from the use of language as a communication tools in everyday life because they are related to each other.

Language is a symbol of the arbitrary sound used by a community to work together, interact, and identify themselves (MONE, 2001: 88). According to Chaer (2004: 11), the language is a symbol system, in the form of sound, somewhat arbitrary, productive, dynamic, diverse, and humane. While Armstrong and Ferguson (2010:5), language as a set of ‘meaning- making resources’ that are crucial to everyday communication and which enable speakers not only to convey information to each other but also maintain social relationship in the sense of both transaction and interaction. Therefore, it is clear that language is a functional since it is not only use to provide information; instead, it is used to perform multiple purposes.
Indiscourse analysis, language not only convey an idea or explain social phenomena naturally or through linguistic articulation, but also to produce meaning as a tool that is used for the certain purposes of the particular subject. Language have certain rules or the same pattern. There are three views on language in Discourse analysis, such as positivism view, construction view and critical view. But then, this study will only focus on the third view, or we called as Critical Discourse Analysis (CDA). Critical discourse analysis is emphasizes on text and context of the language and specific practices, including the practice of ideology.

Depend on Fairclough (1996: 287), critical discourse analysis is “a perspective which is concerned with showing up often opaque connections between language and other aspects of society and culture”. While Van Dijk (1997), Critical discourse analysis is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. In addition, van Dijk (1993) suggests examining the style, rhetoric or meaning of texts for strategies that aim at the concealment of social power relations and the exercise of power.

Study on Critical discourse analysis has been done by several researchers. Some researcher who interest to takes this term in the advertisements are (Vahid and Esmae’liq, 2012; Tahmasbi and Kalkhajeh, 2013; Iqbal, 2014; Prawitasari, 2014, hidayah 2016). Some other researchers have been made attempts to see the use of Critical discourse analysis in another media such as political speech are
(Bhatia, 2006; Bayram, 2010; Wang, 2010; Matic, 2012), TV shows (El Saj, 2012), newspapers (Mahfouz, 2013), online mass media (Safitri, 2015), song lyric (Nadya Nurfadhilah Delima, 2011) and articles (Wenden, 2005; Rambe, 2012).

The present study focuses on filling in the gaps by investigating the video of Basuki Thahaja Purnama (Ahok) which is uploaded on youtube on 6th October to know the construction of the discourse of the text. This study will take a Critical Discourse Analysis (CDA) perspective to analyse textual data from the video of the governor Basuki Tjahaja Purnama, where the utterances of speech in the video will be analyzed focus on Norman Fairclough’s (1995) model of critical discourse analysis, a three-dimensional framework for the analysis of text and discourse: 1) textual analysis 2) discursive analysis and 3) social and historical analysis.

The researcher chooses Basuki Tjahaja Purnama video as the object of this study rather than other video because this video is the interesting one for the researcher and the researcher is curious about what does Ahok really conduct religious blasphemy?. Indonesia recently shocked by the circulation of this video that contains speech of the governor of Jakarta, Basuki Tjahaja Purnama, during his visit to the Seribu island. The video created social tensions between communities of religious suspicion that the governor conduct a blasphemy. This video become the hottest issues in Indonesia and caused a strong reaction from the public especially muslims until the case brought to the law and influence the next phenomena. Moreover, as long as the researcher’s knowledge, there is no any study or research in State Islamic University of SunanAmpel Surabaya that uses
Critical Discourse Analysis as tool to analyze the political speech video. So, it can be the first one in the field of linguistics.

1.2. Statement Of the Problems

This study is conducted to answer the problem formulated in the following questions:

1.2.1 What are the textual features used in Basuki Tjahaja Purnama’s speech?
1.2.2 What are the discursive features present in Basuki Tjahaja Purnama’s speech?
1.2.3 What are the social features used in Basuki Tjahaja Purnama’s speech?

1.3. Objectives

Based on the problems above, the objectives of the study are aimed:

1.3.1 To get understanding on what are the textual features that is used in Basuki Tjahaja Purnama’s speech.
1.3.2 To get understanding on what are the discursive features present in Basuki Tjahaja Purnama’s speech.
1.3.3 To get understanding on what are the social features that used in Basuki Tjahaja Purnama’s speech.

1.4. Significances Of the Study

As the people who live in society, certainly we can not separated from the use of language to communication. Critical discourse analysis is a major discipline to investigate language variances in social context. Critical discourse
analysis gives a framework to study the relationship of society and discourse, text and context, power and language (Luke, 1995, 1996, 2002 and Fairclough, 2001). Through this research, the researcher hope that this study may provide information in linguistic field, generally to the readers and particularly to the students of SunanAmpel State Islamic University.

Hence, the result of this study is expected to contribute to the students of linguistic who want to investigate the relationship among language, ideology and power, and how the language influence the people used Critical discourse analysis.

1.5. Scope and Limitation

This study will focus on all utterances said by the governor of Jakarta, Basuki Tjahaja Purnama, in the video. The analysis is centered on the textual features, discursive features and social aspect present in Basuki Tjahaja Purnama’s speech in the video which uploaded on youtube on 6th October 2016. The researcher limits the term ‘Critical Discourse Analysis’ in Fairclough’s (1995) model of Critical Discourse Analysis – a three dimensional framework to analyze the text and discourse which is used in the video of Basuki Tjahaja Purnama’s speech in Seribu island uploaded on Youtube. And that speech can be analyzed on three perspectives, they are: textual, discursive and socio-historical.
1.6. **Definition of Key Term**

In order to avoid the misunderstanding and misinterpretation about the basic concepts in the study, the definition and key terms are stated below:

1. **Critical Discourse Analysis** is a type of discourse analytical research that primarily studies the way social power abuse, dominance, inequality, discrimination manifested by text in the social and political context. Fairclough (1989) critical discourse analysis (CDA) is a form of research that analyses the relationship between discourses, society, power and ideology.


3. **Youtube** is a video sharing service that allows users to watch videos posted by other users and upload videos of their own. The service was started as an independent website in 2005 and was acquired by Google in 2006. Videos that have been uploaded to youtube may appear on the youtube website and can also be posted on other websites, though the files are hosted on the youtube server.