

CHAPTER II

LITERATURE REVIEW

B.1 Theoretical Framework

The section on theoretical framework provides a theoretical explanation of the theory used. The related research review section includes research that supports this theory. The researcher will be explaining the theory applied to analyze the representation of Prabowo Subianto in NYT news article as the research data. The research will use the theory proposed by van Dijk (1988) CDA. According to him, research on discourse based on analysis of the text alone is not enough, because the text is only the result of a production practice that must also be observed. Here, researcher must also look at how a text is produced to understand why a text can be like that. Through his various works, van Dijk created an analytical framework discourse that can be utilized, and he sees multiple structures/levels, each part supporting each other. Furthermore, van Dijk sees a text consisting of several text structures or levels, each of which supports one another. He divided it into three levels of text structure: macrostructure, superstructure, and microstructure.

B.1.1 Representation

In the context of media and discourse studies, "representation" refers to the ways in which media and texts depict, frame, or portray events, individuals, or groups, often influencing public perception and opinion. Representation is not a neutral process; it involves choices about what is included or excluded, how it is

framed, and what meanings are ascribed to it. According to Hall (2017), representation is "the production of meaning through language." It involves using signs, symbols, and language to construct and communicate meaning. Hall argues that media representations are not mere reflections of reality; they are actively constructed and shaped by various ideologies and power structures. Through representation, certain aspects of reality are highlighted while others are obscured, influencing how people perceive and understand the world.

Furthermore, according to Van Dijk (1993), representation in media is not only about how certain individuals or events are described but also about how these descriptions reflect and reproduce social inequalities, ideologies, and power structures. In his framework, the analysis of media texts involves examining how discourse structures such as word choice, metaphors, and syntactic structures contribute to certain representations and the potential social consequences.

In the context of this study on the "Representation of Prabowo Subianto in The New York Times", the concept of representation pertains to how the newspaper constructs the public image, character, and qualities of the presidential candidates. This involves analyzing the language used in articles, the framing of the political figure's actions and policies, and the overall narrative presented by the newspaper.

B.1.2 Political News

News text is derived from mass media sources such as magazines, newspapers, and the internet. It delivers information or reports on current events

or happenings that are considered newsworthy and shared with the public (Grafström & Rehnberg, 2022). According to van Dijk (1988), Genuine news articles may feature opinions, despite the ideological belief of many journalists that news only gives the facts and not opinion. This is even more obvious in background articles, which are a specific type of news article.

Political news refers to media coverage that deals with political events, figures, and issues. It is a key domain where discourse plays a crucial role in shaping public opinion and influencing political outcomes. The language used in political news is often charged with ideological meanings, and the way political events and figures are represented can significantly impact how they are perceived by the public. van Dijk (1988) also state “political news refers to news discourse focused on political events, acts, and figures at both national and international levels. Political news often involves topics like elections, government policies, international relations, conflicts, and diplomatic activities. These topics dictate the style and content of news articles, influencing the choice of words and the structure of the report. The nature of political news also requires a formal and institutional tone, often avoiding colloquial language except when quoting directly from sources”.

Political news production involves routines that ensure consistency and adherence to journalistic standards and practices. Journalists often work to tight deadlines, which necessitate rapid writing and editing. As a result, news articles are constructed using established grammatical patterns and schemes that can be

quickly applied to a variety of topics. In a news report, the writer's perception of a person or an event will clearly influence how the person or the event is represented, whether it contains a positive or negative representation (Tanto & Tanusy, 2024). This also clarifies why different media might have different angles in reporting the same event or in creating the image of the same person.

Journalists also take an important role in building the representation of someone or something in the articles that they write. Theoretically and ethically speaking, a journalist must be objective and neutral when reporting something. In order to maintain his or her objectivity in a news report, a journalist is supposed to describe and elaborate the issues neutrally and in an unbiased manner, regardless of his or her personal belief. However, in practice, this is not a simple thing to do as the personal ideology and belief will most probably be involved, whether consciously or not. Once subjectivity is involved in writing a news report, the journalist's ideology and belief that tend to be in line with a certain party, group, or individual will increase the potentiality of the news report to be biased. Consequently, how a person is represented in a media is definitely intriguing to discuss. (Tanto & Tanusy, 2024)

B.1.3 Discourse

Discourse refers to a broader linguistic unit that goes beyond individual sentences, encompassing spoken and written communication within specific social contexts. Discourse is not just about language; it is about the way language is used to convey meaning, establish relationships, and construct social realities.

According to Van Dijk (1993), discourse is shaped by the cognitive processes of the speaker or writer and is deeply embedded in social contexts. Halliday (2020) further emphasizes that discourse is an interactive exchange, where language plays a central role in conveying intentions and meanings within interpersonal relationships.

Discourse Analysis (DA) is the study of these communicative practices, focusing on how language structures interact with social contexts to produce meaning. DA explores how discourse is organized, produced, and interpreted, and how these processes are influenced by broader social, cultural, and political factors.

B.1.4 Critical Discourse Analysis

Critical Discourse Analysis (CDA) is a methodological approach that seeks to uncover the underlying power dynamics and ideologies embedded in discourse. CDA is a revolt and complement to mainstream linguistics. In the 20th century, the mainstream school of linguistic research was structuralist linguistics and formalistic linguistics (Fan, 2019). It extends the principles of DA by explicitly focusing on the ways in which language is used to construct, maintain, and challenge social inequalities and power relations.

CDA focuses on inequality and injustice in society, reveals the ideology and power behind language, and strives to improve it. Critical discourse analysis not only focuses on analysis, but also focuses on criticism, by analyzing the language forms in the text to reveal the relationship among implied languages, power and

ideologies and how the ruling class uses language to exercise ideological control and maintain their position of power. The objective of CDA is to explore how discourse communication is implemented and replicated in the socio-political context and how it is used to resist domination, control inequality and the overflow of power in society. (Fan, 2019)

CDA, as defined by Fairclough (1995) and van Dijk (2015), goes beyond the surface-level analysis of language to explore how discourse shapes and is shaped by social structures. It is concerned with how language functions as a tool for social control, how it can reinforce or challenge dominant ideologies, and how it reflects broader social practices. CDA is inherently political, aiming to expose and critique the ways in which language perpetuates power imbalances in society.

The purpose of CDA is to explain the linguistic dimensions of discursive social and cultural phenomena and processes of change in recent modernity (Jorgensen & Phillips, 2002). In CDA, discourse is not understood solely as a study of language. Discourse analysis uses language in texts for analysis, but the language it analyzes is relatively different from the study of language in the traditional linguistic sense. The language being analyzed is not described solely from linguistic aspects, but also relates it to context. The intended context is used for certain purposes and practices, including the practice of power to marginalize certain individuals or groups (Badara, 2014). CDA is "critical" meaning that this analysis aims to reveal the role of discursive practice in efforts to preserve the social world, including social relations involving unequal power relations.

Therefore, the goal is to be able to contribute to social change along the lines of power relations in communication processes and society in general (Jorgensen & Philips, 2002).

The discourse on the 2024 presidential candidate issue is a discourse formed by the practice of power which implies certain goals. Therefore, critical discourse analysis can reveal the role of discourse through the linguistic dimensions of discourse and its social dimensions.

B.1.5 van Dijk's Critical Discourse Analysis

Teun A. van Dijk's Critical Discourse Analysis (CDA) is a theory that focuses on how language relates to power and ideology, especially in social and political contexts. Unlike regular discourse analysis that might only look at the structure of language, CDA tries to reveal how language is used to support or challenge systems of inequality and domination. According to Van Dijk (1993), CDA examines how powerful groups such as politicians, the media, or institutions use discourse to maintain their position and influence public opinion. This shows that language is not a neutral tool, but something that carries meaning and can reflect ideological bias.

What makes van Dijk's CDA approach unique is that it doesn't stop at the text level. Instead, it also looks at how people mentally process and interpret discourse, a concept known as social cognition. van Dijk (1989) explains that the way people understand and produce language is influenced by their knowledge, beliefs, and social experiences. That means, in order to understand a piece of text,

we should also consider the context in which it was created and how it might be received by different audiences.

To help with this, van Dijk (1980) have a three-part model for analyzing discourse: macrostructure, superstructure, and microstructure. The macrostructure is about the overall theme or topic of the text, usually shown in the headline and lead. The superstructure refers to how the text is organized, such as main event, background, and verbal reaction. The microstructure focuses on smaller details like specific word choices, grammar, sentence style, or rhetorical techniques. All of these parts work together to show how language builds meaning and sometimes subtly promotes a certain ideological message.

In addition, van Dijk (1997) highlights that discourse should be studied along with its production and reception. For example, when analyzing a news article, we should also think about the journalist's perspective, the media outlet's political leanings, and the readers' background knowledge. These factors all shape how a message is formed and understood. CDA, then, is not just a method for analyzing text because it is also a way to understand how language plays a role in maintaining or challenging social power.

1. Macrostructure

Macrostructure is the global semantic information that is relative to the microstructure of discourse, cognition, and interaction (van Dijk, 1988). It is the global structure of a discourse; in other words, what becomes the focus in this aspect is the topic and theme of the text. In a news report, the macrostructure or

the global topics can be found in the headline and lead of the news article, which also form the summary of the news article (van Dijk, 1988).

2. Superstructure

Superstructure deals with the schematic structure of the organization of the whole text (van Dijk, 1988). There are some schematic categories that can be found in a news report, namely summary, main event (present), background (past background), and consequences with verbal reactions as the subcategory (van Dijk, 1988).

1. Summary

In the structure of news discourse, according to van Dijk (1988), the Headline and Lead form a structural unit referred to as the Summary. This category serves a functional role as an initial summary that precedes and introduces the main content of the news article. The Headline typically appears first, followed by the Lead, and together they represent the semantic macrostructure of the news text, which refers to the main topic or core information being conveyed. The Headline is a formal category that expresses the global topic of the article and is often visually realized in large, bold text at the top of the page. The Lead may be printed separately in bold or may simply appear as the first thematic sentence of the news body, elaborating on the Headline in more detail.

Both categories are schematic, meaning their function is defined by their structural role rather than by visual form alone. However, visual markers such

as placement, bold font, and size often help readers identify them. Despite variations in language and cultural conventions, such as in Japanese or Arabic news, the function of Headline and Lead as part of the Summary remains a universal feature in news discourse.

2. Main Event and Background

In the analysis of the thematic structures of a few news items, we have found suggestions for further news schema categories. Some of these are also explicitly known by journalists and readers (van Dijk, 1988). For instance, a news text may feature Backgrounds or an Evaluation of the news events, and we may indeed take such categories as constituents of news schemata, although they are not exclusively appropriate only for news. Usually, Backgrounds follow later in a news discourse, that is, after the section that deals with the actual or main news events. Therefore, we also need a category of Main Events. Similarly, the information given in the Main Events category may be embedded Context. In actual cases, it may sometimes be difficult to distinguish between Backgrounds and Context. Such would be the case with the category of Previous Events, which is often used to remind the reader of what has happened before (and what was probably reported earlier in the same newspaper). The Previous Events category is taken as part of the actual circumstances to which we also include Context, but it also has a historical dimension. By History, then, we understand only the section of a news text that deals with nonrecent past history of actual situations and their events.

3. Consequences: Verbal Reactions as The Subcategory

Consequences is another category that routinely occurs in news discourse. The newsworthiness of social and political events is partly determined by the seriousness of their consequences. By discussing real or possible consequences, a news discourse may give causal coherence to news events. Verbal Reactions is a specific news schema category that may be seen as a special case of consequences. Most important news events follow a standard procedure for asking the comments of important participants or prominent political leaders. The rationale for such a Verbal Reactions section is obvious. It allows journalists to formulate opinions that are not necessarily their own, but which nevertheless are objective because they have actually been stated. Of course, the selection of speakers and of quotations need not be objective. The verbal reactions category is signaled by names and roles of news participants and by direct or indirect quotes of verbal utterances. This category usually comes after the Main Events, Context, and Background categories, towards the end of the news discourse, although important reactions may be mentioned earlier in the item, under the additional constraint of relevance ordering.

3. Microstructure

Microstructure focuses more on the language use and how it discloses both the overt and covert concepts constructed in the text (van Dijk, 1988). Microstructure in news discourse refers to the detailed, local-level features of

news texts that shape meaning and affect how the audience perceives and understands news content. This concept involves analyzing smaller units of discourse, such as individual sentences, words, and phrases, as well as the specific linguistic choices that influence the interpretation and persuasive power of the text. van Dijk (1988) identifies four key areas within microstructure: semantics, which focuses on meaning; syntax, which deals with sentence structure; stylistics, which examines the use of language style; and rhetoric, which explores the persuasive strategies employed in news reporting.

1. Semantics in Microstructure

Semantics within the microstructure of news discourse involves the study of meaning at the level of words and sentences. It examines how lexical choices for specific words or phrases contribute to the overall meaning of a news text and how these choices can subtly convey ideological biases or perspectives. Van Dijk (1988) argues that semantics in news discourse is not neutral; it reflects the intentions of the journalists and the ideological stance of the news organization.

For example, Consider the difference between the terms “freedom fighters” and “terrorists.” Both can refer to groups engaged in similar activities, but the semantic choice significantly affects how readers perceive these groups. “Freedom fighters” has a positive connotation, suggesting a struggle for justice, while “terrorists” carries a negative connotation, implying illegitimate violence. This choice reflects the ideological positioning of the

news outlet and can shape the reader's understanding and attitude towards the subject of the news report.

van Dijk also highlights the role of semantic coherence in microstructure. This involves the logical consistency between sentences and the maintenance of thematic unity throughout the text. For instance, a news report on a protest might maintain semantic coherence by consistently describing the event as a "peaceful demonstration," ensuring that each sentence reinforces this theme, thereby guiding the reader to interpret the event as non-violent and legitimate.

2. Syntax in Microstructure

Syntax refers to the arrangement of words and phrases to create well-formed sentences in a text. In the microstructure of news discourse, syntax plays a crucial role in shaping meaning, emphasizing certain elements over others, and influencing how information is interpreted by the reader. Van Dijk (1988) suggests that syntactic choices can subtly manipulate the perceived importance and agency of the participants involved in the news event.

For example, the use of active vs. passive voice is a significant syntactic choice in news discourse. For instance, the sentence "The police arrested the protesters" (active voice) clearly identifies the agent (the police) performing the action. In contrast, "The protesters were arrested" (passive voice) removes the direct agency of the police and focuses more on the action of being

arrested. The passive construction can be used strategically to obscure the actor's responsibility or diminish their perceived involvement in an event.

Moreover, syntax can also be manipulated through the use of nominalizations, where actions are turned into nouns, thus abstracting and depersonalizing events. For example, instead of saying, "The government rejected the proposal," a news report might say, "The rejection of the proposal occurred," which removes the actor from the statement and can make the action appear as an impersonal fact rather than a deliberate choice.

3. Stylistics in Microstructure

Stylistics in microstructure involves the use of specific language styles, including tone, diction, and the overall manner of expression in a news article. Van Dijk (1988) argues that stylistic choices in news discourse are essential for creating a particular atmosphere or mood, which can influence readers' emotional responses and perceptions of credibility.

For example, the choice of adjectives and adverbs is a key stylistic element. In reporting a political speech, a news article might use the word "fiery" to describe the speech, suggesting passion and possibly aggression, versus using "inspired," which suggests enthusiasm and positivity. These stylistic choices help shape the reader's emotional reaction to the news event and can subtly reinforce the ideological stance of the reporting organization.

Additionally, stylistic features like sentence length and complexity can also play a role. Short, direct sentences may create a sense of urgency or clarity,

often used in breaking news reports. In contrast, longer, more complex sentences might be used in opinion pieces or in-depth analyses to convey complexity or thoroughness.

4. Rhetoric in Microstructure

Rhetoric in the microstructure of news discourse refers to the strategic use of language to persuade, influence, or shape the reader's interpretation of events. Van Dijk (1988) argues that the rhetorical elements embedded within news texts serve multiple functions: they enhance credibility, make the content more memorable, and subtly convey ideological stances. These rhetorical devices are carefully selected and implemented to ensure the news achieves its intended communicative goals.

Key rhetorical strategies include the use of quotations and attributions, which lend weight and legitimacy to reports by quoting authoritative figures, thereby creating a sense of objectivity. The strategic use of numbers and statistics conveys accuracy and factuality, even when used selectively. Metaphors and figurative language frame events in specific lights, influencing emotional and cognitive processing. Emotional appeals and evocative language engage readers and provoke specific responses, often using vivid descriptions in stories involving conflict or tragedy. The structuring of information for persuasion involves placing critical information at the beginning of reports or repeating key points to reinforce messages. Selective emphasis and framing highlight certain facts while downplaying others,

influencing audience interpretation. Repetition and parallelism reinforce the importance of key phrases and create persuasive rhythms.

Van Dijk emphasizes that these rhetorical devices often serve ideological purposes, subtly promoting specific perspectives while maintaining a facade of neutrality. Understanding these strategies is crucial for analyzing how news media shapes public perception and discourse.

B.2 Related Studies

Researcher conducted a review of previous research to support and assist researcher in conducting this study. Huda et al. (2020) conducted the initial research examining how local online media reported on government institutions. Their qualitative descriptive study focused on a 2019 Tempo.com article titled "Tolak Relokasi Ibu Kota" ("Reject Capital Relocation"), which discussed the Indonesian government's plan to relocate the capital city. Using van Dijk's approach, the researchers analyzed the news text's structure on Tempo.com. Their findings indicated that Tempo.com journalists negatively framed public opinion in their reporting. This was achieved through specific journalistic techniques, including the use of carefully chosen diction, a cause-and-effect organizational structure, and selected indirect quotations from speakers. The study also concluded that this news coverage aligned with Tempo.com's mission to be an independent multimedia platform, free from external pressures, actively advocating for justice and leading readers to a negative perception of the government.

The second research is Surya R et al. (2023) This study aims to analyze how online news outlets like CNN Indonesia, Jawapos.com, and Kompas.com frame information about 2024 presidential candidates. We're using a modified version of Teun A. van Dijk's model, incorporating Jufri's adaptations, to examine the macro, super, and microstructures of these news texts. The goal is to describe and interpret these textual dimensions, ultimately revealing the specific actions or intentions behind how these news stories are constructed.

In the other hand, there is also an international news media about presidential election was conducted by Nurhaliza & Tanto (2019) This paper critically analyzes how the Indonesian judiciary was portrayed in The New York Times article, "'Rot at the Core': Blasphemy Verdict in Indonesia Dismays Legal Expert," focusing on the blasphemy verdict of former Jakarta Governor Basuki Tjahaja Purnama (Ahok). Using Critical Discourse Analysis (CDA), as defined by van Dijk (2015), the study investigates how power imbalances and inequalities are expressed through language in social and political contexts. The research employs a qualitative descriptive method, examining the article at a micro-level by analyzing its macrostructures, microstructures, and superstructures to reveal how the Indonesian judiciary is represented. The analysis ultimately demonstrates a negative portrayal of Indonesia's judiciary within the news article.

Furthermore, in Yudhi & Tanto (2022) This study analyzes how the US Police Department is represented in *The New York Times* article, "George Floyd's Brother Pleads with Congress: 'Make it Stop'". This article focuses on the 2020

incident where Minneapolis police brutality and systemic racism led to the death of George Floyd, an event that garnered significant global attention and response. The research employs Teun A. van Dijk's Critical Discourse Analysis (CDA), specifically examining the micro-level aspects of the news text: macrostructure, microstructure, and superstructure. Within the microstructure, four linguistic tools are analyzed: rhetorical questions, lexicalization, metaphor, and implication.

Using a qualitative descriptive method and drawing from a wide range of sources (academic journals, newspapers, magazines, e-books, and online resources), the study concludes that the author of *The New York Times* article portrays a negative representation of the US Police Department through these microstructural elements.

Lastly, in Tri handayani et al. (2023), This research investigates the ideology of FoxNews.com in its coverage of the 2020 United States Election. It applies Teun A. van Dijk's Critical Discourse Analysis (CDA) model and uses a qualitative approach. The data source for this study is news text published on New York Times.com. The findings describe and interpret the aspects of text dimensions in the form of macro structure, super structure, and micro structure, revealing the underlying language structure at three levels.

Compared to the above about CDA studies, this study will analyze the representation of non-western political figure, as it will more focus on analysis of two news article pre-election and post-election in order to find out Prabowo Subianto representation. However, it is believed that the analysis will be not only

more specific but also detailed in uncovering the role of language in the newspaper article analyzed. This is important as through this research, people are made more aware of the big contribution of language in shaping one's perspective of something or someone.

