IDEOLOGICAL CONSTRUCTION BEHIND GERINDRA'S BROADCASTED CAMPAIGNS AS INTERPRETED BY VIEWERS

THESIS

BY
RARA ARIFIA KUSUMAWARDHANA
NIM 105110107111026

STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2014

IDEOLOGICAL CONSTRUCTION BEHIND GERINDRA'S BROADCASTED CAMPAIGNS AS INTERPRETED BY VIEWERS

THESIS

**Presented to
University of Brawijaya
in partial fulfillment of the requirements
for the degree of *Sarjana Sastra***

**BY
RARA ARIFIA KUSUMAWARDHANA
NIM 105110107111026**

**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2014**

ABSTRACT

Kusumawardhana, Rara Arifia. 2014. **Ideological Construction behind** *Gerindra's* **Broadcasted Campaigns as Interpreted by the Viewers.** Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Eni Maharsi; Co-supervisor: Emy Sudarwati.

Keywords: ideology, critical discourse analysis, speech acts

This research is aimed to identify the ideological construction behind *Gerindra's* broadcasted campaign videos as interpreted by the viewers in the framework of Indonesian general election 2014. There were three problems to be solved in this study, namely: (1) what are the speech acts identified in *Gerindra's* broadcasted campaigns; (2) what are the viewers' interpretations towards *Gerindra's* broadcasted campaigns and (3) what is the ideological construction behind *Gerindra's* broadcasted campaigns as interpreted by viewers.

This CDA research uses Fairclough's model of CDA which comprises text analysis; discursive practice; and social pratice. On the level of text analysis, it is aimed to analyze the speech acts used in the campaign videos. Discursive practice is aimed to find out the viewers' interpretation after they watch the campaign videos; and social practice is aimed to find out the impact toward the viewers and also identify the ideology to be constructed. This study used descriptive qualitative method and document analysis as the research design. The data were collected from transcription of campaign videos and the result of questionnaire.

This study reveals that commissive, representative and directive were types of speech acts used in the campaign videos. Based on the viewers' interpretation *Gerindra* tried to convey that it is a party which could bring changes in Indonesia, and it tried to construct an ideology that *Gerindra*, a party which could bring changes for Indonesia especially in food security and the interests of the minority.

Further researchers are suggested to choose more interesting objects that are related with real life such as talk show, newspaper, and so on. Besides, it is also suggested for next researchers to choose other appropriate theories that will be used in the research in order to make it easy in analyzing the data. Moreover, further researchers are suggested to be updated about the recent research about critical discourse analysis. By doing so, further researcher can be triggered or inspired in conducting a research in fields of critical discourse analysis.

REFERENCES

Abuya, E. J. (2012). *A pragma-stylistic analysis of president goodluck ebele jonathan inaugural speech vol. 5, No. 11*. Nigeria. Retrieved on November 8th, 2013 from:
http://dx.doi.org/10.5539/elt.v5n11p8

Alverianto, R. (2014). *Gerindra paling berideologi Soekarno.* Retrieved on May 16th, 2014 from: http://politik.kompasiana.com/2014/03/27/gerindra-paling-ber-ideologi-soekarno-642425.html

Amin Rais Sebut. (2014). *Amin rais sebut prabowo anak ideologis soekarno.* Retrieved on June 5, 2014 from:
http://pemilu.tempo.co/read/news/2014/06/01/269581640/Amien-rais-Sebut-Prabowo-Anak-Ideologis-Soekarno

Ayu, Joan Isma. (2013). *Female stereotypes presented in Cantiq tabloid*. Malang: Faculty of Cultural Studies, Universitas Brawijaya.

Ary, D, Jacobs, Cheser, Lucy, & Sorensen, Chris. (2010). *Introduction to research in education 8th edition.* California: Wadsworth Group.

Austin, J.L. (1962). *How do things with words*. Oxford: Oxford University Press.

Blommaert Jan and Bulcaen Chris. (2000). *Critical discourse analysis*. Annual Review of Anthropology 29: 447-466.

Choyimah, N. (2012). *Discourse Analysis*. Malang: Brawijaya University.

Cook, G. (1989). *Discourse*. Oxford: Oxford University Press.

Cutting, J. (2002). *Pragmatics and discourse*. London: Routledge.

Dada, S. A. (2004). Introduction to pragmatics. In T. Bamisaye (Eds), *An integrated study in language and society*. Lagos: Majab publishers.

Fairclough, N. (1995). *Critical discourse analysis: the critical study of language*. New York: Longman.

Fairclough, N. (1996). *Language and power*. New York: Longman.

Jati, M. Suluh. (2014). *Language styles in meaning construction of wwf (world wildlife fund) advertisements*. Malang: Faculty of Culture Studies, Universitas Brawijaya.

Kirkpatrick, R. (1999). *Text Analysis at Different Levels: Schema Theory, Genre Analysis, Discourse Relations and Reference vol. 5 No. 1*. University of Kumamoto. Retrieved on March 10th, 2014 from: http://s3.amazonaws.com/academia.edu.documents/2607265/discourse_analysis_vol5-libre.pdf

Levinson, Steven C. 1983. *Pragmatics*. Cambridge: Cambridge University Press.

Nikmah, N. 2013. *Indirect promising act performed by the candidates on jakarta memilih : the final round at debate program on Metro TV*. Unpublished Thesis. Malang: English Department of Brawijaya.

Ng'ambi, Dick. (2008). *A critical discourse analysis of students' anonymous online postings*. Retrieved on March 5th, 2014 from: http://www.cet.uct.ac.za/files/file/Dick

Opheibi, B.O. 2009. *Discourse, Politics and the 1993 Presidential Election Campaigns in Nigeria*. Lagos: Nouvele Communications Limited.

Permana, D. (2014). *Konsep ideology prabowo paling jelas*. Retrieved on March 25th, 2014 from: http://www.tribunnews.com/nasional/2013/09/14/konsep-ideologi-prabowo-paling-jelas

Phillips, L and Jorgensen, Marianne W. (2002). *Discourse analysis as theory and method.* London: Sage.

Searle, J.R. (1969). *Speech acts*. Cambridge: Cambridge University Press.

Searle, J. R. (1976). *A classifiaction of speech acts, language in society, Vol. 5 pp. 1-23*. Cambridge: Cambridge University Press.

Schiffrin D, Tannen D, and Hamilton, Heidi E. (Eds). (2001). *The handbook of discourse analysis.* UK: Blackwell Publishers.

Stanford Encyclopedia. (2011). *Pragmatics*. Retrieved on January 8th, 2014 from: http://plato.stanford.edu/entries/pragmatics/

Trosborg, A.(n.d.) *Text typology: register, genre and text type*. Retrieved on March 10th, 2014 from:
http://www.postgradolinguistica.ucv.cl/dev/documentos/49,720,text

Vahid, H and Esma'eli, S. (2012). *The power behind images: advertisement discourse in focus*. Retrieved on March 6th, 2014 from:
http://dx.doi.org/10.5296/ijl.v4i4.2658

Van Dijk, Teun A. (nd). *18 Critical discourse analysis*. Retrieved on March 5th, 2014 from:
http://www.discourses.org/OldArticles/Critical%20discourse%20analysis.pdf

Wibowo, Y. 2013. *Act of representative within obama's speech at interfaith prayer vigil in newtown, connecticut*. Unpublished Thesis. Malang: English Department of Brawijaya.

Widdowson, H. G. (2007). *Discourse analysis*. Oxford: Oxford University Press.

Williamson, J. (1978). *Decoding advertisements: ideology and meaning in advertising*. London: Marion Boyars.

Wodak, R. (1999). *The discursive construction of national identity*. Edinburgh.

Wodak, R and Meyer, Michael. (2008). *Critical discourse analysis: history, agenda, theory, and methodology*. Retrieved on March 8th, 2014 from:
http://www.sagepub.in/upm-data/24615_01_Wodak_Ch_01.pdf.

Yule, G. (1996). *Pragmatics*. Oxford: Oxford University Press.