

**SOCIAL PRACTICES AS IMPLEMENTED FROM
THE TEXTUAL ANALYSIS IN *VANGUARD: SEX, LIES
AND CIGARETTES* DOCUMENTARY FILM**

THESIS

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2015**

ABSTRACT

Alvionita, Rinta. 2015. **Social Practices as Implemented from the Textual Analysis in *Vanguard: Sex, Lies And Cigarettes* Documentary Film**. Study Program of English, Universitas Brawijaya. Supervisor: Tantri Refa Indhiarti; Co-Supervisor: Didik Hartono.

Keywords: *Critical Discourse Analysis, Social Practice, Textual Analysis, Intertextuality*

This study is about the analysis of *Vanguard: Sex, Lies and Cigarettes* the documentary film by using Fairclough (1992) three dimensional models theory of CDA. The first objective of this study is to describe the meaning constructions found in the textual analysis as uttered by the reporters and the interviewees in *Vanguard: Sex, Lies and Cigarettes* the documentary film, while the second one is to find out the aspects of social practice implemented from the the textual analysis in *Vanguard: Sex, Lies and Cigarettes* the documenary film.

A qualitative method was used to analyze the data. The writer collected the data by transcribing all utterances produced by the reporter and four interviewees. The data is from 59 (fifty nine) utterances out of all utterances which contain the issue of Indonesian smoking children. In analyzing the data, the writer used textual analysis and social practice analysis from three dimensional models as proposed by Fairclough (1992).

The textual analysis has been done to describe and to analyze the utterances by using five techniques of intertextuality in order to construct the meaning on it. Then, the textual analysis has confirmed to find out the aspects of social practice which is divided into two aspects: *public discourse control* and *mind control*.

The result of this study confirmed that text, as the result of social structure and social interaction has emerged social practices. In line with linguistic features, textual analysis through techniques of intertextuality could implement the aspects of social practice toward the phenomenon of Indonesian smoking children as shown in *Vanguard: Sex, Lies and Cigarettes* the documenary film. Moreover, all aspects of social practice have equally big influence for attracting Indonesian children to smoke.

Finally, the writer suggested the next writer to apply and to elaborate more theoris of CDA, especially structural content for completing the textual analysis to understand the structure under such condition of certain text. Whereas the ideologies constructed through social practice also needs to be found for a complete and a better study.

ABSTRAK

Alvionita, Rinta. 2015. **Praktik Sosial sebagaimana Terimplementasi dari Analisis Teks dalam Film Dokumenter *Vanguard: Sex, Lies And Cigarettes***. Program Studi Sastra Inggris, Universitas Brawijaya. Pembimbing I: Tantri Refa Indhiarti; Pembimbing II: Didik Hartono.

Kata Kunci: *Analisis Wacana, Praktik Sosial, Analisis Teks, Intertekstualitas*

Penelitian ini berisi tentang analisis dalam film dokumenter *Vanguard: Sex, Lies and Cigarettes* dengan menggunakan teori model tiga dimensi yang dikembangkan oleh Fairclough (1992). Tujuan pertama dalam penelitian ini adalah untuk mendeskripsikan makna yang terbangun melalui analisis teks dari ujaran reporter dan orang-orang yang diwawancarainya, sedangkan yang kedua adalah untuk mengetahui aspek-aspek dari praktik sosial yang diimplementasikan dari analisis teks dalam film dokumenter tersebut.

Metode kualitatif digunakan untuk analisis data. Penulis mengumpulkan data dengan mentranskrip semua ujaran yang diucapkan oleh reporter dan empat orang yang diwawancarainya. Terdapat 59 (lima puluh sembilan) ujaran dari keseluruhan ujaran yang berisi tentang isu anak Indonesia yang merokok. Dalam analisis data, penulis menggunakan analisis teks dan analisis praktik sosial dalam model tiga dimensi oleh Fairclough (1992).

Analisis teks telah dilakukan untuk mendeskripsikan serta menganalisis ujaran tersebut dengan menggunakan lima teknik intertekstualitas untuk membentuk makna pada setiap ujaran. Kemudian praktik sosial, sebagaimana terimplementasi dari analisis teks, telah menyuguhkan aspek-aspek dari praktik sosial yang terdiri dari dua aspek: *kontrol umum* dan *kontrol pikiran*.

Hasil dari penelitian ini menunjukkan bahwa teks yang merupakan hasil dari struktur sosial dan interaksi social telah memunculkan praktik sosial. Sejalan dengan unsur linguistik, analisis teks melalui teknik intertekstualitas mampu mengimplementasikan aspek-aspek dari praktik sosial yang terdapat dalam film dokumenter *Vanguard: Sex, Lies and Cigarette*. Kemudian semua aspek memiliki pengaruh yang sama besar untuk menarik perhatian anak Indonesia untuk merokok.

Akhirnya, penulis menyarankan penulis selanjutnya untuk menerapkan dan menguraikan teori yang berkaitan dengan pembelajaran analisis wacana, khususnya *structural content* untuk melengkapi analisis text agar pemahaman tentang struktur teks bisa tercapai sesuai dengan kondisi teks tertentu. Sedangkan ideologi yang terbangun melalui praktik sosial juga perlu diketahui untuk pembelajaran yang lebih lengkap dan lebih baik.

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