BIAS AND POWER: APPRAISAL IN MEDIA DISCOURSE
KEBERPIHAKAN DAN KUASA: PENAKSIRAN DALAM WACANA MEDIA

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ABSTRAK

Obyek penelitian ini adalah wacana media, berupa tiga artikel berita dari situs koran berbahasa Inggris di Indonesia, *Jakarta Globe*, yang membahas tentang pemilu presiden 2014. Ketiga artikel tersebut antara lain *Personalities Set to Trump Party Loyalties in Indonesian Presidential Election, Golkar Riven by Presidential Candidacy,* dan *SBY Silence May Speak a Thousand Words*. Ketiganya membandingkan Joko Widodo-Jusuf Kalla dengan Prabowo Subianto-Hatta Rajasa. Berdasarkan konteks kalimat-kalimatnya, ditaksir ada hubungan antara keberpihakan dan kuasa. Maka, pemikiran tentang keberpihakan dan kuasa digunakan dalam memilah data. Lalu, berkaitan dengan Systemic Functional Linguistics (SFL), proses verbal tampak dominan karena pemilihan narasumber sebagai indikator adanya kecenderungan penerbit terhadap salah satu pasangan calon presiden dan wakil presiden. Dalam penelitian ini, SFL dan pengembangannya, appraisal, berguna dalam mengkode data ke dalam tabulasi. Kemudian, pendirian kritis diperlukan untuk mengungkap manipulasi kuasa, dominasi, dan keberpihakan yang ditemukan pada ketiga artikel berita tersebut. Oleh karena itu, Analisis Wacana Kritis (CDA) adalah pendekatan yang digunakan.

Kata kunci: *Jakarta Globe*, Joko Widodo-Jusuf Kalla, Prabowo Subianto-Hatta Rajasa, appraisal, keberpihakan, kuasa, proses verbal.

ABSTRACT

The objects of research are media discourses, three articles from a website of English language newspaper in Indonesia, *The Jakarta Globe,* talking about presidential election 2014. They are *Personalities Set to Trump Party Loyalties in Indonesian Presidential Election, Golkar Riven by Presidential Candidacy,* and *SBY Silence May Speak a Thousand*. They compare Joko Widodo-Jusuf Kalla to Prabowo Subianto-Hatta Rajasa. In this case, appraisal exists. There is a relation between bias and power which are situational contexts. Thus, the frameworks of power and bias are used in sorting the data. Then, related to Systemic Functional Linguistics (SFL), verbal processes seem dominant because of the sources selection to indicate appraisal event. In this research, SFL and its development, appraisal, work in coding the data into tabulation. Then, a critical stance is needed to reveal the power, dominance, and bias found in the three chosen news articles. Hence, Critical Discourse Analysis (CDA) serves as the approach used.

Keywords: *The Jakarta Globe*, Joko Widodo-Jusuf Kalla, Prabowo Subianto-Hatta Rajasa, appraisal, bias, power, verbal processes.

1. Introduction

The objects of this thesis are three articles talking about presidential election 2014 from a web site of English language newspaper in Indonesia, *Jakarta Globe.* The three news articles are at May 21st, 2014, the first day after the registration of two pairs of presidential and vice presidential candidates. This has been the first time for Indonesians to decide their next president and the vice. The three chosen news

articles are *Personalities Set to Trump Party Loyalties in Indonesian Presidential Election, Golkar Riven by Presidential Candidacy,* and *SBY Silence May Speak a Thousand Words*. These compare Joko Widodo-Jusuf Kalla to Prabowo Subianto-Hatta Rajasa. From the title, they seem neutral, while the contents are not.

Moreover, the objects of this research serve as the part of media discourse. Media discourse has context. In this case, situational context is prominent. Context of situation means the situation in which the text is uttered and expressed. Then, according to Halliday and Hasan (1985:12), there are three features of the situational context. They are field, mode, and tenor. However, this research only discusses tenor in depth. Tenor talks about who are taking part, the nature of participants, the status, and roles. One of the things which the tenor talks is the participant of media discourse. There are several related participants. They are journalist, source, producer, and the readers. In this case, I explore the journalist's point of view. The journalists collect, write, and distribute news to present in sources. Actually, the journalists have ethics and standards. Objectivity and a lack of bias are primary concern and importance. However, most of them intentionally adopt a non-objective viewpoint. In this case, appraisal exists.

Appraisal globally means tendency in publishing. This is to check the writer's point of view (Martin and White, 2005:92). Appraisal means the language of evaluation. Appraisal includes bias and power. Bias means the aid of the journalist and news producer in the selected event and reported story. However, bias is not showed explicitly. Besides, power means the ability to affect the people (Foucault, 1980:119). In presidential election, every party, either Joko Widodo-Jusuf Kalla or Prabowo Subianto-Hatta Rajasa, tries to seize control in gaining more votes. Moreover, public are more likely to fit into one of the two candidates partners. Here, there is a relation between bias and power (Richardson, as cited in Allen, 2012:7). Bias is formed because of power while power is gained to show the bias.

Then, power and bias have been mostly observed in the researches. Based on the research, material processes were mostly for power necessity. In fact, the use of mental processes is for expressing bias (Simpson, 2011:452). However, in these three chosen news articles, the journalists offer sources that have power applying verbal processes to indicate the bias.

In addition, if we attend the situational context, its features especially the tenor, and the dominant usage of verbal processes, they are concerned with Systemic Functional Linguistic (SFL). This acts as the tool of analysis. SFL does not talk about what we can and cannot say (Martin *et al.*, 1997:1). Again, we need to see situational context, not what utterances are correct or incorrect. Hence, SFL is used in this research.

When we see from the objects which are media discourses, to the occurrence of tendency to one of candidates' partners, this is related to Critical Discourse Analysis (CDA). According to Fairclough (1989:4), the objective of CDA is "a contribution to the general raising of consciousness of exploitative social relations, through focusing upon language". It means that from the language used, we can explore the social relations. Therefore, this is the approach used in this research.

Finally, these are the explanatory questions. They are:

1. How is the transitivity used to aim to the pattern of bias and power by journalists?
2. What is the real evaluation of the writers for the readers to interpret the three chosen news articles?

In doing so, the goals are:

We see the implicit meaning from the language used,

And consider potential of lexicogrammatical patterns usage to contribute the relation of power and bias.

2. Research Methodology

In this study, qualitative type of research has been conducted. This means that in-depth and rich data related to the structure, pattern, and how something is have to be provided (Litosseliti, 2010:52). Moreover, qualitative research is a kind of inductive research (Litosseliti, 2010:52). This means "method of reasoning which obtains or discovers general laws from particular facts or examples". This enables "production of facts to prove a general statement" (Hornby, 1987:434).

Then, this research conducts documentary as the strategy. According to McCulloh, documentary research means that the data collected is from documentary sources such as papers, newspapers, and so on (as cited in

Marlangen, 2014:24). Documentary sources can be in the form of either printed or soft file. In doing this research, several articles, books, and journals are very helpful. Documentary as the strategy allows providing detailed descriptions of language use in a specific setting in the three chosen news articles. The focus is on the grammatical features. They are participants and the processes. This strategy enables me to see the linguistic accuracy for the grammatical forms (Mackey and Gass, 2005:171).

In sorting the data, purposive sampling has been conducted. This means selecting the intended things to be representative based on particular knowledge to elicit the data (Mackey and Gass, 2005:122). In this research, the sentences containing bias and power serve as the representatives. Therefore, the knowledge about power and bias by either Foucoult or Fairclough (1989) is really needed.

From the result of sorting, there are 13 sentences from "Personalities Set to Trump Party Loyalties in Indonesian Presidential Election", 11 sentences from "Golkar Riven by Presidential Candidacy", and 7 sentences from "SBY Silence May Speak a Thousand Words" to analyze. Hence, there are 31 sentences sorted from this newspaper.

In processing the data, the words of the sentences are coded into tabulation. Hence, taking a closer look at every naming in terms of transitivity by Martin *et al.* (1997) and appraisal by Martin and White (2005) is needed.

Finally, in interpreting the data, 'what do they all mean?' is the helpful question. All of the results have to be tied together. This contributes to the explanation. Then, combining the knowledge of grammatical features and my own opinion helps in term of interpretation.

Result

The following table is the reckoning of process type.

Process type	In article		
	1st	2nd	3rd
attributive	9	4	1
verbal	13	7	5
behavioral	6	3	3
material	6	2	9
identifying	6	2	6
existential	1	1	0
mental	1	2	0

Total	42	21	24

Then, the table below shows the reckoning of heteroglossia.

Naming	In article		
	1st	2nd	3rd
Counter	5	2	0
Entertain	9	1	9
Endorse	2	3	2
Deny	7	2	0
Acknowledge	11	5	3
Concur	0	0	2
Total	34	13	17
Total of words expressing bias power	58	36	37

3. Discussion

Based on the result of data processing, in two first articles by Jakarta Globe leaning towards Joko Widodo-Jusuf Kalla, *Personalities Set to Trump Party Loyalties in Indonesian Presidential Election* and *Golkar Riven by Presidential Candidacy*, there is similar pattern in terms of process type. The mostly used process type is verbal.

For verbal process, the participant must be "a human or human-like speaker" (Martin *et al.*, 1997:108). In this first two news articles and the third one, Jakarta Globe mention several analysts "who are involved" (Fairclough, 1989:147). Even, Jakarta Globe introduces the names of the "subjects" (Fairclough, 1989:147). More specifically, Jakarta Globe mentions what their identities are in detail. In doing so, Jakarta Globe employs many capable persons in the scope of politics for informing.

Beside human speaker, the participant of verbal process can be "symbolic source" (Martin *et al.*, 1997:108) as 'a survey conducted in March'. Since this is a real experience, there is no doubt that the result is valid and reliable. This acts as the evidence. Hence, this is to strengthen what Jakarta Globe intends.

Then, "the content of saying is a separate clause … quoting or reporting what was said" (Martin *et al.*, 1997:108). These reported and quoted clauses are the opinion of the subjects related to the two candidates pairs.

Then, "Receiver" is "the addressee of a speech interaction" (Martin *et al.*, 1997:108). The speakers interact with the journalists each other. Then, the journalists of Jakarta Globe write in the

form of news articles. In doing so, Jakarta Globe interacts with the future readers.

In this case, by utilizing the "position" (Fairclough, 1995a:103) of several capable persons and the product (Fairclough in Wodak, 2001:122), Jakarta Globe has power. The "purpose" is that we have the same opinion as Jakarta Globe (Fairclough, 1995a:103).

Then, related to verbal process, there are six terms belonging to heteroglossia. Heteroglossia positions utterance as if in dialog and respects other's point of view as the resource. There is similar pattern in terms of the usage of kinds of heteroglossia. In the first and second articles, the first mostly used one is acknowledge. In doing so, Jakarta Globe presents "the subjectivity of external voice" (Martin and White, 2005:98). Besides, acknowledge emerges the "indicators elsewhere in the text that the writer/speaker more globally supports or rejects the value position being advanced" (Martin and White, 2005:112). Thus, it is proved that power enables "the mobilization of bias" (Richardson, as cited in Allen, 2012:7).

However, in the third news article leaning toward Prabowo-Hatta, entertain is mostly applied. This kind of heteroglossia indicates one of several possible positions (Martin and White, 2005:104). Entertain deals with "modals of probability" (Martin and White, 2005:104). Thus, this raises the possibility. This is the way Jakarta Globe expresses the bias.

Then, endorse places the next mostly applied heteroglossia. This refers to external sources which are "correct, valid, undeniable or otherwise maximally warrantable" (Martin and White, 2005:126). Endorse "takes over responsibility for the proposition, or at least shares responsibility for it with the cited source" (Martin and White, 2005:127). In doing so, Jakarta Globe overtly align us as the readers into what it intends, that we should vote whom the power sources are biased to.

Moreover, deny is for "introducing the alternative positive position" (Martin and White, 2005:118). Hence, this rejects something while acknowledging something else. Deny "indicates a disalignment with some third party" (Martin and White, 2005:119). Deny enables us against what the first party assumes. However, there is no deny in the third news article. This means that the journalists acknowledge what people assume about one pair of candidates. In other words, they are biased.

The next heteroglossia is counter. This represents current proposition after "replacing" previous expected one (Martin and White, 2005:120). This "projects … particular beliefs or expectation" (Martin and White, 2005:121). However, again, the third news article does not apply this kind of heteroglossia. For sure, Jakarta Globe does not deliver two different expectations to us. This means that we should be biased to one pair without comparing them to other candidates.

Finally, concur is only wielded twice by Jakarta Globe and only in the final news article. This "overtly announces the addresser as agreeing with, or having the same knowledge as" many people (Martin and White, 2005:122). In doing so, Jakarta Globe presents "shared belief as universally, or at least as very widely" (Martin and White, 2005:124).

Furthermore, verbal process is closed to behavioral one. Behavior consists of mental and verbal. Behavioral type is the "active version of verbal and mental processes" (Martin *et al.*, 1997:109). This is real in the form of productive activity in social life. Then, since mental process is concluded, the participants must be conscious in terms of "perception, cognition, and affection" (Martin *et al.*, 1997:109). Hence, the idea has basis though Jakarta Globe does not apply in the third news article.

In addition, material processes are the mostly used type in the third article entitled *SBY Silence May Speak a Thousand Words* which is biased to Prabowo Subianto and Hatta Radjasa. This type proves that what someone does and what is happening are concrete. In this case, what Prabowo-Hatta do allows "the production of power abuse or domination" (van Dijk in Wodak, 2001:96). Their "productive activities" brings their "identities" (Fairclough in Wodak, 2001:122). Finally, based on the data, Foucault's utterance, "what makes power holds good … is … that it … produces things" is proved (1980:119). Then, power provides space for the bias.

Besides, the second mostly applied type is attributive. This type describes more about the presidential elections, candidates' victory, support from political party, and analyst' view about idea difference. Then, related to appraisal, this attributive relational process is concerned with attitude, including affect, judgement, and

appreciation. Affect expresses our feeling, mood, and emotional reaction, for sure, toward the candidates of presidential election. Besides, judgement states the norm of behavior of the candidates, while appreciation evaluates. Then, attributive relational process is also related to graduation. This grades either raising or lowering the degree of either positive or negative (Martin and White, 2005). Hence, this proves what Foucault states, that "what makes power hold good … is … it induces pleasure" (Foucault, 1980:119). Then, this pleasure causes bias.

Then, identifying is other type of relational process. Not too different from attributive one, identifying relational process exemplifies presidential election, political parties support, ideas of several qualified persons, and the coalition. The explanations enable us to see the existence of bias toward one pair of candidates.

However, existential process is the most rarely used process type. Even no one is in the third news article. This process introduces the inexistence of correlation between elections and the reason of supporting candidates. Hence, the result of this analysis proves the existence of the relation between bias and power (Richardson, as cited in Allen, 2012:7). Bias is formed because of power while power is gained to express the bias.

4. Conclusion

According to ethic and standard in journalism, the journalists should be neutral. However, in fact, they are biased to one pair because of its power. Then, they gain the power from the sources to express the bias.

From the result and discussion, we comprehend the contribution of transitivity to the pattern of bias and power. Wholly, there is an order of the mostly used process type. The first is verbal process, process of saying. The main participants mentioned by media are many speakers completed with the names and specific identities in politics. Besides, there is a source in the form of real experience acting as the evidence, whose the result is valid. Then, media reports, even, quotes the bias opinion of the participants. Finally, we, the readers, act as the receiver of information from media. Hence, it is concluded that these human speakers and the symbolic source act as the power sources. The purpose is that we also vote one pair whom the speakers are biased to.

Then, the second mostly used process type is material process. This proves that what the candidates do and what happens are concrete. Thus, material processes produce power abuse. Then, power provides space for the bias. Furthermore, relational processes, consisting of both attributive and identifying ones, place the third order. This type of process describes more about everything related to presidential election 2014, including the candidates, support, as well as ideas of qualified persons. Hence, based on what is exemplified, we consider the emergence of bias and power. Then, the next order is behavioral process, the active version of verbal and mental processes. This type of process indicates real productive activities in social life. Besides, this includes perception, cognition, and affection consciousness. Therefore, the ideas intending bias and power have basis. Finally, the existential process introduces the reason of supporting candidates to gain the power in expressing the bias.

Then, we also consider the writers' evaluation for the readers to interpret the news articles. Related to verbal process, the first mostly used process type, the writers of the news articles use references called heteroglossia. This functions positioning utterances as if in dialog and respect others' point of view as the sources. The same as process type, there is an order of mostly used heteroglossia. The first is acknowledge. This presents the explicit subjectivity of the sources supporting or rejecting utterances. Hence, the writers deliver power sources for the readers to follow the bias.

Moreover, entertain places the next order. This indicates possibilities. This is the way media expresses bias. Furthermore, deny is the third mostly used heteroglossia. This introduces the alternatives by rejecting something while respecting one else. Then, endorse places the fourth order. This emerges responsible, valid, undeniable, and highly warrantable power sources. In doing so, media clearly align the readers to vote whom the power sources are biased to. Additionally, counter is in the fifth order. This represents current idea replacing previous expected one. Counter invites us to compare the candidates so that our bias seems clear. Finally, concur places the last order this clearly announces the agreement in terms of bias.

Besides, concerning with attributive relational process, the third mostly used process

type, attitude is included. This consists of affect, judgement, and appreciation. Affect expresses the writers' feeling, mood, and emotional reaction toward the candidates of presidential election 2014. Then, judgement and appreciation value and explains candidates' behavior. Besides, attributive relational process is also related to graduation. This either raises or lowers both positive and negative degrees by comparison. This contributes to the existence of bias. Hence, instead of accepting the information of the news as what is presented explicitly, the readers should read it critically to reach the implicit intention from the language used.

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