

# NOMINALIZATION STRATEGIES OF EXCLUSION REPRESENTED ON THE HEADLINES OF *THE JAKARTA POST* IN THE CASE OF FEUD OF KPK VS POLRI PART II: A STUDY OF CDA

(STRATEGI NOMINALISASI PENGELUARAN YANG DIREPRESENTASIKAN DALAM HEADLINE *THE JAKARTA POST* DALAM KASUS PERSETERUAN KPK VS POLRI JILID II: SEBUAH KAJIAN AWK)

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Tanggal naskah masuk: 20 November 2013

Tanggal revisi terakhir: 3 November 2014

## **Abstrak**

**KPK** dan **Polri** adalah dua lembaga yang memiliki otoritas untuk menangani pelaku kejahatan tindak korupsi di Indonesia. Hadirnya kembali perseteruan jilid dua antara dua lembaga ini kembali menyedot perhatian bangsa Indonesia. Perseteruan yang banyak diberitakan oleh media massa ini menarik minat penulis untuk menganalisis **headlines** yang terbit di harian *The Jakarta Post* selama bulan Agustus hingga Oktober 2012. Tujuan penelitian ini adalah untuk mengetahui penggunaan strategi pengeluan (**exclusion**) dalam merepresentasikan aktor sosial yang muncul di **headline The Jakarta Post**. Penelitian ini dilakukan dengan metode analisis wacana kritis dari Theo van Leeuwen yang menampilkan bagaimana pihak-pihak dan aktor (bisa seseorang atau kelompok) ditampilkan dalam pemberitaan, terutama yang berkaitan dengan strategi pengeluan nominalisasi. Hasil dari penelitian menunjukkan bahwa proses eksklusi banyak terjadi pada polisi. Dikeluarkan **Polri** dari pemberitaan dilakukan agar perhatian pembaca lebih ditujukan kepada aktor lainnya (korban), yaitu **KPK**.

**Kata kunci:** Pengeluan, aktor, nominalisasi, **headlines**

## **Abstract**

**KPK** (Corruption Eradication Commission) and **Polri** (Indonesian National Police) are two agencies that have the authority to handle the corruption perpetrators in Indonesia. The second feud between the two attracts Indonesian people's attention once again. Such widely reported feud caught my interest in analyzing the headlines published on *The Jakarta Post* of August to October 2012's editions. The aim of this writing is to discover the use of nominalization strategies of exclusion in representing the social actors on *The Jakarta Post* headlines. The Critical Discourse Analysis method of Theo van Leeuwen's is used to show how parties and actors (individual or group) are presented on the news, especially the process of nominalization strategies of exclusion.

The results show that the process occurred mostly on Polri. Such exclusion was intended to focus readers' attention on the other actor (victim), namely KPK.

**Key words:** Exclusion, actors, nominalization, headlines

## 1. Introduction

### 1.1 Background

Mass media is used as a means of communication. It is specifically designed to reach a very wide audience and is made for people who need the information. In another words, mass media is a tool used for delivering messages or information from the source (the newsmaker and the media producer) to the audience (public) by using mechanical means of communication, such as newspapers, magazines, films, radio, television, and internet.

One of the mass media types that is static and prioritizes in visual-written messages is printed media. The instances of such type of media are newspapers, magazines, tabloids, and news-letters. However, in this writing, I chose newspaper to analyze since the newspaper is considered as the most popular printed media in the world. Also, newspaper is considered more up-to-date in presenting the news to be delivered to the audience than the other media. Newspaper is published in the form of sheets containing news, essays, and advertisements printed, published, and sold regularly and periodically to the public. Newspaper can be read again and again, and reaches a wide audience because the price is relatively cheap.

As one of the mass media types, newspaper also functions to provide information to the people about daily phenomena. Daily phenomena that occur every day can be social, cultural, economics, and others including politics and government. In presenting the phenomena, a newspaper must consist of some important parts that are always issued in every edition, namely headline, editorial, news article, feature article, and news in specific section (such as sports, business, national, and international sections).

Headline is my data source. The reason for choosing headline is that the headline is the most

important part of a newspaper. Headline is the words printed in large letters over the top of a newspaper article. Headline is printed so because headline functions to catch the reader's attention. It means headline must be the first thing to see by the reader who wants to buy a newspaper. Besides, headline is printed on the front page because the information issued is considered important by the owner and the people behind the newspaper.

Headline is also called the essence of the news. Therefore, it functions not only to attract readers to read the news but also to cause a certain effect on the readers. Thus, headings strategy (news title making) becomes very important to achieve all of that. Headings strategy used in headline has a function to choose the theme both news issued and the newspaper on that edition. Perspective is also built through the making of headline. Here, headline serves as a theme constitution effort. The effort becomes the starting point of the development of the information which is relevant to the news, and also becomes the starting point of limiting meaning interpretation of the information developed in the news content. In another words, by only reading a headline, it will instantly build readers' perspectives and thoughts about the important news on that edition. It makes headline become very important and requires the owner and the people behind the newspaper to give extra thought before releasing it.

As headline is a part of a newspaper, it also must raise daily phenomena. Since headlines become the data source of this writing, I also limit the topic of the headlines. I choose the feud of KPK (The Corruption Eradication Commission) versus Polri (Indonesian National Police) Part Two as the topic.

We still remember the feud between KPK and Polri in 2009. The feud known as "gecko versus crocodile" was triggered by some cases;

i.e. the arrest of Chief of KPK, Antasari Azhar, on charges of murdering businessman Nasruddin Zulkarnaen. Then, following the case was Anggoro's bribes for KPK deputies and officials, and ended by the arrest of two KPK deputies, Chandra M Hamzah and Bibit Samad Rianto for the abuse of power in imposing the travel ban on Anggoro. All of the cases especially the last one triggered the feud of KPK versus Polri. At that time, public considered that there was an attempt to weaken KPK as KPK was intensively fighting against corruption.

When public were still unaware of the end of the feud, shortly after that time public were surprised by the news of the recommence of the feud. Most of national media raised this topic as headlines. Moreover, they named the refeud as "gecko versus crocodile part II." I found it interesting to do a research about the refeud.

In chronological order, the feud of KPK versus Polri Part II was also triggered by several cases, namely: first, the announcement of National Traffic Police Commander Inspector General Djoko Susilo as the main suspect in the driving-simulator procurement graft case by KPK. The case humiliated Polri since Djoko Susilo was a senior officer of Polri and he has a strategic position in the institution. Second, the recall and rotation of KPK investigators by Polri. The case became special because it coincided with the declaration of Djoko Susilo as the main suspect in the driving-simulator procurement graft case by KPK. In addition, some of the investigators recalled by Polri were the investigators on Djoko Susilo's case. The case caused tensions between KPK and Polri. Third, the attempted arrest of KPK investigator, Novel Baswedan, on charges of shooting robbery suspects in 2004. The case became the peak tension of the feud since KPK considered that the arrest is an attempt to criminalize the KPK investigator.

## 1.2 The Statement of The Problem

In this writing, I try to describe and analyze the exclusion strategies represented in the headlines of *The Jakarta Post* newspaper in the case of

the feud of KPK vs Polri Part II from Critical Discourse Analysis point of view. Thus, there are three issues discussed in this research, i.e. (1) What actors are represented in the headlines of *The Jakarta Post* Newspaper in the case of the feud of KPK Vs Polri Part II? (2) What actors are excluded in the use of nominalization strategies in the headlines? (3) What reasons are used by the newspaper in using the nominalization strategies?

## 1.3 The Objectives of The Study

Based on the problems above, there are three objectives of this research, namely (1) to analyze the actors represented in the headlines, (2) to analyze the actors excluded in the use of nominalization strategies in the headlines, and (3) to describe reasons of the newspaper in using the nominalization strategies.

## 1.4 Method

The method used in this research is descriptive qualitative. According to Djajasudarma (2006:9) a descriptive qualitative method is a method that aims to provide a systematic description about data, characteristics, and the relationship of the studied phenomena. Such method is implemented to describe the nominalization strategies of exclusion used by *The Jakarta Post* newspaper in the case of the feud of KPK vs Polri Part II.

The data source in this research is headlines of *The Jakarta Post* newspaper. The headlines chosen are about the case of the feud of KPK vs Polri Part II. The headlines are published on The Jakarta Post newspaper edition from August to October 2012.

## 2. Theoretical Framework

As this writing is a study of Critical Discourse Analysis (CDA), the theory used herein will be the CDA theory. Here, representation of social actor theory put forward by Theo van Leeuwen (2008) from his book "Discourse and Practice"

becomes the theory in which this writing is based on. The theory proposes two strategies, namely exclusion and inclusion. However, in this writing I will focus on the use of exclusion specifically nominalization strategies by *The Jakarta Post* newspaper in the case of the feud of KPK vs Polri Part II. The nominalization strategy becomes the focus in this writing for it is more commonly used by the newspaper than the other strategy. The newspapers commonly use such strategies for the sake of economy: the headlines are issued in the form of clause or phrase. The fact makes the other exclusion strategies less appropriate in supporting this analysis.

## 2.1 Critical Discourse Analysis (CDA)

According to Fairclough (1995:74), CDA is a critical approach of discourse analysis. The discourse analysis can be defined as an analysis on language used. It means the analysis cannot be limited to the description of language form without any bonding with aim and function designed in human's business. Therefore, we can simply define CDA as an analysis of how language is used through critical perspective.

Van Dijk (1995:253) in Post (2009:14) also states that Critical Discourse Analysis (CDA) is a multidisciplinary approach to language that strives to highlight the nature of social power and dominance by substantiating the intricate relationship between text, talk, social cognition, power, society, and culture. Multidiscipline can consist of many discipline studies, such as history, anthropology, social, politics, communication, and also the language itself. In addition, van Dijk also defines CDA as follows:

“Critical Discourse Analysis is a type of discourse analytical research that primarily studies the way social power abuses, dominance and inequality are enacted, reproduced and resisted by text and talk in the social and political context.” (van Dijk, 2008: 85).

In the quotation above, van Dijk points that the focus of CDA is actually to criticize how power is abused and also highlights dominance and

inequality that can mean to elevate someone or group that have the power (a dominant group), and the other side to position of someone or group that have no power in an inferior position.

## 2.2 Theo van Leeuwen CDA Model

According to van Leeuwen in Suganda (2006:13), language is a reflection of an ideology. By studying language reflected in a text or a discourse, the ideology can be dismantled. Van Leeuwen's model can be used in detecting and investigating how someone's or a group's position is marginalized in a text or a discourse.

In his book “Discourse and Practice”, van Leeuwen (2008:4) introduces two CDA analysis models, namely Representing Social Actors and Representing Social Action. The term ‘representing’ can also means ‘representation’. Related to this term, he states that “the term of representation itself is directed to how one, a group, perception, or opinion is presented in the news.”

The explanation above shows that the main problem in representation is how the reality is presented in the news reported. If we speak in terms of media that must involve author (media producer) and the reader, the use of words, sentences, and grammatical aspects have certain meaning when they are received by the readers. Those things in the media producer's perspective are commonly called as discourse strategies. Therefore, in this writing I try to analyze the discourse strategies used by media in terms of van Leeuwen's representation of social actor.

### A. Representing Social Actors

Representation of social actors is associated with how actors (one or group) are represented in the news. In addition, this model is concerned with how one side is positioned in an inferior position and the other side in higher position. For that reason, there will be two strategies appeared in the framework of the theories point, that is exclusion and inclusion. Van Leeuwen (2008:28) states that representations include or exclude

social actors to suit their interests and purposes in relation to the readers for whom they are intended. Exclusion means omitting actors of a social action by some linguistic mechanisms; inclusion means putting the actors in the center of attention and being presented in the text clearly.

As this writing focuses on exclusion, at the next section I will only explain about exclusion and the strategies to use it. The only reason to choose only exclusion in this research is because as van Leeuwen states that exclusion has rightly been an important aspect of critical discourse analysis (2008:28). Thus, it is more interesting to analyze.

### 1) Exclusion

As explained previously, exclusion is the strategy used by media to make actors be omitted from the news. To get a simply clear description about exclusion, van Leeuwen (2008:28) gives an example below:

“To mention just one classic example, Tony Trew (1979: 97ff.) showed how, in the Times and the Rhodesian Herald (during the year 1975), the police were excluded in accounts of the “riots” during which they had opened fire and killed demonstrators, because it was in the interest of these papers and their readers to attempt to justify white rule in Africa”.

Van Leeuwen (2008:28) also introduces two subdivisions of exclusion, namely suppression and backgrounding. Also, according to van Leeuwen (2008) in Kheirabadi (2012:2184) the main distinguishable difference between suppression and backgrounding is the point that they leave trace or not. Some exclusion leaves no traces in the representation, excluding both the social actors and their activities. This radical exclusion without leaving clear traces within the text is called suppression while in backgrounding the exclusion process does leave some traces but actors are excluded to provide the interests of the newspaper or text in general. However, to get more focus I will limit the analysis into the discourse strategies categorized in exclusion specifically in the use of nominalization

strategies. Therefore, the next section will give a brief understanding about exclusion strategies including the nominalization strategies.

### 2) Passivation

Passivation strategy is a strategy of how an actor is not involved in a discourse. According to van Leeuwen (2008:29), the linguistic sign of this strategy is passive agent deletion. This strategy concerns with what are being expressed, and not who expresses them. According to Haiqal (2009:15), by using passivation the real actor can be covered or deleted in the discourse. This can be done to protect one actor in terms of social status. Therefore, it tends to be higher than the other one. By omitting the actor, media tries to drive the readers’ attention into the other one (victim). Here is an example.

- 1a) **Active**            A police shot the robber.
- 1b) **Passivation**    The robber was shot.

If we compare the example above, by presenting the active sentence, the actor “a police” is clearly existed. Otherwise, by using passivation or passive sentence, the actor “a police” is deleted. This is how media tries to drive the reader’s attention to focus on the victim “the robber” and to pay no attention to the actor “A police”.

### 3) Subclause Changing

Subclause changing is a strategy of changing the subject of a sentence into a subclause(s). Below is the example.

- 2a) **Sentence**        A police shot the robber.
- 2b) **Subclause changing**    To rescue the bank officers, a shot was fired at, and then the robber died.

In the first sentence, the actor “A police” is clearly existed. Otherwise, in the second sentence, it has been omitted.

### 4) Nominalization

Nominalization is a strategy of modifying a verb into a noun. Below is the example.

- 3a) **Verbal** A terrorist bombed the US embassy.
- 3b) **Nominal** There was a bombing at the US embassy yesterday.

The actor “a terrorist” is clearly existed in the first sentence (verbal). However, the actor “a terrorist” cannot be seen in the second sentence (nominal). Actually, in the second sentence media just want to show an information that there was an incident (event) of bombing yesterday. The actor of the bombing itself has been deleted. This is the strategy how media tries to drive the readers’ attention to be concerned with the event “the bombing” and to pay no attention to the actor “a terrorist”.

Different from the other strategies, nominalization can occur not only in a clause form but also in a phrase form and even only in a word. It is possible because nominalization involves proposition in it. Let’s see the example of a following headline.

- 4) A hard destruction in New York

Although the headline does not appear in the form of a clause in example 4, it can be analyzed. The phrase *a hard destruction* involves an excluded actor. The actor destructs the city hard. Then, based on CDA perspective and the context of event we can estimate who is the actor excluded or hidden by the newspaper. Therefore, as this writing focuses on newspaper headlines analysis, the nominalization strategies will give more contribution in this writing since headlines are commonly issued not only in a clause form but also in a phrase. Thus, in this writing I only use the nominalization strategies of exclusion as my focus.

### 3. Findings and Discussion

As mentioned previously, this writing focuses on the analysis of nominalization strategies of exclusion in the headlines (the title of the main news) from *The Jakarta Post* newspaper. The headlines chosen are about the case of the feud of KPK vs Polri Part II. As an effort to uncover the journalist (or people behind media) point of

view, the headlines analysis become very important since headlines are part of news text that the first thing to be seen by the reader. They also become the form of reality that the journalist wants to show and describe. By acknowledging the form of reality chosen and formed to be the focus of the news, it also enables the readers to understand what view and perspective are backgrounding the news.

- 5) Assault on KPK may intensify (*The Jakarta Post* Headlines: Oct 8, 2012)

Data presented in example 5 shows an exclusion strategy used by *The Jakarta Post*, namely the nominalization strategy. It is a strategy of modifying a verb into a noun. In example 5 *The Jakarta Post* uses word *assault* as a noun. *The Jakarta Post* wants to hide the actor who does the assault. Otherwise, *The Jakarta Post* intends to drive reader’s attention to the event *the assault*.

As this headline is issued in a clause form, I can analyze it by using Systemic Functional Grammar (SFG) analysis. The data can be analyzed as follows.

<b>Clause</b>	Assault on KPK	may intensify
<b>Textual Function</b>	<b>Theme</b>	<b>Rheme</b>

**Figure 1** Textual Function Component Structure of Example 5

According to Halliday (1994:37), “the theme is the element which serves as the point of departure of the message; it is that with which the clause is concerned”. Halliday argues that theme usually comes first in the clause; it tells what the clause is about. Moreover, rheme is the rest of the clause which tells further about the information of the theme. Based on the explanation, it is simply concluded that the “assault on KPK” becomes the information that is concerned and emphasized by *The Jakarta Post* to the readers while “may intensify” becomes the only information that modifies it.

In example 5, besides the hidden actor, there is the other actor existed in the headline; it is KPK. Here, *The Jakarta Post* wants to show KPK as the only actor presented. KPK is represented as the actor which is assaulted by the hidden actor; KPK becomes the actor that is usually called the

“victim” actor. This data also uses the exclusion strategy in nominalization type; the only reason to use it is *The Jakarta Post* wants to drive the readers’ intention to the event “assault” and also the victim actor “KPK”. Furthermore, as this headline reports the case of feud of KPK versus Polri, I can estimate the hidden actor. The hidden actor here is the national police (Polri).

- 6) Nationwide protests in support of KPK (*The Jakarta Post* Headlines: Oct 9, 2012)

Example 6 shows a nominalization strategy of exclusion used by *The Jakarta Post* newspaper. The data is issued in a phrase form or in SFG it is called group. According to Gerot and Wignell (1994:140) “a group is basically an extension of a word. It consists of a head word plus any modification to that word”. Here, The Jakarta Post uses word ‘protests’ as a noun or the head word; therefore, the word “protests” becomes the important point in this headline. *The Jakarta Post* wants to hide the actors who are specifically protesting and whom are protested. Otherwise, *The Jakarta Post* intends to drive readers’ attention to the event the “nationwide protests”.

By using Systemic Functional Grammar (SFG) analysis; the data can be analyzed as follows.

<b>Noun Group</b>	Nationwide	protests	in support of KPK
<b>Functional Components</b>	<b>Classifier</b>	<b>Thing</b>	<b>Qualifier</b>

**Figure 2** Noun Group Functional Components Structure in Example 6

The “protests” or in specific “nationwide protests” becomes the information that is highlighted and emphasized by *The Jakarta Post* to the readers while “in support of KPK” becomes the information that modifies it.

In example 6, there is an actor existed; KPK becomes the existed actor in the headline. Here, The Jakarta Post wants to show KPK as the only actor presented. Through this headline, The Jakarta Post wants to drive the readers’ intention to the event “nationwide protests” and also the existed actor “KPK”. Furthermore, as this

headline has context about the feud of KPK versus Polri and its relation to the government, I can estimate the hidden actors. The hidden actors here are to whom the protests are delivered. Then, the hidden actors definitely go to the national police (Polri) and the President, SBY. The only reason to exclude Polri and SBY is that *The Jakarta Post* wants the readers to pay more attention to the event ‘nationwide protests’ and also to the existed actor: “KPK”.

- 7) Confusion follows SBY speech (*The Jakarta Post* Headlines: Oct 11, 2012)

Example 7 shows a nominalization strategy of exclusion used by *The Jakarta Post* newspaper. The data is issued in a clause form. Here, *The Jakarta Post* uses word “confusion” as a noun instead of a verb “confuse”. *The Jakarta Post* wants to hide the actors who were confusing. Otherwise, *The Jakarta Post* intends to drive readers’ attention to the event, the “confusion”.

By using Systemic Functional Grammar (SFG) analysis; the data can be analyzed as follows.

<b>Clause</b>	Confusion	follows SBY speech
<b>Textual Function</b>	<b>Theme</b>	<b>Rheme</b>

**Figure 3** Textual Function Component Structure in Example 7

The “confusion” becomes the information that is highlighted and emphasized by *The Jakarta Post* to the readers while “follows SBY speech” becomes the only information that modifies it.

In example 7, there is a noun phrase “SBY speech”. The phrase gives its contribution to propose the only actor existed in the headlines. SBY becomes the actor who delivers the speech. Here, *The Jakarta Post* wants to show SBY as the only actor presented. SBY through his speech is represented as the actor which is the causal of the hidden actor. Through this headline, The Jakarta Post wants to drive the readers’ intention to the event “confusion” and also the causal “SBY”. Furthermore, as this headline has context about SBY speech in conciliating the feud of KPK versus Polri, I can estimate the hidden actors. The hidden actors here are definitely KPK and the National Police (Polri).

- 8) When threats against KPK turn sinister (*The Jakarta Post* Headlines: August 6, 2012)

Example 8 shows a nominalization strategy of exclusion used by *The Jakarta Post* newspaper. The data is issued in a clause form. Here, *The Jakarta Post* uses word ‘threats’ as a noun instead of verb “threaten”. *The Jakarta Post* wants to hide the actors who are threatening. Otherwise, *The Jakarta Post* intends to drive readers’ attention to the event, the “threats”.

By using Systemic Functional Grammar (SFG) analysis; the data can be analyzed as follows.

<b>Clause Textual</b>	When Structural	Threats against KPK	turn sinister speech
<b>Function</b>	<b>Theme</b>	<b>Theme</b>	<b>Rheme</b>

**Figure 4** Textual Function Component Structure in Example 8

The ‘threats against KPK’ becomes the information that is highlighted and emphasized by *The Jakarta Post* to the readers while ‘turn sinister’ becomes the only information that modifies it.

In the data, there is a noun phrase “threats against KPK”. The phrase gives its contribution to propose the only actor existed in the headlines. KPK becomes the actor that the threats are delivered for. Here, *The Jakarta Post* wants to show KPK as the only actor presented. Through this headline, *The Jakarta Post* wants to drive the readers’ intention to the event “threats” and also the victim actor “KPK”. Furthermore, as this headline has context about the feud of KPK versus Polri, I can estimate the hidden actor. The hidden actor here definitely goes to the national police (Polri). The only reason to exclude Polri is that *The Jakarta Post* wants the readers to pay more attention to the event ‘threats’ and also to the victim actor: “KPK”.

## 4. Closing

### 4.1 Conclusion

From the analysis of the data on the previous section, there are some conclusions to be drawn as follows.

- a. KPK is often represented as existed actor in the headlines. KPK is represented so because *The Jakarta Post* wants to drive the readers’ attention to KPK. Here, KPK is represented mostly as the victim actor.
- b. National Police (Polri) is mostly represented as the excluded actor. The exclusion of Polri can drive the readers’ attention to ignore the actor and to pay more attention to the victim actor. It can affect the readers’ sympathy towards the victim actor.
- c. The reason behind the exclusion of Polri by *The Jakarta Post* is that *The Jakarta Post* took the side of KPK in the feud.

## 4.2 Suggestion

This research investigates the nominalization strategies of exclusion represented on the headlines of *The Jakarta Post*. The grand theory of this research, the nominalization strategies of exclusion, is a part of the theory of representation of social actors put forward by Theo van Leeuwen (2008). Bearing in mind the present research, there are some suggestions offering some improvements for future research.

First, this research only uses *The Jakarta Post* newspaper as the source of getting the headlines. Future research may use different newspaper in getting sources, and even it will be more interesting to attempt a comparative research based on different newspapers. Second, this research only uses the nominalization strategies. Future research may add the passivation and subclause changing strategies to complete the exclusion strategy. Third, this research only uses van Leeuwen’s theory as the grand theory. Future research may use more theories such as theories from Fairclough, Teun A van Dijk, Sara Millis, and Ruth Wodak to obtain richer analysis.



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