

A CDA of the Ideology of Indonesian Metrotv News Report

Umar Fauzan

The Student of Post Graduate Program of Linguistics of UNS, Indonesia

Tel: 62-0541-713-1444 E-mail: umarfauzan@yahoo.com

H. D. Edi Subroto & Soepomo Poedjosoedarmo

The Lectures of Post Graduate Program of Linguistics of UNS, Indonesia

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Abstract

Television is a tool to convey the ideology of the television owners. This is reasonable because behind a text circulating in the community has always a hidden agenda of the social structure. In the point of view of critical discourse analysis, language is not neutral but it always carries a particular ideological message. There is always a hidden message on any news program broadcasted by MetroTV. The objective of this study was to know the ideology of the news text of MetroTV. This study employed a qualitative descriptive study using the model of Fairclough's CDA. The data of the study was the news text about mudflow in Sidoarjo, Indonesia. Based on the research findings, it is concluded that MetroTV does not only provide any information about the events in Indonesia, but it also develops an ideology. The ideologies of MetroTV news texts are: 1) the mudflow in Sidoarjo Indonesia is not a natural disaster, 2) the cause of mudflow was human error (gas drilling conducted by Lapindo incorporation), 3) Lapindo should be responsible, while the state should not use public money for mudflow handling, 4) the impact of the mudflow are: destroying the environment and the lives of citizens, harming people economically, socially as well as culturally, and making people miserable, 5) the mudflow victims do demonstration to show their disappointment, and 6) the compensation and the realization of the responsibility of Lapindo incorporation disappointing. The finding of this study reveals that Indonesian MetroTV develops the ideology by applying the strategies of "emphasize their bad things" and "de-emphasize their

good things.”

Keywords: Ideology, Critical Discourse Analysis, Television, Sidoarjo mudflow

1. Introduction

The types of television programs are generally categorized into two, namely: entertainment and information. The entertainment programs can be a program of music, comedy, film, reality show, or quiz. Meanwhile, the program of information is packaged in a news report program. It displays a variety of news from sports, culture, art, economics, government, technology, education, to politics. Any time, the public are able to enjoy the television entertainment program for fun or information program to increase their knowledge in various areas of life.

MetroTV has a different concept than other television channels, because MetroTV broadcasts its programs for 24 hours every day and it only focuses on news report program. On May 2010, MetroTV brings new slogan from "*Be Smart Be Informed*" to "*Knowledge to Elevate*". MetroTV is among of the six most trusted media version Edelman Trust Barometer survey IndoPasific 2011. According to the survey, MetroTV is one of the trusted television channels in Indonesia.

Any text, that is circulating in the community, always hides the influence of a social structure. A text is not something free of values and it sometimes does not describe a reality as it is. In the point of view of critical discourse analysis, a text is not only determined by the text maker but it is also determined by the social structures surrounding the text producer. Language is not neutral, but it carries a certain ideological messages that are affected by the creator of the text. There is always a hidden message on every news program broadcasted by MetroTV which is containing the "deposit" message from the owners of it.

Fairclough (1989:22) states the concept of discourse in a language as a 'social practice'. As social practice, language becomes a part of social process. Language has a dialectic characteristic that has a passive and active role. In a passive role, language is a recorder of what is going on in people's lives. Oral language is recorded in writing, such as: *Babat Tanah Jawa*. *Babat Tanah Jawa* is one of the oldest written manuscripts which told the stories of Javanese people and was able to document what happened in the past. Language also becomes a reflection of social processes. Unlike the passive role, language can also play an active role. In this case, a language participates and becomes a cause of a social change. One example is the news of Sidoarjo mudflow. Sidoarjo mudflow is a disaster of mudflow that happens in Sidoarjo, East Java province, Indonesia. By relying on word selection, a text maker may intentionally lead others to follow his understanding. MetroTV always uses a "Lapindo mudflow" phrase. Lapindo refers to PT Lapindo Brantas, that is, the factory did the gas drilling in the location of mudflow in Sidoarjo, Indonesia.

The above explanation confirms that if one watches news report program on MetroTV about the tragedy of mudflow in Sidoarjo, then he/she will be sure that this tragedy of mudflow caused by PT Lapindo. Subagyo (2009:98) mentions that in social practice, one always has a purpose when she/he develops a discourse, including the purpose of the practice of power. This practice is showing the effects of ideological discourse; produce and reproduce relations of power that does not draw between social classes, men and women, majority and minority groups.

According to Fairclough (1989:22), the concept of discourse as social practice has three implications. First, the discourse is part of the community. Discourse cannot stand alone, separated from society. Second, the understanding of discourse as social practice implies that discourse is a social process. As people proceed and flourish, discourse (language) also proceeds and develops. Third, the discourse proceeds in accordance with the conditioned in society. There is a kind of dialectic between language and social conditions. Discourse is influenced by social conditions, but social conditions also influenced by the conditions of discourse. Here, it could be concluded that linguistic phenomena are social phenomena, while the social phenomenon also has a linguistic in nature. Linguistics is as social as linguistic absolutely cannot escape from the influence of social environment. The social conditions are also linguistics because language in its social activities is not only a form of expression or reflection of social processes and practices, but it is also a part of the process and social practice.

There are three reasons why this study is feasible. *First*, MetroTV is the largest TV channel which is broadcasting news program. *Second*, MetroTV belongs to a political figure. *Third*, the success of selling political ideology and public opinion is usually determined by the discourse development constructed by the mass media, in this case is television.

2. Review of Related Literature

Van Dijk (1991:118) states that if social cognitions about different social groups and social events are similar, we say that they are being monitored by the same fundamental interpretation framework, that is, by the same *ideology*. Such an ideology features the basic norms, values, and other principles which are geared towards the realization of the interests and goals of the group, as well as towards the reproduction and legitimation of its power.

In addition, Van Dijk (1998:8) gives more statement about Ideology as the *basis of the social representations shared by members of a group*. This means that ideologies allow people, as group members, to organize the multitude of social beliefs about what is the case, good or bad, right or wrong, *for them*, and to act accordingly. Ideology is used to articulate the power. Van Dijk (2006b: 117) claims that some ideologies may thus function to legitimate domination, but also to articulate resistance in relationships of power.

In developing ideology, Van Dijk (2006a: 734) proposes the overall strategies of what might be called the ideological square, they are: emphasize our good things, emphasize their bad things, de-emphasize our bad things, and de-emphasize their good things.

Ideology became the interesting topics of the study of critical discourse analysis. The discourse analysis researches had done some studies to uncover the ideological discourse using critical discourse analysis. Here are some CDA researches on the topic of ideology that had been done by Darma (2009), Hardman (2008), Kandil (2009), Al-Jayrudy (2011), and Pasha (2011).

Darma (2009:65) in her book entitled *Analisis Wacana Kritis* (Critical Discourse Analysis) reviewed a practice of critical discourse analysis about Sidoarjo mudflow case. She stated that the use of phrase "Lapindo mudflow" indicates who should be responsible and who

caused the mudflow disaster. It tried to remind us the gas drilling done by Lapindo Incorporation as the cause of the tragedy. In the phrase of "Sidoarjo Mud", it directed the responsibility of the citizens and government to take the responsibility. Here, there is an attempt to divert responsibility of Lapindo Incorporation to be a collective responsibility for both citizens and the government.

Hardman (2008) finished his doctoral program at University of Nottingham by writing a dissertation entitled, "*Political Ideologies and Identity In British Newspaper Discourse*". The thesis utilizes a novel analytical framework that modifies Critical Discourse Analysis by incorporating theories of performed identities and metaphor with a "Discourse Historical" approach to critical analysis. The findings show a series of strategies used by newspaper to evaluate political leaders and their decisions in ways that serve the newspaper's ideologies. Differences in the linguistic strategies used to reflect stance in tabloid newspaper when compared to broadsheet newspaper are also found.

Kandil (2009) wrote a dissertation entitled "*The Israeli-Palestinian Conflict in American, Arab, and British Media: Corpus-Based Critical Discourse Analysis*". He found a comparison of frequency data of occupation-related words and a detailed concordance analysis of the word *settlements*. The data show that the occupation theme is highly emphasized by Al-Jazeera corpus, downplayed by CNN, and receives more attention on the BBC than CNN. The analysis of *settlements* shows that the word occurs in three themes: the Israeli disengagement plan, the expansions of West Bank settlements, and the Israeli-Palestinian peace process. A close contrastive analysis of how these themes are represented in each corpus reveals different strategies adopted by different news media to control for the positive or negative representation of different participants in the conflict. The analysis also reveals some of the strategies employed by each news website to control for the positive or negative representations of the different actors involved in the conflict. The corpus findings are interpreted using some informative CDA frameworks, especially Van Dijk's (1998) ideological square framework.

Al-Jayrudy (2011) wrote a dissertation entitled: "*Ideological Representations in English and Arabic News Reports: A Thematic Structure Analysis*". This study concludes that the enhanced conceptual framework proves in practice to be a meaningful resource to identify the different ideological representations of Syria in the selected data. The roles of discourse in constructing social meanings and realities, the roles of readers as subject and reading positions, the structural model for news reports analysis, the roles of news media and the use of various persuasive techniques (e.g. emphasis, repetition, rationalization, habitualization, naturalization and management/concealment of information) are indicators of underlying ideologies in news presentation. The developed methodological approach to Theme/Rheme analysis in English and Arabic and the enhanced analytical tools used here also proves in practice to unravel the ideological differences in English and Arabic news reports. The findings of the thematic and informational analyses in the data strongly suggest that the perpetuation of conflict and the polarization between Syria, on the one hand, and Lebanon and the US, on the other, are more apparent in the English news reports than in the Arabic ones. The Arabic news reports show a tendency towards neutralization and presenting Syria

positively in their reports. Persuasive techniques are used in both the English and Arabic news reports in order to influence the readers into adopting the media political views, ideologies and representations of Syria in this conflict.

Pasha (2011) did a study of CDA entitled: *“Islamists in the Headlines: Critical Discourse Analysis of the Representation of the Muslim Brotherhood in Egyptian Newspapers”*. The analysis leads to the conclusion that the Egyptian regimes have been practicing a constant and systematic strategy of exclusionary nature towards the Muslim Brotherhood. This exclusion has been implemented through the use of sheer power (detention, prison, and military tribunals) and through soft power (media negative representation) as well. Van Dijk’s *ideological square* (1998) is found well-suited to describe the relationship between the Egyptian regime and Islamists: *we* are good and *they* are bad.

3. Research Methodology

3.1 Research Design

This research is a study of critical discourse analysis which aimed to determine the orientation of the discourse developed by MetroTV through its news program broadcasted. Critical discourse analysis in this study was an attempt disclosure of the hidden intention of the news makers. Van Dijk (2001:352) states *“Critical discourse analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context.*

3.2 Data and Source of Data

The data of this study is the news of mudflow in Sidoarjo, Indonesia. The primary data sources came from MetroTV news report program. MetroTV has news programs, such as: *Metro Pagi, Metro Siang, Metro Hari Ini, Editorial Media Indonesia, Top 9 News, and Metro Highlights*. The sources of secondary data derived from documentation and track record of MetroTV. The documentation of the news and track record is the content of the news reports ever broadcasted by MetroTV.

3.3 Data Collection Techniques

The steps of data collection would be as follows: In the level of text analysis, data were collected by recording a news program that broadcasted on MetroTV, including: *Metro Pagi, Metro Siang, Metro Hari Ini, Editorial Media Indonesia, Top 9 News, and Metro Highlights*. Furthermore, the researcher identified the development of the discourses of each block. In the level of production and consumption of text analysis, the researcher used interview techniques to obtain primary data about the process of text production. The researcher also used the documentation and the study of literature in order to obtain the data about the condition of the context around the creation of a news program broadcasted by MetroTV.

3.4 Data Analyzing Techniques

According to Fairclough (1989:25-26), there are three stages of analysis to be done in Critical

Discourse Analysis. The first phase, *description*, text is analyzed independently without having attributed to other things. In this study, this phase is done by analyzing the text of the news in MetroTV. In addition, the researcher conducted analyzes in intertextuality for the texts that have intertextual link. The second stage, *interpretation*, interpreting the text associated with the practice of discourse. Here, the researcher linked the text analysis results with the results of in-depth interviews with producers and consumers of MetroTV. There are two types of interviews to be conducted. First, the interview in writing using the standard questions to the informant that it is hard to find. Second, in-depth interviews with standardized open-ended questions is to probe the depth of information and views on various subjects. The third stage, *explanations*, is aimed at finding an explanation for the results of the interpretation of the first and second stages. In this level, the researcher attempts to analyze and explain the relationship between the trend in the text, the complexity of the discourse practices, and also in the processes of social change. This stage is a stage where researcher look for explanation of the results of interpretation by reference to the socio-cultural conditions around the text produced.

4. Findings of the Study

In this section, the researcher discusses the textual analysis, interpretation, and explanation of the news texts of MetroTV. The findings of the study presented below.

4.1 Text Analysis of MetroTV News Text

In this stage, the researcher conducted a textual analysis of news texts of MetroTV. To find the ideology contained in the text, Fairclough (1989:120) suggests researching the use of predominant process and participant in the text. Fairclough states when one wishes to represent textually some real or imaginary action, event, state of affairs or relationship, there is often a choice between different grammatical process and participant types, and selection that is made can be ideologically significant.

The finding of this study shows that the type of process in the news text of MetroTV about "Sidoarjo Mudflow" is presented below.

Table 1. The Summary of Process Type of MetroTV News Texts

News Text	Material		Mental		Relational		Verbal		Behavior		Existential	
	<i>F</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
News text 1A	9	75%	1	8%	0	0%	1	8%	1	8%	0	0%
News text 1B	27	60%	4	9%	6	13%	4	9%	1	2%	3	7%
News text 1C	15	34%	3	7%	11	25%	10	23%	2	5%	3	7%
News text 1D	5	56%	1	11%	0	0%	0	0%	2	22%	1	11%
News text 1E	6	75%	0	0%	1	13%	0	0%	0	0%	1	13%
News text 1F	7	88%	0	0%	0	0%	1	13%	0	0%	0	0%
News text 1G	3	30%	2	20%	4	40%	1	10%	0	0%	0	0%
News text 1H	7	70%	0	0%	3	30%	0	0%	0	0%	0	0%
News text 1I	10	67%	0	0%	4	27%	1	7%	0	0%	0	0%

News text 1J	17	77%	0	0%	3	14%	0	0%	1	5%	1	5%
News text 1K	28	72%	0	0%	10	26%	0	0%	1	3%	0	0%
News text 1L	5	50%	0	0%	2	20%	0	0%	3	30%	0	0%
News text 1M	8	42%	1	5%	7	37%	0	0%	1	5%	2	11%
News text 1N	13	50%	0	0%	1	4%	6	23%	4	15%	2	8%
News Text	Material		Mental		Relational		Verbal		Behavior		Existential	
	<i>F</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
News text 1O	10	91%	0	0%	1	9%	0	0%	0	0%	0	0%
News text 1P	7	64%	0	0%	1	9%	1	9%	0	0%	2	18%
News text 1Q	12	44%	4	15%	3	11%	3	11%	5	19%	0	0%
News text 1R	3	27%	3	27%	3	27%	1	9%	1	9%	0	0%
News text 1S	9	53%	0	0%	2	12%	4	24%	2	12%	0	0%
News text 1T	4	44%	3	33%	1	11%	0	0%	0	0%	1	11%
News text 1U	9	69%	0	0%	2	15%	0	0%	2	15%	0	0%
News text 1V	25	71%	2	6%	3	9%	1	3%	1	3%	3	9%
Average	60%		6%		16%		7%		7%		4%	

The table above indicates that the dominant process type in almost all MetroTV news text is material process, they are: news text 1A (75 %), 1B (60 %), 1C (34 %), 1D (56 %), 1E (75 %), 1F (88 %), 1H (70 %), 1I (67 %), 1J (77 %), 1K (72 %), 1L (50 %), 1M (42 %), 1N (50 %), 1O (91%), 1P (64 %), 1Q (44 %), 1S (53 %), 1T (44 %), 1U (69 %), and 1V (71 %). There are only two news texts where the material process is not dominant, news text 1G (30 %) and news text 1R (27 %). The average usage of the material processes of MetroTV is 60 %. It means that MetroTV wants to describe the mudflow in Sidoarjo Indonesia.

The prominent Participants of the news texts of MetroTV is Lapindo mudflow. This is very interesting, MetroTV uses the phrase of "Lapindo mudflow" to refer to the disaster happening in Sidoarjo. The "Lapindo Mudflow" participant appears almost in all of the news broadcasted, except in news text 1A. The Participant of "Lapindo Mudflow" mentioned in News Text 1B, 1C, 1D, 1E, 1F, 1G, 1I, 1J, 1K, 1L, 1M, 1N, 1O, 1P, 1Q, 1R, 1S, 1T, 1U, and 1V. The percentage of phrase of "Lapindo mudflow" is 2.64. It means that there are more than twice, the "Lapindo mudflow" phrase is used on every news text. Lapindo is the factory that conducted gas drilling in the location of the mudflow. Here, MetroTV argues that PT Lapindo is the one who must be responsible for the mudflow disaster.

The research findings of the ideology of MetroTV news text includes: the identity of the mudflow, the cause of the mudflow, the impact of the mudflow, the reaction of the mudflow victims, who must take responsibility of the mudflow, and the realization of the responsibilities.

The first issue is about *the identity of the mudflow*. The findings of the study shows that MetroTV labels the mudflow occurred in Sidoarjo as "Lapindo mud" which displays the image of Lapindo Incorporation as a trigger of the mudflow in Sidoarjo as well as the one who must take the responsibility of the mudflow problem. The examples in the news texts of MetroTV as following:

(1)

The damaged areas by the Lapindo mudflow increasingly widespread. [Extract 1E - 4]

The protests done by the residents of the five villages of the Lapindo Victims. [Extract 1L - 3]

The payment of compensation to victims of Lapindo installment system makes victims of Lapindo difficult to buy a new home. [Extract 1T - 1]

One of the victims of Lapindo, until now, has not been able to buy a home is Purwanto, the residents from the village of Renokenongo, Porong, Sidoarjo. [Extract 1T - 3]

The second issue is about *the cause of the mudflow*. The finding of the study shows that MetroTV points the gas drilling conducted by Lapindo incorporation as the cause of the mudflow. It is a human error, and it is not a natural disaster. MetroTV disagrees if the tragedy of the mudflow in Sidoarjo caused by natural phenomena. The research findings of the texts which carries the image of the causes of Sidoarjo mudflow was found in the following text news:

(2)

We've heard some time ago how the experts agree that this is actually a human error. [Extract 1B - 6]

It was found a Black Box showing that the incident of the mudflow is not as catastrophic as applied by the Supreme Court but it is a form of human error. [Extract 13 - C]

The disasters caused by oil and gas drilling company Lapindo Brantas, which is now named Minarak Lapindo Jaya, it has drained the state budget by more than 6 trillion. [Extract 1K - 6]

The theorem of prima causa should be applied; Lapindo drill then he should be responsible. [Extract 1K - 29]

The drilling of Lapindo buzzed to meet the national energy needs, according to residents, has been polluting the environment, paddy fields, and their ponds. [Extract 1L - 6]

Syafrudin assess the Lapindo mud is not including a national disaster, but it's because of human error. [Extract 1R - 5]

The third issue is about *the impact of the mudflow*. MetroTV proposes that the impact of the mudflow in Sidoarjo causes some huge problems, they are: making people miserable, creating bad impact for the environment and social life as well as the community. The research finding shows that the impact of mudflow in Sidoarjo as follows:

(3)

The mud was thrown into the river resulting Porong river receded. [Extract 1F - 6]

It has an impact on the economy of the regular fishermen catch fish in the river. [Extract 1F - 7]

The Executive Director of WALHI East Java, Bambang Catur Nusantara, said the air in

the villages around the center of the Lapindo mudflow is no longer safe for the residents. [Extract 1F - 2]

The ground water quality in the village of Besuki and kali Tengah are also facing pollution above a specified threshold , so that the water around the Lapindo mudflow is also not safe for consumption. [Extract 1F - 7]

The citizens of Lapindo mudflow victims from the village of Ketapang District of Sidoarjo regency Tanggulangin run the Eid prayers near the mud embankment. [Extract 1G - 1]

In this Eid al-Adha prayers, the residents cried remembering the their villages were drowned Lapindo mudflow. [Extract 1G - 7]

The disasters caused by oil and gas drilling of Lapindo Brantas, which is now named Minarak Lapindo Jaya, it has drained the state budget by more than 6 trillion. [Extract 1K - 6]

The gas drilling of Lapindo buzzed to meet national energy needs, according to residents, has been polluting the environment, paddy fields, and their ponds. [Extract 1L - 6]

The protesters claimed that the Lapindo mudflow that occurred since the last six and a half years is a violation of human rights, because the mud mixed with poison gas damaging the soil, water, air and also adverse economic, social, and cultural. [Extract 1S - 9]

The protesters also demanded to arrest and prosecute the owners of Lapindo, because it has damaged or destroyed the lives of Sidoarjo. [Extract 1S - 11]

It is not only to the environmental impact, but the mudflow also has an impact on the social lives of citizens. [Extract 1V - 2]

There are also many villages, more than 12 villages in three districts, were affected the impact of the Lapindo mudflow. [Extract 1V - 5]

The fourth issue is about *the reaction of the mudflow victims*. The news text of MetroTV describes some reactions of the mudflow victims, they are: the mudflow victims did demonstrations, the mudflow victims carried out the Eid prayer in the location of mudflow as an expression of sadness and angry seeing the damage of their properties and their sufferings, and the mudflow victims also insisted Lapindo leave from Sidoarjo. The the reaction of mudflow victims in Sidoarjo displayed in some sentences below:

(4)

500 victims of Lapindo mudflow from 10 villages in three districts in Sidoarjo rally commemorating five years of the Lapindo mudflow. [Extract 1D - 1]

150 residents of five villages in Sidoarjo, East Java, on Sunday afternoon rally refuse Lapindo Brantas gas drilling Incorporated. [Extract 1L - 1]

They demand Lapindo leave from Sidoarjo. [Extract 1L - 2]

The dozens of victims of the Lapindo mudflow, today, protested by damaging mud embankment in Sidoarjo, East Java. [Extract 1U - 1]

The residents were angry because the compensation has not been paid yet. [Extract 1U - 2]

The fifth issue is *who must take responsibility of the mudflow*. MetroTV explicitly states that Lapindo Incorporation is the only party who should be responsible for the problems of mudflow in Sidoarjo. Lapindo is the party that caused the mudflow, since Lapindo did the gas drilling in the location of the disaster in Sidoarjo. Therefore, Lapindo must account for the loss and damage. The findings of it in the news text as follows:

(5)

In fact, before the rule was issued, under Presidential Decree No. 13 Year 2006 budget set Lapindo mud disaster comes from Lapindo Brantas Incorporation. [Extract 1K - 8]

The theorem of prima causa should be applied; Lapindo drill then he should be responsible. [Extract 1K - 29]

The fund is the people's tax money should not be used for the benefit of the private sector. [Extract 1M - 2]

The sixth issue is about *the realization of the responsibilities*. The news text of MetroTV shows that Lapindo did not do the responsibility as it should be. Lapindo did not do the action optimally to overcome the damage and the impacts of the mudflow. It was proven from the number of times people did demonstration due to delay in the payment of compensation. The examples in the news texts of MetroTV presented below:

(6)

In his sermon, Haji Fattah explained until now there are many victims do not get land compensation yet. [Extract 1G - 5]

Lapindo does not want to be burdened by the act of their own. [Extract 1I - 10]

Thus, Lapindo tried to rob the country illegally, taking state money to cover their mistake. [Extract 1I - 11]

Lapindo has successfully conquered the country by way of regulation to force the release of 14 of 2007 on the Sidoarjo Mud Mitigation Agency. [Extract 1K - 9]

The residents of the Lapindo mudflow victims, again and again, are disappointed with the realization of the transfer compensation. [Extract 1P - 1]

The payment of compensation to victims of Lapindo installment system makes victims of Lapindo difficult to buy a new home. [Extract 1T - 1]

A number of residents are concerned because there is no concern of PT Lapindo Jaya Minarak or government. [Extract 1T - 7]

The residents were angry because the compensation has not been paid. [Extract 1U - 2]

Mr. Atim and his family is now just waiting for the compensation of effort that should be supplied directly by PT Lapindo. [Extract 1V - 13]

The finding of this study reveals that Indonesian MetroTV develops the ideology by applying the strategy of emphasizing their bad things and de-emphasizing their good things. The finding of this study confirms that the text becomes the tools to reinforce the positive things about them, but the text reinforces the negative things about others. These findings confirm what has been presented by Van Dijk (2006: 734) that to develop the ideology can use the strategies of ideological square which includes:

- Emphasize Our good things
- Emphasize Their bad things
- De-emphasize Our bad things
- De-emphasize Their good things

4.2 Interpretation

Interpretation is the practice of discourse analysis. It is an analysis of the relationship between text and discourse practice - to see the text as a production process. Fairclough (1989:141) states that the interpretation is done to interpret the text with "interpreter" text by using all the "sources" interpretation to produce an interpretation.

The process of interpretation is an essential process of interpreting the text (phonology / vocabulary / grammar, semantics, pragmatics, and schemata) and context (the context of the situation and the context of intertextuality). Thus, a researcher tried to interpret the relationship between text and context through the use of prior knowledge (background knowledge) either to the knowledge of language and the linguistic situation covering.

In this study, the researcher also linked the text analysis results with the results of in-depth interviews with the producers and consumers of text. The researchers conducted several levels of interpretation, namely: surface of utterance, meaning of utterance, local coherence, and text structure and point.

4.2.1 MetroTV and Surya Paloh

MetroTV aims to disseminate news and information to all corners of Indonesia. It is not only about news, MetroTV also broadcasts a variety of programs on the progress of information technology, health, general knowledge, arts and culture, and others in order to create the people of Indonesia have a broad knowledge. MetroTV broadcasts 70 % news, which aired in three languages, namely: Indonesia, English, and Mandarin, and a 30 % non- news educative programs.

MetroTV entered the ranks of the most reliable version of the six media of IndoPacific Edelman Trust Barometer survey 2011. According to the survey, MetroTV became the only one reliable television station. MetroTV is owned by Media Group, lead by Surya Paloh.

Surya Paloh, the owner of MetroTV, is the Chairman of NASDEM Party. Surya Paloh is a

former Golkar Party official and later resigned from Golkar Party when he was defeated by Bakrie in Golkar General Assembly which took place in October 2009 in Riau where Bakrie eventually become Golkar chairman 2009-2015. Bakrie is the owner of Lapindo Incorporation.

Surya Paloh has a purpose quite similar to Bakrie, gaining the Indonesia's highest power. Surya Paloh establishes NASDEM party. The establishment of NASDEM provides a clear evidence that Surya Paloh targeting the highest authority in this country. Through NASDEM, Surya Paloh fight to seize power with the official figures in Indonesia.

4.2.2 The Sidoarjo Mudflow

The mudflow in Sidoarjo district originated from the gas drilling conducted by Lapindo Incorporation. However, just three months of its operation, on May 29, 2006, an accident caused by negligence drilling company happened. Lapindo drilling operator tried to "wash their hands" over the case. They stated that the mud leak occurred due to natural factors, it is the Yogyakarta Earthquake on May 27, 2006.

The accident led to the release of the mudflow that cannot be closed and made thousands of homes, schools, places of worship and agricultural land of more than seven square kilometers sink. The details of Sidoarjo mudflow impacts:

- 10,426 houses;
- 23 schools;
- 4 government offices;
- 24 factories;
- 77 houses of worship;
- 800 acres of land;
- More than 30,000 people became refugees.

4.2.3 The Result of Interpretation

After stringing the relationship between text and context of the situation and the context of intertextuality, hereinafter Fairclough (1989:147) says that the text interpreter came to the conclusion to interpret discourse constructed by the text. The interpretation was conducted on the four dimensions, they are: what's going on, who's involved, what relationships are at issue, and what is the role of language. The interpretation result of news texts of MetroTV is shown as follows.

- a. *What's going on.* Sidoarjo mudflow is a very sensitive issue. It determines the image of Aburizal Bakrie, a rival of Surya Paloh to become Indonesian presidents in the next presidential election. Surya Paloh is the owner of MetroTV. Sidoarjo mudflow is a very interesting issue not only for being one of the national disasters that took losses in many sectors of life, but also it is about the image stakes.
- b. *Who' involved.* Aburizal Bakrie, the owner of Lapindo factory and the candidate of Indonesian president, is very concerned with the mudflow news in Sidoarjo. He wants to enhance the positive image among the people of Indonesia. Surya Paloh, the owner of

MetroTV, is also the candidate on Indonesian president. The consumers and news texts recipients are the people of Indonesia from Sabang to Merauke. Surya Paloh and MetroTV is in one side, while Aburizal Bakrie is in other side. They are rivals and both of them are wants to be Indonesian president. Many people believe that Lapindo incorporation is the cause of Sidoarjo mudflow disaster. Lapindo belongs to Aburizal Bakrie.

- c. *What relationship are at issue.* Television, as one of the media, is able to reach all levels of Indonesian society, from remote to urban, and from the children to adults for 24 hours every day. The communities will receive and consume any information given from television every day.

Surya Paloh has the power of media (MetroTV) and wants to develop a positive image of him and lift the negative image of the other party (Bakrie). Surya Paloh can use Sidoarjo mudflow issue to drop his rival. The historical context is really related to the mudflow issue in Sidoarjo in the context of developing ideology. As known by the public that Surya Paloh was a former Golkar party official who was defeated by Bakrie in the chairman election of Golkar. As the largest party, Golkar Party influences and promises Indonesian president. Having defeated by Bakrie, Paloh established NASDEM Party. Historically, the scent of "hurt" still felt within Paloh. The establishment of NASDEM becomes a reflection of Surya Paloh to re-compete for power in Indonesia.

- d. *What's the role of language.* The use of language is crucial for image building. The television viewers follow what is said (or broadcasted) by MetroTV in the form of their news texts.

4.3 Explanation

Explanation is the analysis of socio-cultural practices, it is, the analysis of the relationship between discourse and practice of social context. Explanation aims to find an explanation for the interpretation of the first stage (description) and the second stage (interpretation). At this level, the researcher analyzed and tried to explain the trends in the relationship between text, discourse complexity in practice, and also in the processes of social change. Fairclough (1989:163) states that *The objective of the stage of explanation is to portray a discourse as part of social process, as a social practice, showing how it is determined by social structures, and what reproductive effects discourse can cumulatively have on those structures, sustaining them or changing them.* The result of Explanation is presented here:

1. The process of situational change

Sidoarjo mudflow is interesting issue for many parties; especially for MetroTV. The case of Sidoarjo mudflow in Indonesia affected the news texts broadcasted by Metro TV. Bakrie, as the owner of Lapindo, is also the candidate for president of the republic of Indonesia. Surya Paloh as the owner of MetroTV is also a prospective ruler in this country. Each one has a chance to lift his image and drop the image of another person. The case of mudflow in Sidoarjo is into the hands of media.

2. The process of institutional change

The media is supposed to be neutral and provides adequate information to the public. In fact, television, as one of media, is always biased because it is influenced by the interests of its owners. MetroTV tends to build up a negative image of the Sidoarjo mudflow in Indonesia. Otherwise, Aburizal Bakrie tends to build a positive image of the mudflow. The case of Sidoarjo mudflow has come to change this institution tend not to be neutral and tendentious in news reporting.

3. The process of social change.

In the concept of analysis discourse analysis Fairclough (1989), a discourse is influenced by social (community) but discourse also affects the community. MetroTV manages the discourse through its news programs since the mudflow case is so sensitive and determine the image of Bakrie, Paloh's rival. Bakrie and Paloh, with the same interests, are seizing the supreme power in the republic of Indonesia. Sidoarjo mudflow discourse, that is, creates a negative image for Bakrie, displayed by MetroTV. It is not just giving information to the television viewers, but it is also on a "hidden" mission to show bad image to other party. From time to time, in the midst of competition contrary to Aburizal Bakrie, MetroTV continues building the negative news texts about Sidoarjo mudflow.

5. Conclusion

The news texts broadcasted by MetroTV contain the ideology which is the social representation of the Surya Paloh. MetroTV managed the event of Sidoarjo mudflow in accordance with their beliefs and goals. Ideology developed by MetroTV intangible values and principles espoused by MetroTV. MetroTV claims that Lapindo mudflow causes huge sufferings for the people of Sidoarjo Indonesia.

Based on the research findings, it can be concluded that MetroTV does not only provide the information about the events in Indonesia, but it also develops an ideology. The ideologies are: 1) the mudflow in Sidoarjo Indonesia is not a natural disaster, 2) the cause of mudflow was human error (gas drilling conducted by Lapindo incorporation), 3) Lapindo should be responsible, while the state should not use public money for mudflow handling, 4) the impact of the mudflow are: the damage of the environment and the lives of citizens, harm people economically, socially, and culturally, make people miserable, and adverse state, 5) the mudflow victims react / protest to show their disappointment, and 6) the compensation and the realization of the responsibility of Lapindo incorporation disappointing.

The finding of this study reveals that Indonesia MetroTV develops the ideology by applying the strategies: 1) Emphasize their bad things and 2) De-emphasize their good things.

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