

A CDA OF THE IDEOLOGY OF INDONESIAN

TVONE NEWS REPORT

Umar Fauzan

STAIN Samarinda

Jl. Abdul Hasan 5 Samarinda

Phone: +62-0541-700222, email: umarfauzan@yahoo.com

Abstract The discourse, constructed by television as one of the mass media, is capable of directing the life of the nation through the news report program broadcasted. TVONE news report presents the same topic about the tragedy in Sidoarjo mud using their perspectives. By relying on the choice of words, the texts makers may intentionally lead public opinion to follow their understanding and “mission”. TVONE constantly uses phrases Sidoarjo mud. If one watches the same news text at TVONE over and over again, then she/he might assume that the tragedy of the mud in Sidoarjo Indonesia is a natural disaster and it has nothing to do with PT Lapindo or the Bakrie family. There is always a hidden message on any news program broadcasted by tvOne. TVONE and PT Lapindo belong to a same person, Aburizal Bakrie. He is the candidate of Indonesian president in the next presidential election. The objective of the study was to know the ideology of the news text of TVONE. This study employed a qualitative descriptive study using the model of Fairclough’s CDA. The data of the study was the news text about politics. Based on the research findings, regarding to the ideology contained in the news texts of Indonesian TVONE, then it can be concluded that TVONE does not only provide the information about the events in Indonesia, but it also develops an ideology. The ideologies are: 1) Sidoarjo mudflow is a natural disaster, 2) the cause of the mudflow is earthquake of Jogjakarta Indonesia, 3) the government and PT Lapindo are responsible for the mudflow handling and its impacts, 4) the mudflow victims got a new house and a better life, 5) the mudflow victims performs a prayer to commemorate the mudflow tragedy, and 6) Mudflow handling responsibilities have been carried out by PT Lapindo very well. The finding of this study reveals that Indonesia TVONE develops the ideology by applying the strategies: 1) Emphasize our good things and 2) De-emphasize our bad things.

Key-words *ideology, critical discourse analysis, television, Sidoarjo mudflow*

Introduction

In this information age, no one doubts the role of the mass media. The mass media, especially television, has become a daily necessity. Television programs overwhelm people's lives with a variety of information at any time. A various of information can be enjoyed almost 24 hours every day from Monday to Sunday from social information, politics, economy, sports, health, to culture. Television also presents the entertainment ranging from music, movies, soap operas, reality shows, and others. Not a shred of information that is missing from television as one of mass media. The role of television is so powerful to the lives of families and individuals.

Behind its power to bring the entertainment and information, television also presents a series of problems. This has to do with television program that often do not educate to the viewers, specially children. Many television programs are on the theme of violence, pornography, mystical, and also programs that contain a

certain ideological elements in the program of entertainment and information. Television programs that bring a particular ideology also potentially lead the viewers to follow the direction in which the ideology directed. The television program is not only entertaining but also have an impact, either positive or negative, to the viewers.

In Indonesian people have many options to watch television broadcasts from a number of national private televisions, such as: RCTI, SCTV, quiz, TVONE, Trans7, Trans, MNCTV, Indosiar, GlobalTV, and MetroTV. Having the option of choosing the television channels, the public have the discretion choose not only a different television channel, but they also can choose various types of program broadcasted by different TV channel whether it is information or entertainment. Generally, the type of television show is divided into two; entertainment and information. The entertainment program may be a program of music, comedy, film, reality shows, or quiz programs that provide prizes for participants in the quiz the quiz channel aired or to the viewers at home. The

information show is packaged in a news report program. The types of news are ranging from the news of sports, culture, arts, economics, government, technology, education, and politics.

TVONE wants to inspire Indonesian people in order to think ahead and make improvements for themselves and the surrounding community through its News and Sports. TVONE classifies the programs in the category of News One, Sport One, July One, and One Reality. TVONE wants to prove its seriousness in implementing these strategies by displaying innovative formats in terms of reporting and presentation programs. With the motto "*leading preach*", TVONE broadcasts its programs with a composition of 70 % news and 30% information. TVONE belongs to Bakrie family, Chairman of the Golkar Party.

Behind every text message circulating in the community has always hidden the influence of a social structure. A text is not something independent value and describes reality as it is. In the view of the critical discourse analysis, a text is not only determined by personal of the text

maker, but it is also determined by the social structures surrounding the text producer. A language is not neutral, but it carries a particular ideological message that is affected by the creator of the text. It should be suspected that there is always a hidden message in every news program broadcasted by TVONE. It was not a part of the "surrogate message" from the owner of the television channel.

The discourse, constructed by television as one of the mass media, is capable of directing the life of the nation through the news report program broadcasted. TVONE news report presents the same topic about the tragedy in Sidoarjo mud using their perspectives. By relying on the choice of words, the texts makers may intentionally lead public opinion to follow their understanding and "mission". TVONE constantly uses phrases Sidoarjo mud. If one watches the same news text at TVONE over and over again, then she/he might assume that the tragedy of the mud in Sidoarjo Indonesia is a natural disaster and it has nothing to do with PT Lapindo or the Bakrie family.

Fairclough (1989:22-23), in his book *Language and Power*, states his understanding of language in terms of discourse. The concept of discourse, according to Fairclough, is a form of social practice. As a social practice, language becomes part of a social process. Language can be passive or active role due to the character of the language itself. It has a dialectical nature. Subagy (2009:98) adds that as social practice, a person always has a purpose when she/he proposes a discourse, including the purpose of the exercise of power. Discourse practice shows the effect of ideology; produces and reproduces power relations between the social classes, men and women, majority and minority groups.

In the same book, *Language and Power*, Fairclough (1989:37) explains the dialectics of social structures and discourse. Fairclough argues that the relationship between the discourse and the social structure is not a one-way relationship. Moreover, it is determined by social structure, discourse also affects the social structure, as well as contributing to the changes in the social structure itself. Dialectics indicate two-way

relationship, discourse and social structures influence each other. Discourse is important for power, control and maintain its power through discourse by parties in the circles of power, and social forces of society which became an important factor in maintaining power itself. The language, the language of discourse Fairclough called, also has a passive role. In a passive role, language is a tool that records of what happened in human life. Spoken language recorded in writing language. Besides having a passive role, language can also play an active role. In this case, the language becomes the elements that participate and cause social change itself.

According to Fairclough (1989:22), the concept of discourse as a social practice has three implications. First, the discourse is part of a society that cannot stand alone, separated from society. Second, an understanding of discourse as social practice implies that discourse is a social process. As people proceed and evolve, the discourse (language) also proceeds and flourishes. 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 it also influenced the social conditions. Analytical framework developed by Fairclough (1995) is composed of a three-dimensional text analysis, discourse analysis practices of production and consumption in the form of texts, practices and analysis of socio-cultural. The methods developed include: a description in terms of the language of text linguistics, interpretation of the relationship between the production and consumption of the text with the text, and the explanation of the relationship between the discursive processes (production and consumption of the text) with the social process.

There are some main reasons why this study was feasible. First, TVONE is one of the two largest TV channel in the news program of Indonesia. Second, TVONE belongs to a candidate of Indonesian president; Aburizal Bakrie. Third, the success of selling political ideology and shaping public opinion in accordance with the wishes of the owner of the media - as in the case of Lapindo mudflow tragedy - is

largely determined by the development discourse constructed by the mass media. Forth, This study is also feasible because the results of this study will provide an overview of the ideology of the text news broadcast by the Indonesian TVONE as well as opinion formation strategy used. The results of this study will contribute to the life of the nation from the aspect that invites people to be smart when watching the news on television. People will have an idea that not all news reports on television are neutral and objective, but they bring their own interests. Television news can be objective. Thus, if the study was not carried out, then we will not know how a neutral, objective, and honest impressions of a television news program that comes almost 24 hours in the living rooms and the public places in Indonesia.

Based on the reasons, above the study of the development discourse of Indonesian TVONE broadcast becomes eligible to be appointed. This study of critical discourse analysis will determine the construction of discourse developed by Indonesian TVONE.

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.

According to Mills (1995:116) Ideology is a sequence or set of statements which have certain conceptual links, but which individual subjects will negotiate, affirm, and/or resist. 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. Taiwo (2007:221) gives his statement about ideology, he says that ideology simply refers

to attitudes, set of beliefs, values and doctrines with reference to religious, political, social and economic life, which shape the individual's and group's perception and through which reality is constructed and interpreted.

In developing ideology, Van Dijk (2006: 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 ideology that had been done by Taiwo (2007), Bayram (2010), Wang (2010), and Bilal & Akbar (2012).

Taiwo (2007) wrote an article entitle "*Language, Ideology and Power Relations in Nigerian Newspaper Headlines*". It was published in *Nebula*, March 2007, P 218-245. He found that beyond the generally observed rhetorical

and graphological devices employed in newspaper headlines, there are also hidden ideological meanings behind those written words. The type of headlines that dominate the Nigerian newspapers studied within the period of this study – headlines on politics shows clearly that the country is in a period of democratizing. Editors also favor the use of plain headlines more than the other types because they are short and conventional. This study also shows that these ideological meanings are clearly expressions of the representation of opinions of the people in the society – that is those whose interests are being served and those whose interests are being undermined. We also observed that on some rare occasions, the people may be united ideologically especially on issues that fosters nationalism. On such occasions, almost all the newspaper headlines are singing the same tune, since they have to reflect the views of the society. It also reveals that headlines are used to initiate, sustain and shape discourse on the views of readers on national issues.

Bayram (2010) wrote an article entitled “*Ideology and*

Political Discourse: A Critical Discourse Analysis of Erdogan’s Political Speech.” That article analyzed the ideological component and linguistic background enshrined in the Turkish Prime Minister’s speech during a debate. The result is in line with Fairclough’s notions of ideology residing in text and that “ideology invests language in various ways at various levels” and that ideology is both “property of structures and of events”. Despite serious criticisms, Erdogan has retained his background throughout his political time in government, even in the recent Davos debate, where he used language as a powerful social tool to present his characteristics. His attitude and linguistic behavior were the reflection of a particular social group, and the attitude of this particular group towards him was positive. Our attitudes to language are significantly important, and our perceptions of the characteristics of a person or a social group may be influenced by these attitudes. An awareness of language attitudes, thus, may not only help one understand himself and his abilities better within a society, but also help him evaluate

others and their influence more correctly.

Wang (2010) published an article entitled “A *Critical Discourse Analysis of Barack Obama’s Speeches*” in *Journal of Language Teaching and Research*, Vol. 1, No. 3 May 2010, pp. 254-261. This paper, based on Critical Discourse Analysis theory and Systemic Functional Linguistics, analyzes Barack Obama’s presidential speeches mainly from the point of transitivity and modality. Based on Halliday’s Systemic Functional Grammar, he summarizes the features of Barack Obama’s speeches as follows. *First*, he used more simple words and short sentences instead of difficult ones. His language is easy and colloquial. Thus, it can easily shorten the distance between him and the audience. *Second*, from transitivity analysis, we can see material process, a process of doing, has been used most in his speeches. From this process, Obama showed us what the government has achieved, what they are doing and what they will do. And also we can see that with applying transitivity, his speeches are trying to arouse the American people’s confidence toward the

president and his government in the following four years. *Third*, modality refers to a speaker’s attitudes towards or opinion about the truth of a proposition expressed by a sentence. Through the analysis of modality, we can find that Obama made his audience more easily to understand and accept his political speeches by means of modal verbs, tense and first person pronouns. He used simple present tense to present the domestic and worldwide situations ranging from political, economic and cultural fields at present. And then depending on simple future tense, he laid out his following reforms and steps taken in his term. In this way, the government’s objectives are shown and at the same time, the audience’s confidence is built. Moreover, by using first person pronouns and religious belief, he successfully shortened the distance between him and the audience. So it can help him persuade the public to accept and support his policies.

Bilal & Akbar (2012) wrote an article entitled: “*Critical Discourse Analysis of Political TV Talk Shows of Pakistani Media*” This research paper aims at analyzing media discourse,

particularly political TV talk shows through the application of Critical Discourse Analysis. They tried to analyze the media discourse of political TV talk shows of a private TV channel of Pakistan. They have adopted certain techniques in order to do the analysis. The show is not taken as a whole but certain headlines have been taken into consideration for the analysis. Through the available material provided by certain CDA analysts, such as van Dijk, the research was made from an entirely different dimension aiming at new horizons critically analyzing the media and political discourse. To gain a social power and the dominance, certain tactics are always used. These tactics are always used and due to this certain political dominance is mentioned. CDA in this respect has played a major role because it compels is to use critical bent of mind and to analyze critical bent of time. Due to this we come to know that how the anchor only favor one party and for this purpose. They used each and every way in order to criticize other party and to negate it.

Research Methodology

Research Design

This research is a study of critical discourse analysis which aims to determine the orientation of the discourse developed by TVONE through the discourse of the political news program broadcasted. The critical discourse analysis in this study was an attempt to disclosure the hidden intention of the news makers when they broadcasted a discourse. The disclosure is made by putting the researcher's position in the position of the news makers by following the meaning structure of the news makers, so that the shape of the distribution and the production of a disguised ideology in discourse can be known. In the study of discourse analysis, such disclosure is intended in the category of critical discourse analysis (CDA).

Data and Source of Data

The data in this study is the news about mudflow in Sidoarjo, Indonesia. Primary data sources come from TVONE news program. Indonesian TVONE has some interesting news report programs, such as *Apa kabar Indonesia, Kabar Terkini, Kabar*

Pagi, Kabar Pasar, Kabar Siang, Kabar Petang, and Kabar Malam. The sources of secondary data derived from documentation and track record of TVONE. The documentation of the news and track record is the form and content of the news report ever broadcasted by Indonesian TVONE.

Data Collection Techniques

The steps of data collection would be as follows: In the level of text analysis, data were collected by recording the news program that broadcasted on TVONE, including: *KabarPagi, Kabar Siang, KabarPetang, and Kabar Malam.* Furthermore, the researcher identified the development discourse 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 report program broadcasted by TVONE.

Data Analyzing Techniques

This critical discourse analysis of news report of TVONE implemented the CDA model of Fairclough. According to Fairclough (1989;1995), there are three stages of analysis to be done in Critical Discourse Analysis, they are: description, interpretation, and explanation. The first phase, *description*, text is analyzed independently without having attributed to other things. In this study, this phase was done by analyzing the text of the news in TVONE station. In addition, the researcher conducted analysis 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 TVONE. 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 analyzed and explained 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.

Findings of the Study

Textual Analysis of TVONE News Texts

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 significance. Halliday & Matthiessen (2004: 309) states that the meaning of representation in the form of a clause relating to the participants and circumstance. Meanwhile, Fairclough, 1989:180) states that it allows for choice, and to choose a type of process can be based on consideration of culture, politics, or ideology.

There are six types of processes in the system of transitivity, namely: the material, mental, relational, verbal, behavioral, and existential (Gerot and Wignell, 1995:54 and 77; Halliday and Matthiessen (2004:170-171). The findings of the type of process as one of the transitivity system of TVONE news text is presented as follows.

Table

1: The Summary of Process Type of tvOne news texts.

News Text	Material		Mental		Relational		Verbal		Behavior		xistent ial	
		%		%		%						
News text 2A		36%		9%		18%		8%		8%		%
News text 2B	9	39%		10%		6%	2	4%		%		%
News text 2C	5	83%		3%		3%		%		%		%

News text 2D	3	65%		0%		5%		0%		%		0%
News text 2E	0	83%		8%		%		%		%		%
News text 2F		90%		0%		%		%		0%		%
News text 2G		67%		33%		%		%		%		%
News text 2H		60%		20%		0%		%		0%		%
News text 2I		62%		15%		3%		%		%		%
News text 2J	3	68%		16%		%		%		%		%
News text 2K	9	52%		0%	7	3%		%		%		%
News text 2L		18%		18%		%		6%		4%		%
News text 2M	0	50%		5%		0%		0%		5%		0%
News text 2N	7	40%	3	31%		0%		0%		%		%
News text 2O	2	34%		14%		7%		4%		4%		%
Average		7%		12%		12%		9%		%		%

The table above indicates that the dominant process type in almost all the TVONE news text is material process, they are: news text 2A (36 %), 2B (39 %), 2C (83 %), 2D (65 %), 2E (83 %), 2F (90 %), 2G (67 %), 2H (60 %), 2I (62 %), 2J (68 %), 2K (52 %), 2M (50 %), 2N (40 %), and 2O (34 %). There is only one news text where the material process is not dominant; it is news text 2L (18 %). The average usage of the material processes of TVONE is 60 %. It indicates that the meaning

wants to construct is to describe the interesting events or phenomena happens.

The prominent Participants in TVONE news text is Sidoarjo mudflow. TVONE uses the phrase "Sidoarjo mudflow" to refer to the disaster occurs in Sidoarjo, Indonesia. The "Sidoarjo mudflow" participant appeared on all the news that is aired by TVONE. The "Sidoarjo Mudflow" are in News Extract: 2A, 2B, 2C, 2D, 2E, 2F, 1G, 2H, 2I, 2J, 2K, 2L, 2M, 2N, 2O. The average usage of phrase "Sidoarjo Mudflow" in the

news text of TVONE is 3.64. It means that there are more than 3 times this "Sidoarjo mudflow" phrase is used on every news broadcast. With the phrases of Sidoarjo mudflow, TVONE also labeled the mudflow victims as "Sidoarjo mudflow victims".

TVONE also used the phrase of "Natural Phenomena" (Extract 2E) and "Tragedy" (Extract 2K) to describe the mudflow in Sidoarjo. The examples of the use of participants in the news text that uses "natural phenomenon" and "tragedy".

The natural phenomena has also been soaking several villages. [2E-5]

This tragedy causes 6,000 hectares of residential land and rice fields sank. [2K-18]

The findings of the ideology of TVONE 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 TVONE labels the mudflow occurred in Sidoarjo as "Sidoarjo mudflow". TVONE also used participant - "Natural Phenomena", "natural disaster" and "tragedy" - to describe the mudflow in Sidoarjo. It indicates that TVONE wants to confirm the mudflow occurred in Sidoarjo is natural disaster, natural phenomena, and natural disasters. The mudflow in Sidoarjo has nothing to do with Lapindo (PT Lapindo Brantas).

The second issue is about *the cause of the mudflow*. The finding of the study shows that TVONE points Jogjakarta earthquake that occurred a few day before as the cause of Sidoarjo mudflow. Gas drilling conducted by PT Lapindo Brantas was done appropriately. There could be no mistake of the gas drilling process which resulted in blowouts, so that gas drilling is clearly not the cause of the mudflow.

The third issue is about *the impact of the mudflow*. TVONE wanted to show that the mudflow

in Sidoarjo indeed bring harm as a result of the village, land, homes, schools and others to sink.

However, PT Lapindo did a good responsibility, so people had property or a new home.

Thousands of people who got a new home gets new life. They could create a new job and have a better life.

The fourth issue is about *the reaction of the mudflow victims*.

The research findings shows that news text of TVONE described the mudflow victims do several things related to the reaction of the mudflow, namely: 1) they accepted sincerely what happened to them, 2) they expressed their grateful for having a good relocation, 3) they performed prayer to commemorate the mudflow tragedy, 4) they cherished and appreciated the good faith and the actions taken by the Bakrie family (the owner of Lapindo and TVONE), and 5) they thanked to Bakrie family for the good responsibilities carried out.

The fifth issue is *who must take responsibility of the mudflow*.

The news text of TVONE clearly confirms that the responsibility for the mudflow in Sidoarjo is borne jointly by the government and PT Lapindo Brantas. It based on the

legal Law No.4 of 2012 and the Decision of the Constitutional Court.

The sixth issue is about *the realization of the responsibilities*.

The news text of TVONE confirms that the mudflow handling responsibilities have been carried out by Lapindo very well. PT Lapindo Brantas did not abandon its responsibility for taking responsibility by buying land and also buying houses from mudflow victims in Porong Sidoarjo Indonesia.

The news texts broadcasted by TVONE contain the ideology which is the social representation of the Bakrie. TVONE managed the event of Sidoarjo mudflow in accordance with their beliefs and goals. Ideology developed by TVONE intangible values and principles espoused by TVONE.

The finding of this study confirms the statement of Van Dijk (1991:118; 1998:8) related to the development of ideology. Van Dijk states:

“Ideology is 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. An ideology features the basic norms, values, and other principles."

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 was 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.

TVONE and Aburizal Bakrie

TVONE was first aired on February 14, 2008. The opening ceremony was done by the President of the Republic of Indonesia, Susilo Bambang Yudhoyono and *TVONE* became the first television station in Indonesia, which had the opportunity to directly inaugurated from the palace of the President of the Republic of Indonesia.

TVONE wants to inspire the people of Indonesia to think ahead and make improvements for themselves and their communities through information programs, sports, and entertainment. With the motto "*TVONE* is different" *TVONE* really wants to be different, in a positive sense, to other television stations.

TVONE wants to prove its seriousness in implementing these strategies by displaying innovative formats in terms of reporting and presentation programs. TVONE classifies its programs in the category of *News One*, *Sport One*, *Info One*, and *Reality One*. The details of programs broadcasted by TVONE consists of : 1) *News One*: Kabar Pagi, Kabar Siang, Kabar Petang, Kabar Malam, Kabar Terkini, Kabar Pasar Pagi, Kabar Pemilu, Kabar Pasar Sore, Breaking News, Kabar Haji, dan Pemilu. 2) *Advertorial*: Advertorial. 3) *Talkshow One*: Apa Kabar Indonesia, Apa Kabar Indonesia Malam, Debat, Indonesia Lawyers Club, Satu Jam Lebih Dekat, Kabar Utama, Radio Show, dan Radio Show Sahur. 4) *Info One*: Telusur, Bang One Show, Fakta dan Data, Jendela Usaha, Kabar Ramadan, dan Kabar Mudik. 5) *Reality One*: Menyingkap Tabir, Zona Merah, dan Tokoh. 6) *Bang One*: Kabar Bang One. 7) *Sport One*: News Arena and Prediction. 8) *Documentary*: Earth & Human.

The Board of Directors of TVONE chaired by Ardiansyah Bakrie, who acted as CEO, one of the sons of Bakrie. The Chief Editor held by Karni Ilyas. Karni

Ilyas, who is widely known as host of the talk show program ILC, is a senior journalist who has a background as a legal scholar who is very good at bringing the ILC program. His program, ILC, has become one of the favorite programs of Indonesian society. *Aburizal Bakrie*, the owner of TVONE, is the Chairman of Golkar Party of 2009-2015. Bakrie's purpose is to achieve the highest power in Indonesia through a political vehicle Golkar and has officially become a candidate for president of the Republic of Indonesia from Golkar party.

The Sidoarjo Mudflow

The mudflow in Sidoarjo district originated from the gas drilling in the Well Banjar Panji done by PT Lapindo Brantas. On May 29, 2006, an accident caused by negligence drilling company happened. Lapindo drilling operator tried to "wash your 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.

The Result of Interpretation

In the level of interpretation, 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 TVONE is shown as follows.

What's going on

Sidoarjo mudflow is a very sensitive issue and determine the image of Abu Rizal Bakrie. A positive image building is certainly very important for Bakrie, the

candidate of Indonesian president. 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.

Who ' involved

Aburizal Bakrie, the owners and text producers of news text of TVONE, is very concerned with the mudflow news in Sidoarjo. He wants to enhance the positive image among the people of Indonesia. TVONE is the producer of television news text absorb all the information provided. Many people believe that PT Lapindo, belongs to Aburizal Bakrie, is the cause of Sidoarjo mudflow disaster. It is very interesting.

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 (or entertainment) given from television every day. TVONE would, of course, be very careful in bringing news about the 'Bakrie'. TVONE seeks to reduce the negative image of the mudflow

and lift the positive image of the Bakrie family. Bakrie will definitely use TVONE for his own benefit.

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 TVONE in the form of their news texts.

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 analyzes and explains the trends in the relationship between text, discourse complexity in practice, and also in the processes of social change.

In this explanation stage, the researcher is looking for an explanation of the interpretation of the results with reference to sociocultural conditions. The sociocultural condition is divided into three parts, namely: (a) Situational, which is a unique

situation when a text is created. (b) Institutional, which is the influence of institutional organization of the text produced. (c) Social, it looks at the macro things in society. The social factors were clearly observed in this study was the political condition in Indonesia. 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:

The process of situational change

Sidoarjo mudflow is interesting issue for many parties; especially for TVONE. The case of Sidoarjo mudflow in Porong affected the news texts broadcasted by TVONE. Bakrie as the owner of Lapindo and TVONE is also the candidate for president of the republic of Indonesia. The case of mudflow in Sidoarjo is into the hands of media.

The process of institutional change.

The media is supposed to be neutral and provide 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. TVONE 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.

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. TVONE manages the discourse through its news programs since the mudflow case is so sensitive and determine the image of Bakrie. Bakrie is seizing the supreme power in the republic of Indonesia. Sidoarjo mudflow discourse that creates a negative image for Bakrie should be displayed positively by TVONE. 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.

Conclusion

Based on the research findings, regarding to the ideology contained in the news texts of Indonesian TVONE, then it can be concluded that TVONE does not only provide the information about the events in Indonesia, but it also develops an ideology. The ideologies are: 1) Sidoarjo mudflow is a natural disaster, 2) the cause of the mudflow is earthquake of Jogjakarta Indonesia, 3) the government and PT Lapindo are responsible for the mudflow handling and its impacts, 4) the mudflow victims got a new house and a better life, 5) the mudflow victims performs a prayer to commemorate the mudflow tragedy, and 6) Mudflow handling responsibilities have been carried out by PT Lapindo very well.

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

References

- Bayram, Fatih. 2010. "*Ideology and Political Discourse: A Critical Discourse Analysis of Erdogan's Political Speech.*" *ARECLS*, 2010, Vol.7, 23-40, P 23-40
- Bilal, H. A & Akbar, H. S. 2012. "*Critical Discourse Analysis of Political TV Talk Shows of Pakistani Media*". *International Journal of Linguistics*, Vol. 4, No. 3, P 375-384
- Fairclough, Norman. 1989. *Language and Power*. New York: Addison Wesley Longman.
- Fairclough, Norman. 1992. *Discourse and Social Change*. UK and USA: Polity Press.
- Fairclough, Norman. 1995. *Critical Discourse Analysis*. New York: Addison Wesley Longman.
- Fowler, Roger. 1986. *Linguistic Criticism*. Oxford: Oxford University Press
- Gerot, Linda & Wignell, Peter. 1994. *Making Sense of Functional Grammar*. Australia: Gerd Stabler
- Halliday, M.A.K and Matthiessen, Christian. 2004. *An Introduction to Functional Grammar*. London: Arnold
- Mills, Sara. 1995. *Feminist Stylistics*. London: Routledge
- Subagyo, Ari. 2009. *Melacak Pelibatan Konteks dalam Kajian Bahasa: Dari fungsionalisme Praha hingga analisis wacana kritis*. Hal 98-100. Dari buku: *Peneroka Hakikat Bahasa*. Editor: Ari Subagyo dan Sudartomo Macaryus.
- Taiwo, Rotimi. 2007. "*Language, Ideology and Power Relations in Nigerian Newspaper Headlines*". *Nebula*, March 2007, P 218-245
- van Dijk T A. 1991. *The interdisciplinary study of news as discourse*. In: K. Bruhn-Jensen & N. Jankowski (Eds.), *Handbook of Qualitative Methods in Mass Communication Research*. (pp. 108-120). London: Routledge.
- Van Dijk, T.A. (1998). *Ideology: A Multidisciplinary Approach*. London: Sage Publications

- van Dijk T A. 2006. *Politics, ideology and discourse*. In Elsevier Encyclopedia of Language and Linguistics. Volume on Politics and Language (Ruth Wodak, Ed.), pp. 728-740
- Wang, Junling. 2010. "A Critical Discourse Analysis of Barack Obama's Speeches". *Journal of Language Teaching and Research*, Vol. 1, No. 3 May 2010, pp. 254-261
- www.tvonenews.tv Diakses pada tanggal 15 Desember 2013