

**SOCIAL RELATIONS OF THE LANGUAGE USED IN THE WORLD  
STATESMAN AWARD TO PRESIDENT SUSILO BAMBANG  
YUDHOYONO**

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**Abstract:** This study analyzes the written discourse which contains social relation in Tempo newspaper on The World Statesman Award through multidisciplinary Critical Discourse Analysis (CDA) proposed by van Dijk (1998). It concerns with how the discourse of the news has particular purpose in relation to the readers. Employing the theory, this study aims to answer two main questions: (1) What are the social relations of the language use in online Tempo news related to World Statesman Award to President Susilo Bambang Yudhoyono from Appeal of Conscience Foundation 2013? (2) How are the social relations of the language use in online Tempo newspaper to World Statesman Award from Appeal of Conscience Foundation 2013? The data analysis covers first, analysis on the context of news followed by drawing semantic macrostructure. Then, identifying the local meaning of the text as well as the social relation is done. The findings show that the social relations reflected in the social cognition of the news cover the knowledge of shared belief, attitude, or shared opinion, and ideology in both shared knowledge and attitude.

**Key words:** social relation, multidisciplinary Critical Discourse Analysis (CDA)

## **INTRODUCTION**

Media, a tool to inform the readers, not only informs current issues as informative as possible but also has intention in covering the issue. Media have power for hegemony, legitimacy, stereotype and so on. All of the news in media basically has social relation to the readers. While, the readers have their own consideration to accept or refuse the issue written by media which can be called as the social cognition of the readers. It happens to every particular subject of the news even the important person in our government that is President Susilo Bambang Yudhoyono (henceforth, SBY).

President SBY frequently becomes the main attention of media. As the effect, the news readers have to be careful on what the intention of the media which brings either negative or positive action or reaction. In other words, the language used in the news brings social relation to the discourse of the society.

Tempo is one of the daily newspapers which generally cover news and politics agenda. As newspapers are different from the academic writing, news attracts attention or criticism from the reader (Hyland & Paltridge, 2011). In addition, the news in Tempo has strong view or report about the issue without hiding one of the news elements. This reason becomes the base to analyze the social relation of the language use in Tempo by using the perspective of van Dijk (1998) in multidisciplinary Critical Discourse Analysis (CDA).

CDA is the study on spoken or written discourse in particular issues thought critically through the use of language (Paltridge, 2006). It analyses whether there is power, hegemony, and social relations within the discourse. The society's thought of the discourse brings an impact to the social relation which occurs as the next point. Yet, it does not merely an analysis in term of CDA. It also can be supported by others disciplines related to the study including grammatical, pragmatic, interactional, semiotic, rhetorical analyses and so on. These are called as multidisciplinary CDA proposed by van Dijk (1998). Many ways can be used in analyzing particular subject that is by seeing text and context. All of them are related to the language that the person used.

Based on the idea above, there is some reason behind the scene why person chose one of language over the other language. Paltridge and Wang (2010) said discourse analysis looks at social and cultural settings of language use to help us understand how people come to make particular choices in their use of language. Those discourses of language use cannot be separated with the social and cultural setting at the particular situations.

On the other hand, Richardson (2007) said that language exists for some main functions. It represents social realities, contributes to the production and reproduction of social reality or social life and is always active; always directed at doing something and related to the context in which it is being used. Language use also has power. This becomes the bases for this study. The way people speak to each other is the language products which can make the hearer do something. The strength of their language influenced other people. It means that there is social relation within the language used by the speaker to the hearer.

Social relation of the language use of spoken or written discourse can be in the form of the relation of the speaker to the hearer. Such a relation happens to anyone not to mention President SBY. The relation of the news reporting the issue depends on the current topics while the effects in reporting the newspaper depends on the media either in positive or negative statement. These positive or negative reports can be seen from the language used. It can be seen in media reporting issues on anyone including the most important person in Indonesian government that is President SBY.

Paltridge (2006) said that language is always social and the discourse reflects as well as constructs social world. It can be concluded that every human cannot be separated from the language in their social sphere. Wodak and Meyer (2001) said that social problems become the focus of CDA involving the role of discourse in the production and reproduction of power abuse and domination. The role of CDA is naturally identifying the work above.

Related to this study, there are current studies which deal with CDA and media. Gitlin (2000) analyses how the television programs create hegemony for the society for the advantage of capitalist elites.

McComb (2004) analyses the agenda-setting influence of the news media on the public usually concerning with public issues. Chase (2008) analyses the hidden meaning in mass media through CDA and the implication for language teaching. Patrona (2009) analyses how news media personalities shape audience opinions.

The studies above present that most of the current studies work in analyzing hegemony in the society, shaping public opinion and hidden meaning in media, while the study on social relation of the news is not explored much. Therefore, the social relation through language used in Tempo daily newspaper needs more exploration especially on the political intention either to the social relation of society or to the news readers. Regarding this reason, this study works on social relation through the language used and Tempo is used as the main subject in covering the news on World Statesman Award (henceforth, WSA) to President SBY by using multidisciplinary CDA.

Multidisciplinary CDA deals with overall label used in the way of doing CDA (van Dijk, 1998). The label is called 'socio-cognitive' discourse analysis. It does not mean that CDA should be limited to social and cognitive analysis of discourse, or to some combination of these dimensions. In other words, CDA interfaces between socio-cognitive and discourse analysis. An example is the work of van Dijk on racism and ideology which shows both cognitive and social phenomena.

Multidisciplinary also goes to the complex 'real-world' problem. Nevertheless, the complexity does not mean that the problem cannot be solved but it needs deeper analysis and related studies which accordingly open the complicated problem. For example CDA deals with historical, cultural, socio-economic, philosophical, logical or neurological approach, depending on what one wants to know (van Dijk, 1998). In relation with the linguistics, CDA as a specific form and practice of discourse analysis needs at least some of the detailed structures, strategies and functional text and talk, including grammatical, pragmatic, interactional, stylistic, rhetorical, semiotic, narrative or similar forms of verbal and paraverbal organization of communicative events.

In the following examination of van Dijk (1998) in multidisciplinary CDA, he argued that the theoretical frameworks such

as structure categories are related to social structures. The methodology used in the context of multidisciplinary is by seeing topic, local meaning, and social cognition for understanding the social relation. This study is done through analyzing the language use of the editorial column in Tempo newspaper in reporting the WSA to President SBY from Appeal of Conscience Foundation in New York.

There are two elements that must be understood by a researcher in doing multidisciplinary CDA analysis introduced by van Dijk (1998). They are: levels and dimension of CDA including topics, local meaning, the relevance of subtle formal structures, and context model as well as social cognition in order to realize the social relation.

Levels and dimension of CDA is the part of theoretical framework and analytical categories of a text. It means that the choice of discourse categories in CDA is guided by theory, as well as by the main aims of CDA, namely the critical study of the discursive reproduction of domination in society (van Dijk, 1998). As the first level and dimension of CDA, the topics are identifies to see the semantic macrostructure. The semantic macrostructures derived from the local (micro) structures of meaning, then the topics represent what a discourse is about and explain overall coherence of text and talk. The next analytical choice will be a study of local meanings, such as the meaning of words, the structures of propositions, and coherence and other relation between propositions. Local meanings are the result of the selection made by speakers or writers in their mental models of events or their more general, socially shared (Yule, 1996). The local meaning can be analyzed in many forms of implicit or indirect meanings, such as implications, presupposition, indirect speech and so on. Besides the semantic structures as deciphered above, there are still structures of text or talk that much less consciously controlled or controllable by the speakers (van Dijk, 1998). Doing this analysis is more easily done on spoken discourse by identifying the subtle in intonation, hesitation, turn taking, repairs, pause and so on. Yet, when the object is in term of the text we can analyze the pragmatic properties of language choice or their perspective on events talked about.

The next aspect to analyze in CDA concerns with the context model. In CDA, the critical aims can only be realized if discourse

structures are related to the context particularly on the structures of global and local contexts, and the social relations in a discourse is related to the social cognitions inferred from the language. Language connects people to each other in social relationship and allows them to participate in a variety of activities in everyday life (Agha, 2007). Intentionally or unintentionally the language that the person used, sometimes indicates or represent meaning. In CDA the social relation is identified from various forms of social cognition that are shared by the social collectives: knowledge, attitudes, ideologies, norms and values (van Dijk 1998). Those are the social cognition of the language that may happen in the person's communication either spoken or written discourse.

Some researchers had conducted similar studies in CDA. Gitlin (2000) investigates how the format and formula, genre, setting and character type and solution presented television programs in are designed to create hegemony in the society for the advantage of capitalist elites. He emphasizes on how the television program create hegemony for the society.

Patrona (2009) worked under discourse and communication scholar. She analyzed TV news discourse and the shaping of public opinion which shows that prime-time TV news is generally cast in terms of two major sub-genres, namely the debate and the structured panel discussion. They set this task by explicitly encoding their personal attitudes, while directly challenging government spokesperson and policies. In so doing, media personalities in effect shape audience opinions.

McCombs (2004) examines the agenda setting role of the mass media which influences and shapes the public opinion particularly on public issues. Similarly, Chase (2008) found some hidden meaning in mass media analyzed using CDA which also has some implication to language teaching.

Most of the studies above work on the analysis of hegemony in the society, the shaping of public opinion and hidden meaning in media. Therefore, more exploration is needed on the social relation represented in news to identify whether or not there is relation between the language use in the news and its readers.

## **RESEARCH METHOD**

This study employs the design of descriptive qualitative research to explore the language use and develop a detailed understanding of central phenomenon (Creswell, 1994) that is the news of WSA to SBY. Therefore, the analysis deals with multidisciplinary critical discourse analysis approach on English Tempo newspaper as the research subject.

The data are in the form of word, phrase and sentence of online news of Tempo. It was taken from English Tempo's official website, [www.englishtempo.net](http://www.englishtempo.net) in the case of WSA to President SBY from Appeal of Conscience Foundation (Henceforth ACF), a New York based organization published on May until June 2013.

There are some phases done in the analysis. First, identifying the situation before the news emerged and understanding the content of the news. The second is analyzing the news topic by drawing semantic macrostructure. Third, identifying the existing local meaning which is manifested through implication, pragmatic, direct or indirect speech. The last, concluding the social relation of the text to the readers.

## **FINDINGS**

The context of the text tells about the situation supporting the news, such as in the first data published on May, 22<sup>nd</sup> 2013 under the title 'Dipo Defends SBY's ACF Award'. The context of this news comes from the cabinet secretary, DipoAlam in responding to the critics by a professor of Philosophy, Franz Magnis Suseno regarding the award that will be given to SBY. Dipo Alam said that he defends SBY who is set to receive an award from ACF. ACF consider SBY as the qualified statesman because of his success in promoting peace, democracy, tolerance and interfaith dialog. Dipo adds the award is nominated to SBY without Indonesian government request. On the other side, Suseno said that SBY never gave special attention to the minority and even neglected religious freedom by referring to the issues of Ahmadiyah and Syiah. Thus, Suseno claims giving SBY an award was unworthy for Indonesian. Dipothen tried to counter-attack his protest. He clarified that the issue

related to Ahmadiyah has been occurring since Soekarno reign. It is not purely because of SBY's failure. In the contrary Dipo adds that in SBY government the issue has been cut and peacefully handled.

After the situation and content of the news are analyzed, the semantic macrostructure (henceforth, M) of the first data is identified.

- M1 Cabinet secretary defends SBY's ACF Award from strong criticism
- M2 Susenocriticized SBY neglecting human right and religious freedom
- M3 Cabinet counter-attacked Suseno's protest
- M4 Human right and religious issues have been occurring since Bung Karno reign
- M5 Under SBY's government the issue is peacefully handled
- M6 SBY deserves to get the award

By drawing semantic macrostructure above the topic can be generated that SBY deserves to get WSA from ACF. Tempo conveys the news by explaining what cabinet secretary view the award. However, Tempo also reports partially because they just stated that many strong criticism to SBY without mentioning who they are and what their objection is. It becomes an equal report if Tempo provides clear information.

The next analysis based on van Dijk is a study on local meaning which may be in the form of word, phrase and sentence. Local meaning can be analyzed in many forms of implicit or indirect meanings such implication, presupposition, direct and indirect meaning and so on. In the data, the local meaning of a word exists in the headline title '*Defends*'. The word choice '*defends*' has various implication expressing the ideological perspective of the cabinet. The action of the cabinet is defined in positive term, implying that the cabinet support to president to maintain the award even if there is strong criticism toward the award. It is supported by his statement that ACF concerns with Indonesian condition. Based on the fact that Indonesia is an archipelago consisting of diverse ethnic, race and religion, SBY seemed successfully keeping peaceful relation during his governance.



The news also includes interview with the influential person as shown in Excerpt 1) "*Cabinet secretary Dipo Alam ...*". The use of the word '*cabinet secretary*' implicitly is used to strengthen and justify the news because they didn't argue haphazardly.

Another local meaning of the text found in the form of sentence in Excerpt 2) "*He stated that Ahmadiyah issues have been occurring for a long time*". It becomes implicit meaning that the issue related to *Ahmadiyah* has been emerged since Soekarno reign. And now, under SBY government the issue is cut and even peacefully handled. Thus, without being explicitly expressed cabinet said that SBY has contributed a lot by solving the *Ahmadiyah* issue.

Through the analysis above it can be inferred that the social relation of the text is shared ideology. This is because the whole of the text is at the basis of knowledge and attitudes of groups that is the representation of cabinet. In the basis of knowledge can be characterized as belief of personal knowledge that is cabinet Dipo Alam as the mainspeaker who is interviewed in that case. Also it can be viewed from the historical condition of the *Ahmadiyah* and *Syia* cases which happen since Soekarno reign. While, in the basis of attitudes can be viewed from the opinion of the cabinet in facing the protest to SBY only perceiving without knowing the real condition that SBY has promoted religious freedom and human rights. Based on both shared knowledge and attitudes, then it can be concluded that the social relation of the text is sharing ideology.

Another example is taken from the second data, under the heading '*More Object to SBY'S Award*'. The semantic macrostructures are drawn below:

- M1 More have protested against WSA to President SBY
- M2 The protest assumed SBY only seeking international attention
- M3 The award is meaningless to the Indonesian people
- M4 SBY is improper to get the award

From drawing sematic macrostructures the topic can be generated that SBY is the improper statesman in receiving the award.

Excerpt 1) *'More have protested against the World Statesman Award – an award given to figures for religious tolerance – that will be given to President Susilo Bambang Yudhoyono'*.

The phrases more have protested represent implicit meaning from the utterances. It shows numerous people or even institution do not approve SBY's nomination. It also followed by the statement in the next reasons. Moreover the speaker is the influential person from Human Rights Working Group, M. Choirul Anam as the executive director. It means that he uses his power to legitimate and dominate as the representation of the organization so that it perceives that he knows the real condition. The idea of the award actually is seeking the statesman who has capability in promoting human rights and religious freedom. Indirectly, the executive director of Human Rights claims that the issue is serious.

Excerpt 2) *'SBY only seeking for an international career'*. It means, the director executive of Human rights wants SBY to cancel getting the award. In fact, the award is not because SBY or the administration asked for it but it directly sets SBY as the winner. Also in the Excerpt 3) *'Yudhoyono is not firm in dealing with religious intolerance in Indonesia'* implies that the speaker argued that SBY failed to uphold the rights of Indonesian especially minority people.

In addition the executive director said in his sentence, Excerpt 4) *'SBY only seeking international interest'*. It represents the pragmatic meaning of the speaker which actually he used for insulting SBY. It also goes to indirect statement which can be represented as the condition out of reality based on the speaker's point of view.

Through the analysis above it can be inferred that the social relation of the language used in the text is attitudes shared opinions. It is based on the fact that the whole of the text represents the opinion of the

speaker toward WSA to SBY that seemed meaningless to Indonesian. Most of the text contains the speaker objection which seems to be frontal in conveying his opinion of SBY.

In accordance with van Dijk (1998) theory, the information obtained from the data shows there are three kinds of social relations represented in the language used from the news in Tempo. They are knowledge shared belief, attitudes shared opinion, and ideology which includes both shared knowledge and attitudes.

Knowledge shared belief represented through personal, group or cultural knowledge. Personal knowledge represented more specific of personal events, for example in the third data. It can be viewed from the speaker who talked about the issue, what they talked, and to whom they talked to. All of them are coming from the speaker that is one of the Presidential Palace, Daniel Sparingga. He holds the belief that SBY deserved to be nominated for WSA because it cannot be denied that he is close to SBY as his assistant meaning that he knew the situation and the background of the issue.

Furthermore, attitudes shared opinion represents the appearing opinions about the particular issue. In this context, the issue of WSA to SBY is the attitudes in which particularized generally as specific or personal opinion. The social relation of the news which represents attitudes shared opinions can be found in some data. For example in the second data, the news as a thought of opinions, belief, and ways of responding of the speaker. In this news, the social relation to the readers occurs as they want to convey that in the WSA nomination to SBY got many objections shown by the criticism. It can be seen from the idea of the text which elaborates the reasoning of the speaker that SBY is unqualified for it.

In addition, ideology which is in the form of both shared knowledge and opinion represents the basic social representations of social group. They become the basis of knowledge and attitudes of group such as socialist, liberalist, and so on. Thus, the structures of the news tend to represent self-image of each group. This social relation can be found in several data. For example in the first data in which the topic is on the belief of the cabinet secretary supported by the reasoning that the

issue was related to religious intolerance happen in Ahmadiyah and Syiah occurring for a long time and now under SBY this case is peacefully handled.

## **DISCUSSION**

The way to identify those social relations of the language use above first is by identifying the topic of the text. Topic is defined as global meaning which is often expressed in the title, headlines, abstract, thematic sentence and conclusion. Yet, to know the general topics of the news discourse van Dijk (1998) proposed by drawing semantic macrostructure done by identifying the main idea of each paragraph. In the last, the topic of the whole text can be identified. It can be seen from the seventh data. WSA to SBY has been rejected by dozens of NGO (M1). It failed to resolve religious intolerance issues as the main objection (M2). SBY's policies violate religious freedom and human rights (M3). Activists claim SBY is not fit for the award (M4). The last semantic macrostructure represented the general topic of the text.

The next analysis is identifying the local meaning in the text. The local meaning can be analyzed in many forms of implicit or indirect meaning such as implication, presupposition, direct and indirect speech and so on. We call implicit when it may be inferred from the meanings of a text or without being explicitly expressed by the text. For instance, in the second data, the phrase '*More have protested*' has implication meaning from the speaker utterances. Without explicitly asserted in the text, it implies that the speaker wants to show that many people or even institution does not deal SBY as a nominator.

Others local meaning in the form of pragmatics such in the fifth data by the phrase '*people should not respond negatively*'. SBY utterance responds the protest of WSA awarded to him. SBY has known who the protest him especially a profesor of philosophy Franz MagnisSuseno who frontally sent a letter about his objections to the presidential palace. These are the example of pragmatic presupposition happen in the text.

Through the sequence of analysis it can be concluded that the social relation is represented through the social cognition of the news. Based on van Dijk (1998) the news represents shared knowledge if the

news at least contains personal knowledge, group knowledge and cultural knowledge which is shared by professional or person who have legitimacy and power to influence others. Another social relation of the news is shared ideologies as the basic social representations of knowledge and attitudes of groups.

This study show how social relations are represented through the language used in the media. These support the finding of the previous studies showing the richness of the media which creates hegemony in the society (Gitlin, 2000), constructs setting of agenda on public issue (McCombs, 2004), shapes public opinion (Patrona, 2009), and hides the meaning of word (Chase, 2008). Media as explored in this study also covers various social relations through the language use of the news.

## **CONCLUSIONS**

The findings of this study show that the social relation of the news related to WSA to President SBY from ACFAre social relation of knowledge shared belief, attitude shared opinion and the last is ideology covering both shared knowledge and attitude. Those social relations can be found through social cognition. People consciousness to approve or refuse something (in this point is the online news of Tempo related to WSA from ACF to SBY) is called society cognition. The analysis shows that the language use represented the social relation of the news including the political issues in media. By formulating several analysis from eight data of the news guided by van Dijk (1998) in multidisciplinary CDA the result of this study identified the social relation in which shared ideology frequently appear followed by the shared opinion and the last is shared knowledge.

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