

## **TRANSITIVITY FOR REVEALING IDEOLOGY OF ENGLISH UNIVERSITY TAGLINE IN INDONESIA**

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### **ABSTRAK**

Penelitian ini fokus terhadap analisis transitivitas untuk mengungkapkan ideologi pada slogan universitas berbahasa inggris di indonesia. Penelitian ini menggunakan teori ideologi oleh Van Dijk (1998) untuk mengungkapkan ideologi sebagai identitas pada slogan universitas berbahasa inggris di indonesia melalui teori transitivitas oleh Halliday (1994) berdasarkan pertanyaan penelitian; bagaimana ideologi yang direfleksikan oleh analisis transitivitas pada slogan universitas berbahasa inggris di Indonesia? Penelitian ini menggunakan metode dokumentasi untuk pengumpulan data dan pendekatan diskriptif kualitatif karena data dari penelitian ini yaitu kata, frasa, dan kalimat. Hasil dari penelitian ini menunjukkan bahwa hanya ada satu tipe proses transitivitas yang digunakan oleh slogan universitas berbahasa inggris di indonesia dalam mengungkapkan ideologi pada slogan universitas berbahasa inggris di indonesia. Tipe proses transitivitas tersebut yaitu proses relasional. Proses yang lain seperti proses material, proses mental, proses verbal, proses behavioral, dan proses wujud tidak dianalisis karena proses-proses tersebut tidak ditemukan. Proses relasional pada slogan universitas berbahasa inggris ini digunakan sebagai cara universitas di indonesia untuk mengklasifikasikan, mendiskripsikan dan mendefinisikan ide mereka. Proses tersebut juga digunakan untuk mendefinisikan ide mereka terhadap ideologi sebagai identitas. Melalui proses tersebut, tiap slogan universitas berbahasa inggris di indonesia ingin menunjukkan identitas mereka yang mana dikaitkan dengan visi dan tujuan universitas.

**Kata Kunci:** *transitivitas, ideologi sebagai identitas, slogan universitas, Indonesia*

### **ABSTRACT**

This research focuses on the analysis of transitivity for revealing ideology of English university tagline in Indonesia. This research uses the theory of ideology by Van Dijk (1998) to reveal the ideology as identity in English university tagline in Indonesia through transitivity by Halliday (1994) based on the research question; how are the ideologies reflected on transitivity analysis found in English university tagline in Indonesia? This research used documentary study for collecting the data and descriptive approach because the data were words, phrases, and sentences. The results of this research show that there is only one type of transitivity process used by English university tagline in Indonesia for revealing ideology of English university tagline in Indonesia. It is relational process. Other processes like material process, mental process, verbal process, behavioral process, and existential process are not analyzed because those processes are not found. Relational process in this English university tagline is used as the way for the universities in Indonesia to classify, describe, and define their idea. It is also used to define their idea toward ideology as identity. Through relational process, each English university tagline in Indonesia wants to show their identity which is related to the vision and the goal of the university.

**Keywords:** *transitivity, ideology as identity, English university tagline, Indonesia*

## INTRODUCTION

In educational institutions, like in the university, tagline is able to be found. Some universities in Indonesia apply English language as their tagline. Tagline here is the same with motto. Using tagline, it is able to catch people's attention to learn in the university. The words used in tagline are commonly unique, such as the tagline from the State University of Surabaya "Growing with character" and the meaning of this tagline here is interesting. It is also thoughtfully designed and adjusted to the vision and the goal of the university.

In addition, the tagline utilized in the universities is usually related to the ideology as identity. Thus, analyzing the ideology in English university tagline through transitivity analysis is interesting. The data here is only in English language. Analyzing English university tagline, it uses the theory of Ideology by Van Dijk and transitivity theory by Halliday. Transitivity here deals with grammatical feature that shows whether a verb gain a direct object (transitive verb). This research here applies the experiential values: grammatical feature based on the transitivity system. It is utilized to find out the transitivity system of English university tagline in Indonesia. Language generally has three primary functions which is dubbed "metafunction". They are ideational, interpersonal and textual metafunction (Halliday, 1994).

Transitivity is utilized to reveal the ideology because it is a part of ideational metafunction: experiential meaning. It is how someone views the world, experiences the world and how someone senses it (Eggins, 2004). In transitivity, it has three components; they are process, participant and circumstance (Halliday, 1994). Then, in transitivity process, there are six types based on verb phrase used; those are material process, mental process, verbal process, behavioural process, existential process and relational process.

To conduct this research, there are exactly some previous study done that is related to the analysis of

transitivity process and ideology. The first research has been conducted by Anggarwati (2014) entitled *The Choice of Words, Transitivity, and Ideology of the Headlines in the Jakarta Post Reporting APEC in Indonesia*. This research discussed about the ideological representation in the headlines presented in analyzing the word choice and transitivity, mainly transitivity of the headlines. The previous study was done to grasp how the ideology existed in the headlines in *The Jakarta Post* newspaper reporting APEC in Indonesia. Then, the second previous study has been conducted by Nguyen (2012) entitled *Transitivity Analysis of "Heroic Mother" by Hoa Pham*. It primarily analyzes the application of Halliday's theory of transitivity in the creation of personality. It was intended to explain how the main character's personality was depicted through the language utilized in *Heroic Mother* by Hoa Pham.

Meanwhile, this research analyzes the types of the process of transitivity and the ideology reflected on transitivity process discovered in English university tagline in Indonesia. This research applies Van Dijk's theory of ideology (1998) to assist to analyze the ideology in language that is utilized. Besides, this research utilizes the transitivity grammar system proposed by Halliday (1994). The ideology as identity concept is also explained to gain a deeper understanding in analyzing the research problems. Here is the detail of the theory of ideology as identity and transitivity.

### Van Dijk's Theory

Ideology precisely consists of a basic schema of which the first group describes the membership criteria of a group. It means that whenever a group has expanded an ideology, such an ideology at the same time also describes the basis for the group's identity. People mainly create themselves as being a member of several groups. There is a function of ideology as identity; it is ideology as group identity

- **Ideology as Group Identity**

These processes explain the personal variation and the complexity of the manifestations of group ideologies in everyday life, though it should be reminded that ideology is principally shared and hence required to be defined as group stage. Identity is usually taken in an individualistic fashion, in terms of representations and identification processes of group parts. However, in the same way as groups may be said to share knowledge, attitudes and an ideology. It is able to be supposed that they share a social representation that defines their identity. According to Van Dijk (1998), group identity is the same with a group self-schema. It can be concluded that group identity is similar to group ideology.

Moreover, the ideological group self-schema should describes those basic beliefs that are shared at the group stage and the answer such fundamental questions 'Who are we?', 'Where do we come from?', 'Who belongs to us?', 'What is our activity?', 'What are our goals?'. After all, ideology is defined as the basis of the shared social representations of a group. It means that ideology form is the basis of group identity. It deals with more or less stable evaluations about the group's membership criteria, goals, activities and values.

### **Transitivity Theory (Halliday, 1994)**

Transitivity is a part of ideational metafunction in *Systemic Functional Linguistics* (SFL) that deals with experiential meaning (Halliday, 1994). Transitivity here explains how the language is able to express the meaning in a text. In this process, there are six types of the process of transitivity; they are *material process* which deals with the process of doing and happening, *mental process* which is dubbed as the process of sensing, *verbal process* that deals with the process of saying, *behavioral process* that is the process dealing with the process of physiological and paraverbal activities or commonly dubbed as the process of behaving, *existential process* that the process deals with existing; it generally

called as the process of existing and *relational process* that specifically dubbed as the process of being.

Research question of this research is how are the ideologies reflected on transitivity analysis found in English university tagline in Indonesia. The aim of this research is to reveal the ideologies reflected on transitivity analysis in English university tagline in Indonesia.

### **RESEARCH METHOD**

This research is specifically included in the type of descriptive qualitative because the data is in the form of words, phrases and sentences. This research concentrates on revealing ideology as identity through transitivity analysis. The data of this research is the words that are in English university tagline in Indonesia. The researcher merely employs English language as the data because the data must be in English. That is why the researcher only took the university tagline that utilizes English language.

The instrument of this research is exactly the researcher who is as the collector for collecting the data and the analyst of this research. Since the source of the data of the research is the tagline, English university tagline, which taken from the website of each university Indonesia, this research applied documentary study to collect the data. The documentary study is precisely as the technique employed to categorize, investigate, identify and interpret the written text, whether the document is in the private or public (Payne, 2004).

### **DISCUSSION**

#### **University Tagline's ideologies reflected on the transitivity process discovered in English University Tagline in Indonesia**

Utilizing an English language as the university tagline, it is able to catch people's attention to learn in that university. Each university in Indonesia exactly applies the words as element of positive idea. The words employed by the university is thoughtfully designed and adjusted to the vision, mission and the goal of the

university. Through the tagline, the universities in Indonesia want to show people that they have an identity of it. In English university tagline in Indonesia, each university utilizes the types of transitivity process, relational process of attributive and identifying, which have been arranged into great sentences. These processes help the universities a lot convince people about their identity through the idea reflected on language that each university applies. The idea is presented here:

### **Ideology as Identity**

The ideology as identity here occurs in the group. It means that it belongs to people who construct themselves as being a member of several groups. The group refers to the universities that are in Indonesia. Then, there are five fundamental questions proposed by Van Dijk (1998) such as ‘*Who are we?*’, ‘*Where do we come from?*’, ‘*Who belongs to us?*’, ‘*What is our activity?*’, ‘*What are our goals?*’ that are used to reveal the ideology as group identity through the transitivity process. Moreover, it is exactly able to reveal the ideology as identity in each university.

#### **1. Ideology as Identity Utilizing Four Fundamental Questions by Van Dijk in Relational Process: Intensive Identifying**

The data below, English university tagline, employ four fundamental questions proposed by Van Dijk (1998) for revealing ideology as identity through the process of transitivity of relational process: intensive identifying. Four fundamental questions consist of the question ‘*who are we?*’, ‘*where do we come from?*’, ‘*what is our activity?*’, and ‘*what is our goal?*’.

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|----|---|---|
| 1. | The State University of Surabaya(Token) is(Relational process: Intensive Identifying) growing with character(Value) | Relational Process: Intensive Identifying |
|----|---|---|

Concerning with data 1, English university tagline here applies relational process. Relational process is known as the process of being. This data uses

relational process of intensive identifying that has a meaning ‘*x serves to define the identity of y*’. It means that *the State University of Surabaya* is identified as the ‘name’ of the identity of *growing with character*. From that process, it can reveal the ideology as group identity in this university: *the State University of Surabaya*. Through four fundamental questions by Van Dijk, it is able to reveal the ideology as identity in English university tagline, data 1. ‘*Who are we?*’ here means the name of the university that is the State University of Surabaya. Then, ‘*where do we come from?*’ means the original place of that university. It is from Surabaya. ‘*What is our activity?*’ here deals with the transitivity process that is applied by the university. ‘*What are our goals?*’ it is shown in English university tagline that is employed by the university.

Like the name of that university, it is able to be seen that this university, the State University of Surabaya, is from Surabaya. Through relational process of intensive identifying, the university shows their activity that the State University of Surabaya is in the process of being, expressed by using the verb ‘be’ *is*. From this process, it is able to reveal the ideology as identity in this university. Here, the goal of the State University of Surabaya is shown in the Value of the process that is “growing with character”. “Growing with character” is the identity of the State University of Surabaya. Through the ideology as identity that is reflected on the language of the State University of Surabaya used in their tagline, the State University of Surabaya wants to show that the State University of Surabaya is growing with character.

#### **2. Ideology as Identity Utilizing Five Fundamental Questions by Van Dijk in Relational Process: Intensive Identifying**

This English university tagline here applies five fundamental questions by Van Dijk (1998) for revealing ideology as identity through the transitivity process of relational process: intensive identifying. Those five fundamental questions are specifically ‘*Who*

are we?', 'Where do we come from?', 'Who belongs to us?', 'What is our activity?', 'What are our goals?'

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| <b>2.</b> | <b>Ciputra University</b> (Token)<br><b>is</b> (Relational process:<br>Intensive Identifying) <b>creating</b><br><b>world class</b><br><b>entrepreneurs</b> (Value) | <b>Relational</b><br><b>Process:</b><br><b>Intensive</b><br><b>Identifying</b> |
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In the data 2, this English university tagline utilizes the process of relational which is included in intensive identifying that has a meaning 'x serves to define the identity of y'. It means that *Ciputra University* is identified as the 'occupant' of the identity of *creating world class entrepreneurs*. This process deals with the process of being. Through five fundamental questions by Van Dijk, it is able to reveal the ideology as identity in English university tagline. 'Who are we?' here means the name of the university that is Ciputra University. Then, 'where do we come from?' means the original place of the university that is from Surabaya. 'Who belongs to us?' it means that the university belongs to people who want to become an entrepreneur. 'What is our activity?' here deals with the transitivity process that is used by the university. 'What are our goals?' it is shown in English university tagline that is utilized by the university.

Ciputra University is in Surabaya. There are many people who belong to this university. Those are people who want to become an entrepreneur. Through relational process, Ciputra University shows their activity that they are *being* by using the verb 'be' *is*. The form of the sentence that is used by Ciputra University in their tagline is gerund. "Creating world class entrepreneurs" here is the Value of relational process that is as the goal of Ciputra University. Through their goal, it is able to be seen that "creating world class entrepreneurs" is the ideology as identity in Ciputra University.

### 3. Ideology as Identity Utilizing Four Fundamental Questions by Van Dijk in Relational Process: Intensive Attributive

This data here uses four fundamental questions by Van Dijk (1998) for revealing ideology as identity through the transitivity process of relational process: intensive attributive. Those four fundamental questions are 'who are we?', 'where do we come from?', 'what is our activity?', and 'what is our goal?'

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| <b>3.</b> | <b>The University of 17 Agustus 1945 Surabaya</b> (Carrier)<br><b>is</b> (Relational process: Intensive Attributive) <b>an empowering and networking</b><br><b>university</b> (Attribute) | <b>Relational</b><br><b>Process:</b><br><b>Intensive</b><br><b>Attributive</b> |
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Data 3 here uses the process of relational: intensive identifying. It has a meaning 'x is a member of the class a'. It means that The University of 17 Agustus 1945 Surabaya is a member of the class an empowering and networking university. Through this process, it is able to reveal the ideology as identity in that data, English university tagline. 'Who are we?' here means the name of the university that is the University of 17 Agustus 1945 Surabaya. Then, 'where do we come from?' means the original place of that university. It is from Surabaya. 'What is our activity?' here deals with the transitivity process that is used by the university. 'What are our goals?' it is shown in English university tagline that is utilized by the university.

This data, English university tagline, is different from the previous data because this data is included in the process of relational which is grouped in intensive attributive. University of 17 Agustus 1945 Surabaya explains their activity through relational process: intensive attributive. It is able to be identified as the process of being, expressed by the use of verb be "*is*" in that process. Then, their goal is also shown in this process which is "an empowering and networking university". Through the Attribute of this process, it is able to be recognized that "an empowering and

networking university” is the ideology as identity of this university.

#### 4. Ideology as Identity Utilizing Five Fundamental Questions by Van Dijk in Relational Process: Intensive Attributive

English university tagline here, in data 11, utilizes five fundamental questions by Van Dijk (1998) in revealing ideology as identity through the transitivity process of relational process: intensive attributive. Those are specifically ‘*Who are we?*’, ‘*Where do we come from?*’, ‘*Who belongs to us?*’, ‘*What is our activity?*’, ‘*What are our goals?*’.

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| <b>4.</b> | <b>Petra Christian University</b> ( <i>Carrier</i> )<br><i>is</i> ( <i>Relational process:</i><br><i>Intensive Attributive</i> ) <b>a caring and global university with commitment to Christian values</b> ( <i>Attribute</i> ) | <b>Relational Process:</b><br><b>Intensive Attributive</b> |
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In the data above, this English university tagline utilizes the process of relational which is included in intensive attributive. It has a meaning ‘*x is a member of the class a*’. It means that Petra Christian University is a member of the class a caring and global university with commitment to the Christian values. This process deals with the process of being. Through five fundamental questions by Van Dijk, it is exactly able to reveal the ideology as identity in English university tagline. ‘*Who are we?*’ here means the name of the university that is Petra Christian University. Then, ‘*where do we come from?*’ means the original place of that university, Surabaya. ‘*Who belongs to us?*’ it means that the university precisely belongs to people who have the same religion belief as the university. ‘*What is our activity?*’ here deals with the transitivity process that is used by the university. ‘*What are our goals?*’ it is exactly shown in English university tagline that is utilized by the university.

This university, Petra Christian University, is in Surabaya. There are many people who belong to this university. It is commonly people who have the same religion belief of Christian. Then, through this process, the university shows their activity that they are in the process of being, expressed by the use of be ‘*is*’. The goal of Petra Christian University is shown in the Attribute of this process “a caring and global university with commitment to Christian values”. Christian people commonly belong to this university. That is why the tagline that is possessed by Petra Christian University has the goal that is the same as their vision. It is able to be seen that “a caring and global university with commitment to Christian values” in the Attribute of this process is the ideology as their identity. Through the ideology as identity reflected on language that the university uses in their university tagline, Petra Christian University wants to show that their university is a caring and global university with commitment to Christian values.

#### 5. Ideology as Identity Utilizing Five Fundamental Questions by Van Dijk in Relational Process: Attributive Possessive

English university tagline here, in data 5, utilizes five fundamental questions by Van Dijk (1998) in revealing ideology as identity through the transitivity process of relational process: intensive attributive. Those are specifically ‘*Who are we?*’, ‘*Where do we come from?*’, ‘*Who belongs to us?*’, ‘*What is our activity?*’, ‘*What are our goals?*’.

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| <b>5.</b> | <b>State Islamic University of Syarif Hidayatullah Jakarta</b> ( <i>possessor</i> )<br><i>has</i> ( <i>Relational Process:</i><br><i>Attributive possessive</i> ) <b>knowledge, piety, integrity</b> ( <i>possessed</i> ) | <b>Relational Process:</b><br><b>Attributive Possessive</b> |
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This data, data 5, applies the process of relational that is exactly in attributive possessive. Relational process of attributive possessive has a meaning ‘*x has a*’. It means that State Islamic University

of Syarif Hidayatullah Jakarta has knowledge, piety, and integrity. Through this relational process and using five fundamental questions by Van Dijk, it is able to reveal the ideology as identity in English university tagline. 'Who are we?' here means the name of the university that is State Islamic University of Syarif Hidayatullah Jakarta. Then, 'where do we come from?' means the original place of that university. It is from Jakarta. 'Who belongs to us?' it means that the university precisely belongs to people who have the same religion belief as the university. 'What is our activity?' here deals with the transitivity process that is used by the university. 'What are our goals?' it is shown in English university tagline that is utilized by the university.

In data 5, it is able to be noticed that the university here utilizes the name of city in which the university is located. This university, State University of Islamic Syarif Hidayatullah Jakarta, is exactly from Jakarta that is the same as the name of the university. Through English university tagline that is possessed by State University of Islamic Syarif Hidayatullah Jakarta, it is able to be seen that the majority of people who are in this university are from Muslim because there is a specific name "Islamic" that specifically dubbed in this university. In other words, the university here belongs to people who are Muslim, which is able to be seen from the dubbed name of the university "State University of Islamic Syarif Hidayatullah Jakarta". This university, State University of Islamic Syarif Hidayatullah Jakarta, shows their activity in the process of relational that is grouped in attributive possessive. It means that this university has something that is possessed by the university. It is able to be proven that there is a verb 'has', which is specifically expressed by the verb being *to have*. "Knowledge, Piety, Integrity" here is precisely as the possessed of the process of relational which is also as the goal of State University of Islamic Syarif Hidayatullah Jakarta being the university that has knowledge, piety and integrity. Through their goal, it is precisely able to be identified that 'knowledge, piety

and integrity' is the ideology as identity in this university.

## CONCLUSION

The source of the data used for this research is the form of taglines that is applied by some universities in Indonesia as their motto. Some clauses are considered as utilizing transitivity process in the chosen data that is exactly analyzed by the researcher. From the discussion above, it is able to be concluded in some points. First, the result shows that relational process is only used in English university tagline in Indonesia. However, in order to make the analysis more specific, it is again divided into three main types of relational process. Those are Intensive, Circumstantial and Possessive. All of those depend on the mode that relational process have: Attributive and Identifying. In attributive mode, it has been discovered two types of relational process, for instance, intensive attributive that has a meaning '*x is a member of the class a*' and attributive possessive that has a meaning '*x has a*'. Meanwhile, in identifying mode, it has only been discovered one type of relational process. It is exactly intensive identifying that has a meaning '*x serves to define the identity of y*'.

Furthermore, relational process in this English university tagline is used as the way for the university in which in each university in Indonesia to classify, describe and define their idea. In relational process of attributive, it deals with a participant and its general characteristics/description. Meanwhile, in relational of identifying, it exactly deals with a participant and its identity, meaning or role. The subject here that is applied as the first participant in the type of transitivity process is the name of the university itself.

Second, the data that has been analyzed particularly utilize five fundamental questions proposed by Van Dijk (1998). However, not all questions are used to reveal the ideology. It is because each data precisely has different tagline that relates to the fundamental questions. The function utilizing the fundamental

questions by Van Dijk (1998) is to discover the identity in every English university tagline used in the university in Indonesia. Then, for those that do not use five fundamental questions by Van Dijk (1998) is only utilize four fundamental questions to reveal the ideology as identity in English university tagline in Indonesia. In addition, in revealing the ideology as identity in each English university tagline in Indonesia is divided into two groups. The first one is by using five fundamental questions that utilize all of the questions 'Who are we?', 'Where do we come from?', 'Who belongs to us?', 'What is our activity?', and 'What are our goals?' and the second one is by using four fundamental questions like 'Who are we?', 'Where do we come from?', 'What is our activity?', and 'What are our goals?' that is recommended by Van Dijk (1998).

Through some English university taglines in Indonesia, there is a main point that is able to be considered as the ideology reflected on the transitivity process which is used by each English university tagline in Indonesia; this is about the ideology as identity. By using different kinds of relational process, each English university tagline in Indonesia carries a positive idea about identity that is related to the vision and the goal of the university, and both are exactly the significant things that are to be achieved. The ideology then is created to fulfill the purpose of each English university tagline in Indonesia. It is exactly to influence and attract people so that they are able to come, join, study, and learn in that each university.

## SUGGESTION

Transitivity and ideology in a tagline is mainly concentrated on this research. There are generally many kinds of tagline, thus, the researcher suggests that this research is able to help another researcher analyzes transitivity and ideology utilizing Van Dijk's theoretical framework of multidisciplinary approach in other taglines. The researcher here also hopes that this research is able to be useful for those who analyze it. In addition,

this research can be utilized as a reference and supplementary knowledge for all the readers, principally in analyzing transitivity process by Halliday.

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