"THE AUSTRALIAN" MEDIA'S PERSPECTIVE TOWARDS PRABOWO SUBIANTO'S VICTORY CLAIM: A CRITICAL DISCOURSE ANALYSIS

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Abstrak

Media masa sudah menjadi pengaruh besar dalam menunjukkan perspektif terhadap hal-hal tertentu kepada masyarakat. Media, sebagai bagian dari bentuk wacana atau tulisan memiliki bagian penting dalam pembingkaian isu tertentu dan menunjukkan netralitas suatu media terhadap yang disampaikan dalam berita di dalamnya. Artikel ini bertujuan untuk mengungkap bagaimana pandangan atau perspektif media massa *The Australian* yang mana mencoba untuk menggambarkan situasi politik di Indonesia dalam pemilihan presiden yang diadakan baru-baru ini. Penelitian ini menggunakan teori sosio-politik dalam analisis wacana untuk mengungkap netralitas atau kecenderungan dukungan terhadap kandidat yang didukungnya. Dalam penelitian menggunakan analisis wacana kritis bahwa media massa *The Australian* berusaha untuk menunjukkan kandidat yang disampaikan dalam beritayaitu Prabowo Subianto, sebagai yang difokuskan, yang mana menguntungkan pihak petahana, Joko Widodo, sebagai bagian dari latar belakang isu tersebut.

Abstract

Mass media has been a massive influence on showing the perspective towards a certain issue to the people. Furthermore, media as a part of discourse has a huge part of framing the certain issue and show the neutralism of the media towards what is conveyed in the news. This study aims to reveal the perspective that The Australian media was trying to portray upon the political condition in Indonesia under the situation of recent presidential election. This study uses socio-political theory of critical discourse analysis to reveal the neutralism or which side that the media is supporting to. It is found using Critical Discourse Analysis that The Australian media indicated to portray the foregrounding towards Prabowo and benefits the back-grounded side which is the incumbent, Joko Widodo.

Keywords: media, critical discourse analysis, the Australian media, politics.

INTRODUCTION

The influence of mass media towards the social relation is massive. People can access information locally or globally through media in which somehow cover the news about what is happening in particular places. The influence from the mass media is not far from the contribution of the language use that the media use. How the media deliver the news is what makes it accurate and what makes it reliable which therefore can affects how the people perceive what is stated in the media. One of the mass media that is popular to be a source of information is newspaper, both online and printed one. Quoting the statement from Sobur in the study by (Todo & Budiarta, 2018), the content in mass media is basically based on the form of construction of reality in which the language that the mass media use is the device to deliver it. Therefore, newspaper, as a part of mass media, is also considered as discourse in which happen to be analysed in order to reveal what is something beyond the language that is trying to be delivered, either it is trying to distribute the information about power, culture, politics, and what happens which lies beneath the social reality.

This study then discusses how one of the international mass media, The Australian, try to see and deliver to the people on what was the current situation in Indonesian political presidential election. The study then reveals how The Australian media is trying to deliver the political conditions which related to power of particular parties in Indonesia. The analysis can also reveal in which side that The Australian media is supporting due to the fact that the news is basically delivering the political condition by which consists of two parties and two candidates of the election being stated in the news. To reveal the discourse critically, this study then uses the critical discourse analysis using socio-political theory by Van Dijk (1993); Van Dijk (2006) and the method by Huckin (2002) which cover these following qualitative analysis methods: genre, framing, visual aids, foregrounding, omission, presupposition, topicalization, agency, deletion/omission, presupposition, insinuation, connotations, register, and modality.

The presidential election in Indonesia has been a huge attraction for international media to put the attention into. The international media that is focused on is "The Australian" media by which Australia is Indonesian's neighbouring country. The Australian media has put its attention on the victory claim by Prabowo Subianto, one of the Indonesian presidential candidates for 2019-2024 who fights against the incumbent, Joko Widodo (Jokowi). After the national election on April 17th, Indonesia had received massive news related to the election and quick count result of the presidential

election, especially the news about Prabowo Subianto's rejection towards the quick count results from several reliable survey institutions. This claim had attracted the attention from Australian media to deliver the news about the related issue. Interestingly, the Australian media that delivers this news had the interesting headlines in which triggers the question on how the media is seeing the presidential candidates and how Prabowo Subianto denial acts towards the reliability of survey institution. The title of the news that is going to be discussed further is "Loser Prabowo Claims Victory on Indonesia" in The Australian online news (Hodge & Rayda, 2019). This news is going to be discussed using critical discourse analysis in which focusing on the way The Australian media sees the Indonesian presidential election and Prabowo Subianto's victory claim from the news delivered in the media, also to reveal in which side The Australian shows its bias as an international media reporting Indonesian issue.

METHOD

In order to gain the data, the method to use is qualitative method by using documentation and analysing the text of the news. The qualitative method is chosen due to the process to gain the data does not require numbers and statistic to reveal the significant impact of the result (Annum, 2017). The qualitative method is taken based on the critical discourse analysis aspects which are genre, framing, visual aids, foregrounding, omission, presupposition, topicalization, agency, deletion/omission, presupposition, insinuation, connotations, register, and modality. To analyse the data, the documentation is needed. The news to be analysed is printed to be analysed further. The reference of the news is based on the media *The Australian*. There is no specific setting to do the research of this study due to the news is in the form of online media and it does not require any specific location to conduct the research.

REVIEW OF RELATED LITERATURE

There are several studies which also discuss the similar related issue regarding presidential election in Indonesia that are delivered from mass media. Taken the study by (Persada & Syahrudin, 2018) about the speech of 2014 Indonesian presidential election campaign. This study focuses on the language use in the speech of the 2014 Indonesian presidential candidates to persuade the voters to root for them in the presidential election and how they deliver the political and power view in their speeches. This previous study helps the further discussion for this study to execute the possible view on how the way the study sees the speech of the candidates considering the presidential candidates in 2014 were the same candidates for 2019 presidential election (Kurniawan & Utami, 2017). Furthermore, this

similarities of the candidates can reveal the power and politics issue in Indonesia regarding both parties' way of facing the competition of presidential election. This previous study uses the critical discourse analysis by (van Dijk, 2007) to investigates the justification of the ideas regarding to persuade the audiences by using the ideological discourse through their speeches.

Another study given is the study by (Anshori, 2019) which discusses the possible conflict happen in society as a result of the Indonesian presidential election 2019 that is delivered by the online news media. It focuses on the tension of the words given and delivered through news online media in which revealing what is happening in Indonesian institutional current factual condition compared to what is conveyed by the opposition party in the news, which the reason is to brag the current situation that is ruled by the incumbent as the current president and also the official presidential candidates. This second previous study then tries to deconstruct the power and ideology of pro-government and the opposition delivered by using particular words chosen.

The third previous study which can develop the further discussion for this study is the study by (Degaf, Maulana, & Ibrahim, 2014) that discusses the way the pro-Prabowo news media picture Joko Widodo as the rival in the presidential election. On the contrary, another previous study from (Todo & Budiarta, 2018) has the similar way of focus dealing with president candidates in the point of view of the news media yet this study is more concerning the news media that increases the electability of Joko Widodo instead of degrading him as the rival of Prabowo Subianto. Both studies definitely contributes on revealing the perspective of the media on seeing Indonesian presidential candidates which either profiting or degrading both parties.

RESULT AND DISCUSSION

The analysis is using the theory by (Huckin, 2002) supported by the theory from (Van Dijk, 1993) about critical discourse analysis.

1. **Genre**

From the news that is discussed in this study is the news from The Australian with the title "Loser Prabowo Claims Victory on Indonesia". The genre and the theme of the news is about politics in Indonesia. This news consists of title, opening, the events' sequence, and semi-closing with quotation from the referees to close the news. In order to show the most important information of the news, the writer show the top-down structure to convey from the most

important to the least (Van Dijk, 1993), thus, the intensity of conveying about the rival (Jokowi) is pretty low compared to the amount of the information about the subject (Prabowo Subianto) of the title. To expose the political genre of this news, these following sections describe into details from each components.

2. Framing

The title of the news is made in order to interact the readers. It is very common that the title of the news tends to be controversial in order to interact more readers as it can be seen from this news using the word chosen "Loser" preceding the name of one of the 2019 Indonesian presidential candidates, Prabowo Subianto.

The writer of the news tries to explain the condition of politics in Indonesia during the presidential election that is being concerned by Indonesian people nowadays. From the beginning until the end of the news, it can be seen that it focuses on the presidential candidates' way of facing the quick count results after the election on 17th of May was held. Apparently, the focus of the title only presents one candidate, Prabowo Subianto while the following section of the news, the writer also includes Jokowi as the incumbent and also the rival of Prabowo Subianto. The writer then covers up the rivalry between Prabowo and Jokowi in the contestation of presidential election. The writer then describes the news to be opposing Prabowo Subianto by representing him as a "Loser" for the title of the news and describing Prabowo Subianto at the first section of the news, regardless of the fact that Prabowo is presented as number two "02" in the contestation. On the contrary, Jokowi is presented on the following section after describing Prabowo Subianto's act of claiming victory. Jokowi is presented as the one who wisely waits for the official result from the rightful institution trusted by the government instead of claiming the victory despite the fact that most of the quick count results show Jokowias the most voted presidential candidate. This sort of frame that the writer tries to describe is summing up the news is about the Bad Guy (Prabowo) vs. Good guy (Jokowi) ways of act dealing with the result of quick counts from several reliable survey institution (Huckin, 2002).

3. Visual aids

The visual aids that the writer uses for this news is capturing only Prabowo Subianto during his speech of rejecting and denying the result from the pollsters.

Picture 1. The visual aid in the news by The Australian media.

From the picture as the visual aid in the news, Prabowo becomes the focus of the picture surrounded by his massive supporters. The visual aid here supporting the way the writer frames this news is focusing about, which is Prabowo Subianto and his way of claiming his victory.

4. Foregrounding

Following the description above, what is being foregrounded in this news is Prabowo Subianto and his victory claim, whereas Jokowi is back-grounded due to the position of Jokowi's description and quotation are put after the quotation and acts by Prabowo Subianto are mentioned. The writer then tries to concern more on Prabowo instead of Jokowi in spite of the fact that Jokowi is the candidate number one "01" and Prabowo Subianto is the candidate number "02". This action is shown by the amount of Jokowi as an incumbent of the presidential candidate being mentioned in the news is limited.

This news then is clearly revealing the political issue about the rivalries between both presidential candidates.

5. Omission

There are several things that are omitted from the news which are the candidates number, and Jokowi's supporters considering in the section where Prabowo is explained, the writer exposes the supporters of Prabowo in which represented by the Islamist group hardliners. The probability of not mentioning the candidates' number is due to the fact that it is not really matter considering the number is used for the campaign before the election was held.

The supporters of Jokowi are omitted because the incumbent himself does not need the back-up group to defend him for he has stated to his supporters to wait until the official result is announced by the Election Commission. The writer is supposedly include the supporters of both Prabowo and Jokowi equally in order to reveal the two political wings that are represented by two presidential candidates in order not to giving the bias only to Jokowi and pictures Prabowo as the sinful one considering that international media is supposed to be the neutral one in delivering the news about a particular country (Alhejaili, 2010). From the number of Joko Widodo's supporters being omitted from the news, it triggers the tendency of showing that the media is against the massive numbers of Prabowo Subianto's supporters. The media, with the title and also the omission of the supporters' number try to connect that those numbers of supporters believed on the claim from Prabowo even without the real count result of the election. In addition, the omission done by the media created the perspective that the media is against Prabowo.

6. Presupposition

The presupposition for this news is the fact that the news use certain words to describe the victory claim being done by Prabowo such as: "insist", "claim", "attack", "contravene the constitution laws", and "to be lied to"; and the way he declares his rejection speeches to his supporters and his way of being vocal to reject the credible pollsters' result are captured to be the most interesting for the news. One presupposition to be added is on the behaviour of both candidates are different on facing the election in which Prabowo is exposed to be the rebellion and Jokowi is presented as the truest for accepting the procedure. It is shown by the picture used for the visual aids, showing that although the real count result from the trusted institution had not been announced, Prabowo and his allies forced the announcement regardless of the fact that even during the announcement, the real count was not publicly announced yet. Whereas, in Jokowi's side, *The Australian* media portrayed Jokowi and his supporters by stating Jokowi's action to the supporters.

7. Topicalization

In topicalization, one can indicate what the pattern of the news is and what side that the news is supporting to:
"Loser Prabowo **Claims** Victory.."
"Indonesia's presidential challenger **Prabowo Subianto**…"
"…**claim** presidency and **attack** the credibility of **pollsters**.."
"..**pollsters** who near universally found **Jokowi** had won."

From the text above, the news is clearly states the rejection of Prabowo towards the result of credible quick count pollsters which found Jokowi had won. From the word chosen 'claim' shows that action of claiming is the value claim, which is the action of stating things which is believed to be true and valid subjectively (Onka & Hicoine, 2004). Whereas the fact that the real result of the election was not announced yet the claim as the winner of the election was stated shows that the word 'claim' is to judge the action, followed by portraying the one who claimed the victory, Prabowo, and the statement of 'attacking the pollsters' pinpoints that the media tried to convey that the action of claiming victory is not based on the true condition.

8. Agency

Based on the agent-patient relation, it can be seen from the news that the writer focuses on delivering Prabowo Subianto's victory claim. The agent is shown in the more tension compared to the patient which is the pollsters. The pollsters are attacked by Prabowo but there is no statement regarding the quick count result from the pollsters which was denied by Prabowo. This is also shown with the translation of the statement by Prabowo Subianto during his speech of delivering his rejection of the result and thus announcing his claim of his victory. Whereas, it has been known that credible pollsters have been working on such election for years and the credibility has never been questioned. This is also shown by the previous presidential election by which Prabowo Subianto also rejected the result of the pollsters and claim his victory by using the pollsters which he and his allies believed to be the most credible ones. This action also stated in the news the similar event in 2014 where Prabowo Subianto also competed against Joko Widodo on the presidential election which the result showed

that Joko Widodo was the winner of the election. The event was mentioned due to the fact that the victory claim was also done by Prabowo's party during the 2014 presidential election.

9. **Deletion/ Omission**

The intensity of describing Jokowi's statement as the incumbent and the current president regarding the quick count result is less exposed compared with Prabowo. The news is only giving the indirect quotation that Jokowi announces his supporters to wait until the official result. This indirect quotation then clearly profited Jokowi to be seen as the truest one by the readers for showing the right act dealing with the result whereas the act done by Prabowo is acknowledged as the unusual.

10. **Presupposition**

It can be seen from the news that the writer is trying to expose Prabowo as the rebellion and the one who does not want to follow the institution law:

"Indonesia's presidential challenger Prabowo Subianto continued to **insist** he **was the rightful winner** of Wednesday's **bitterly** fought election… ". This statement presuppose that Prabowo was hard-headedly claiming his victory despite the fact that he does not win in most of the pollsters' result, followed and supported with the chosen word 'bitterly' in which it is subjective view of saying the action done by Prabowo is acknowledged as bitter.

11. **Insinuation**

The insinuation has clearly directed to Prabowo for not accepting the fact that he does not win the contestation which stated in several statements mentioned in the previous section about presupposition (5 and 10).

12. **Connotations**

For the word '**Loser**' and '**claim**' here stated in the news, the connotation that can be found that the victory speech of Prabowo is only the one-sided claim from his side. The claim is not followed by the fact that the result shown by the pollsters that Prabowo lost against Jokowi in that time current result. The word 'Loser' chosen in this news created the connotation in which the meaning is about the contestation of the presidential election was not won by Prabowo. Therefore, he is pictured as 'loser' for keep claiming the victory.

13. **Register**

From the text, it can be seen that the writer is using the formal form of delivering the news shown by the word chosen and the arrangement of the words, whereas, when it comes to translating and quoting the statement from Prabowo, the writer is translating it directly based on Prabowo's real statement during the speech of claiming his victory against the incumbent.

14. **Modality**

The tense that the writer uses is past tense based on the event that happened on the several days ago—based on the date gap of the news was posted and the event happened—and the events that happened years ago (Ahok's blasphemy's case, 212 protest, and 2014 Prabowo's victory claim) which related and mentioned at the last section of the news. Past tense also chosen to the fact that what being delivered is the past event which correlated to each other which also happened under the similar circumstances.

This, thereby, shows the historical effect towards the issue being talked about. The related cases mentioned in order to emphasize the political protest happened always on the Prabowo's side, followed by the similar action done by Prabowo in the past event regarding the previous election.

CONCLUSIONS

News media as the mass media has the huge contribution to influence people. For delivering the news, media has the tendency to have their bias towards one side and opposing another. This news that being discussed is the news from The Australian which tries to deliver the situation of political event that happened in Indonesia. This news then tries to deliver the factual issue while also still giving its bias toward one side of political wing. Considering the news is about the victory claim being done by Prabowo, this news then can be indicated that it has the tendency to disagree toward the act of Prabowo—for the word chosen 'Loser' and 'Victory' as the title to picture Prabowo—for not following the institutional law and giving the speech by which it can create protest and war between the supporters of each party. On the other hand, Jokowi is exposed to be the example of the act of the true leader should be by the indirect statement quoted in the news. By this news, both candidates are presented to have different behaviour on facing the quick count result. They are represented into Bad Guy (Prabowo) and Good guy (Jokowi). This kind of

news then can trigger particular party to be offended by some words which degrading one of the candidates. This news then can profit the side that is back-grounded (Jokowi) and degrading Prabowo for being foregrounded in this news through his acts and speech delivered.

SUGGESTIONS

1. **For the readers**

   The suggestion given to the readers is that for the readers to be critical towards certain news regarding any kind of issue. Every news posted in different kind of mass media such as newspaper, online article, and online media can give indirect perspective on which side is being against at and which side is supported by the media. Being critical towards certain news is also called analysing discourse crucially due to the fact that news is part of discourse. In accordance with the result of the critical discourse analysis of this study, it can be seen that The Australian media is portraying on side to be foregrounded (Prabowo) whereas the opposing side is back-grounded (Jokowi). Therefore, it is necessary to see which side of the news is trying to support in order to reveal what the news is trying to convey through many aspects of critical discourse analysis.

2. **For the researcher**

   This study can be used for further development of the research and analysis in order to reveal and find the possible result that might have not been revealed. The researcher also realises that this study still lack of further analysis regarding the news and the media as the institution and the background knowledge of the media making the news about Indonesian presidential election to be analysed further. Therefore, the suggestion for the researcher is to do the deep analysis and further research regarding this matter with the same media in order to reveal other possibilities by doing in-depth critical discourse analysis.

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