THE DEPICTION OF DONALD TRUMP IN AL JAZEERA NEWS: A CRITICAL DISCOURSE ANALYSIS

THESIS

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ENGLISH DEPARTMENT
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DECLARATION OF THE THESIS ORGINALITY

I, Anggi Meilya Pratiwi, NPM No. 131210043

Here with declare that the thesis entitled

THE DEPICTION OF DONALD TRUMP IN AL

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ANALYSIS

Is the real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, 10th August 2018

<u>Anggi Meilya Pratiwi</u>

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The thesis has been approve to be examined on the date as indicated below

Batam, 10th August 2018

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ABSTRAK

Penelitian ini membahas penggambaran Donald Trump dalam berita Al Jazeera. Penelitian ini berfokus pada penggambaran Donald Trump dengan menggunakan analisis wacana kritis. Diskusi mengambil orientasi konseptual umum dari pendekatan analisis tekstual dan praktek diskursif, dimana analisis unit adalah kalimat-kalimat yang diambil dari berita Al Jazeera. Dalam penelitian ini peneliti menggunakan metode deskriptif kualitatif. Untuk mengumpulkan data, peneliti menerapkan metode observasi, yang dilaksanakan dengan metode simak bebas libat cakap (SBLC), dengan penerapan teknik mencatat. Metode analisis data yang digunakan dalam penelitian ini adalah Padan Pragmatik, yang merupakan bagian dari metode identitas. Untuk menyajikan hasil data, peneliti menggunakan metode formal dan informal. Teori yang diterapkan untuk menemukan tujuan penelitian dikembangkan oleh Fairclough. Melalui analisis tekstual dan praktik diskursif, peneliti menemukan bahwa Al Jazeera menggunakan material klausul yang lebih banyak dalam menggambarkan Donald Trump. Al Jazeera juga menggambarkan Donald Trump sebagai pengusaha sukses di mana Donald Trump digambarkan sebagai pemilik kontes kecantikan dan pengusaha properti, bukan politisi yang baik. Selain digambarkan sebagai pengusaha, peneliti menemukan bahwa Al Jazeera menggambarkan pernyataan kontroversi Trump tentang pelarangan muslim dan imigran gelap untuk memasuki Amerika Serikat dan Al Jazeera tidak memperkirakan bahwa Donald Trump dapat menjadi pemenang dalam pemilihan presiden Amerika Serikat dan menjadi Presiden Amerika Serikat ke-45.
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Kata kunci : Penggambaran, analisis wacana kritis, tekstual, praktek diskursif

ABSTRACT

This research addresses the depiction of Donald Trump in Al Jazeera news. It focuses for describing the depiction of Donald Trump by using a critical discourse analysis. The discussion takes its general conceptual orientation from the approach that considers textual and discursive practice analysis, whereby the unit analysis is the sentences of article taken from Al Jazeera news. In conducting this research the researcher uses a descriptive qualitative method. In order to collect the data, the researcher applied method of observation, with the implementation of non-participatory. Data analysis method which used in this research is pragmatics identity method, which as the part of the identity method. The researcher applied formal and informal method for presenting the result of data. The theory applied to find the objective of the research developed by Fairclough. Through textual and discursive practice analysis, the researcher finds that Al Jazeera employs more material clause in depicting of Donald Trump. Al Jazeera also depicted Donald Trump as a successful businessman where Donald Trump is portrayed as owner of beauty pageant and property mogul instead of good politician. Besides the depicted as the businessman, the researcher finds that Al Jazeera describes the controversy statement of Trump about banning Muslims and illegal immigrant for entering United States and Al Jazeera does not expect that Donald Trump can be the winner in the presidential election of United States and be 45th President of United States.

Keywords: depictions, critical discourse analysis, textual, discursive practice

MOTTO AND DEDICATION

MOTTO

There is an ease after every difficulty (QS. Al-Insyirah : 6)

And God will never burden any soul beyond its power (QS. Al-Baqoroh : 286)

We will ease you to the easy way (QS. Al-A'la : 8)

So which then of the bounties of your lord will you deny? (QS. Ar-rahman : 13)

DEDICATION

This paper is dedicated to all people who always pray and give support in finishing this paper for my success, they are my beloved family and friends

ACKNOWLEDGMENT

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ABBREVIATION LIST

BBC	British Broadcasting Corporation
CDA	Critical Discourse Analysis
SFL	Systemic Functional Linguistics
US	United States
USA	United States of America

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Humans need language to communicate in the social interaction. Language is mediator used by people to share what they have in their mind to others. According to Valli (2000) language is a rule-governed communication system where people use it to communicate information to each other. One of the tools to share information is mass media. Mass media gives information and also establishes a correlation between information obtained with the target audience, hence news broadcasting or communication emphasizes selection, evaluation and interpretation of information. Mass media, in addition to publicity to the public, also plays a role in forming public opinion (Turow, 2009). The media plays an active role in increasing people's political awareness.

In the mass media there is news. News itself affects the public (Holly, 2008). The affect is agenda-setting. Agenda-setting is the ability to shape the public debate and influence the issue the public think which are the most important. The media, whether it is newspaper, radio, television, or the internet, provide information and identify issues so that people can get involved in politics. One of news that caught the people of the attetion was presidential election in the United State of America. All of the media reported about the campaign and characteristics for each candidate as the leadership. During campaigns, the media played a key role in shaping public opinion and thus helped voters with their decision making.

One of the presidential election candidates was Donald Trump. Donald Trump portrayed himself as an outsider and somebody who could change the system, because he is not a politician; "Nobody knows the system better than me, which is why I alone can fix it," claimed Trump at a convention in July 2016 (Jackson, 2016). Trump basically built his campaign that easily remembered and often chanted by the attendees of his campaign rallies; the three simple pharases are drain the swamp, built the wall, and lock her up. "Drain the swamp" refer to Trump's plan to fix the failing and "broken" government.

Trump also promised to "build the wall" to prevent "bad people" from coming to the United States because, he stated, "they are dangerous and steal American jobs". "Fear of Mexicans, fear of the Chinese, fear of African Americans; Donald Trump has very deliberately stoked it and inflamed it and made it a centrepiece of his campaign," said Rick Wilson, a Republican ad maker, for *The Atlantic* (Ball, 2016). Trump's next favourite phrase was "lock her up", promising to investigate Hillary Clinton's use of a private email server while she was the secretary of state and prosecuting her for it. Although Trump did not keep this promise and soon after the election claimed he did not care about prosecuting Clinton anymore, his frequent attacks on his opponent weighed her down.

Nowadays, after the general election in November, the media, and specifically the cable news channels, have been criticized for the amount of coverage they gave Donald Trump and for the way they covered the presidential race in general. Moreover, a lot has been written about the media being responsible for creating the Donald Trump phenomenon. Donald Trump caused controversy

since announcing his candidacy and therefore dominated the news and headlines from the very beginning of the campaign. One of the statements that Trump said during a campaign in South Caroline on December 7, 2015. Trump issued a statement will ban all Muslims to entry in America if he will be elected president. Alvin Chang (2016), a reporter for Vox, discovered that although the headlines for the past two years "implied that Trump was ill-equipped for the job", the stories about policy issues, such as the Muslim ban proposal, faded away quickly.

Even though, Trump's popularity started to rise. The media had to accept the role they played in his campaign. The issue widely discussed today is how media covered the Trump phenomenon. Al-Jazeera news, for example, is the pan-Arabic satellite television channel, was first set up with financial backing from the Emir of Qatar in 1996 following the demise of the London-based BBC and Saudi Arabian Arabic television network. Through Noam Chomsky points out in an interview for UpFront Special on Al Jazeera news, the media gave Trump a lot of publicity but forgot to cover the important issues; his policies, health care, or climate change. This is what Chomsky considers to be "the real treachery of media" (Chomsky, 2016). Instead of covering the real issues, the media focused on Trump's character, his controversial statements, and incidents that happened on his campaign rallies.

Therefore, studying the media is an exciting challenge with many previous researches which is concerned with media issues. Some of them raise an interesting theme, or point of view of different issues. Critical discourse analysis (CDA) is an attempt or process to describe a text (social reality) that is willing or being studied by a dominant person or group whose tendency has a particular purpose to obtain

what is desired (Fairclough, 2006). That is, in a context must be aware of the existence of interest. In addition, as suggested in its name, CDA must be aware that behind the discourse there is a desired meaning and image and interests that are being scrutinized.

Discourse analysis intended in this research is an effort to reveal the hidden intent of the media in depicting someone or something (Richardson, 2007). The fundamental understanding of discourse analysis is that discourse is not understood solely as the object of language study. In the end, it is critical discourse analysis to use the language of the text in the analyzed text, but the language analyzed in CDA is different from the study of language in the traditional linguistic sense. The language analyzed by CDA does not reflect only the language aspect, but also relates it to the context. The context in this case means the language used for a particular purpose including the practice of power. CDA sees language as an important fact, namely how language is used to see the power imbalances in society (Jorgensen and Phillips, 2002).

There are several CDA model developed by linguists such as Fowler, Tan Dijk, Wodak, Fairclough, etc. This research, however, employed Fairclough's CDA model. Fairclough sees discourse in three levels which are textual, discourse practice, and social practice. Norman Fairclough argues that discourse analysis divides into three dimensions: text, discourse practice, and social practice (Fairclough, 2010). Therefore, the researcher would focus on textual analysis and discourse practice.

The explanation above is the motive why the researcher conducts a research about the depiction of Donald Trump in Al Jazeera news by using Critical Discourse Analysis (CDA). After being elected during presidential election, trump became more popular both about his background and his policy. There were controversies occured during his presidential leadership, particularly on Middle East issue, North Korea, as well as domestic affair. At this point the researcher was interested in doing critical discourse analysis on how middle east media, reprsented by Al Jazeera news, represent Donald Trump.

Based on the explanation above the researcher would like to conduct research entitled **"The Depiction of Donald Trump in Al Jazeera news: A Critical Discourse Analysis."**

1.2   Identification of the Problem

There are some problems reveal in this research. The identification of problem is designed as the following:

1. The affect of mass media for shaping opini public.

2. The depiction of Donald Trump in mass media.

3. The discursive practices in mass media.

1.3   Limitation of the Problem

In order to specify this research the researcher limited the discussion to be analyzed as follows:

1. The depiction of Donald Trump in Al Jazeera news from February 2017 to March 2018.

2. The discursive practices of Donald Trump depiction in Al Jazeera news from February 2017 to March 2018.

1.4   Formulation of the Problem

Based on the limitation of the study, the researcher formulated the research questions as below:

1. How does Al Jazeera news depict Donald Trump in its news?

2. What are the discursive practices of Donald Trump depiction in Al Jazeera news?

1.5   Objective of the Research

Based on the formulations of the problem, the objectives of the research are:

1. To describe the depiction of Donald Trump in Al Jazeera news.

2. To describethe discursive practices of Donald Trump depiction in Al Jazeera news.

1.6   Significance of the Research

1.6.1 Theoretical

Theoretically, the researcher hopes that this research is expected to enrich the study of discourse particularly in describing person in media.

1.6.2 Practical

Practically, the result of this research will be a reference for the researcher and English learners, to illustrate the use of Fairclough model of CDA. In addition, this research could hopefully be one of the sources for further research the literary work.

1.7 Definition of Key Term

This research used four terms related to the title that is the definition of depiction, Al Jazeera news, critical discourse analysis and Donald Trump:

Depiction	:	Representation of someone or something in material or verbal form (Richardson, 2007).
Al Jazeera news	:	A report or new information about something that has happened recently by Al Jazeera channel (Al-Jaber, 2004).
Critical Discourse Analysis	:	Critical discourse analysis is how to use the language of the text in the analyzed text beyond the study of language in the traditional linguistic sense that does not reflect only the language aspect, but also relates it to the context for a particular purpose including the practice of power (Fairclough, 2006).

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL

FRAMEWORK

2.1 Critical Discourse Analysis

The researcher employed Fairclough's Critical Discourse Analysis to study the depiction of Donald Trump in Al Jazeera news. Critical Discourse Analysis (CDA) projected by Fairclough was drawn from critical linguistics that highlights the ideological interest in the use of language. Critical in this sense is the outlook to understand the discourses along with ideological theme inside them. Through CDA, objectivity and neutrality claims are examined. CDA research must be alert by the ideological theme inside the discourses. CDA research was expected to uncover depiction, good or bad, to improve public opinion of the discourses. The study of discourse and reveal its ideological content is important to empower people awareness.

The researcher started to analyze discourse practice of depiction of Donald Trump in Al Jazeera news from textual and discursive practice level. Fairclough (2010) stated that three are levels of discourse analysis; textual analysis, discursive practice and social practice. Jorgensen and Phillips (2002) summarized Fairclough's approach to analyze discourse as follows; text analysis concentrates on the formal features in which discourses are recognized linguistically. Meanwhile, discursive practice engages production and consumption of text. This analysis reconciles text and a larger social context. Fairclough's model of discourse analysis is joint text to the context (social practice). In this case, to acquire

depiction of Donald Trump, the researcher must carry out the textual analysis and discursive practice.

Textual analysis in Fairclough employs linguistic theory developed by Halliday which is called as systemic functional linguistics (SFL). SFL is used to give linguistic insight of the discourse inside the news. SFL sees language as social semiotics which has function for communication. Halliday asserts that there are three other metafunctions of language as social semiotics; ideational, interpersonal, and textual (Halliday and Matthiessen, 2004). These three metafunctions connect each other in making meaning in the text. The researcher focused on ideational metafunction because depiction is positioned mainly in ideational metafunction (Fairclough, 2010).

Discursive analysis or text consumption apportions with reader interpretation. With the ideological content of discourse, Fairclough states the need of language awareness in reading discourses (Jorgensen and Phillips, 2002). Therefore, the studies of discourse and to uncover ideological content are important to enhance people awareness of particular discourse. Additionally, in political discourse, language may be able to bargain, persuade, and construct reality through representation (Chilton, 2004). Habermas, in Chilton (2004), emphasizes the functions of language are coercion, legitimization and delegitimization, and representation and misrepresentation. Fairclough suggests linguistic analysis in approaching the text which he called as intertextuality and interdiscursivity within the text (Fairclough, 2010). The researcher focused on intertextuality.

The social practice analysis links discursive practice to social practice. In this analysis, textual analysis and discursive analysis are enlarged with social practice. CDA scrutinizes the collaborative research related to social practice of a discourse. CDA encourages researcher to expose the relation of a discourse to social practice. The relation of textual, discursive practice and social practice analysis is illustrated in figure 2.1.
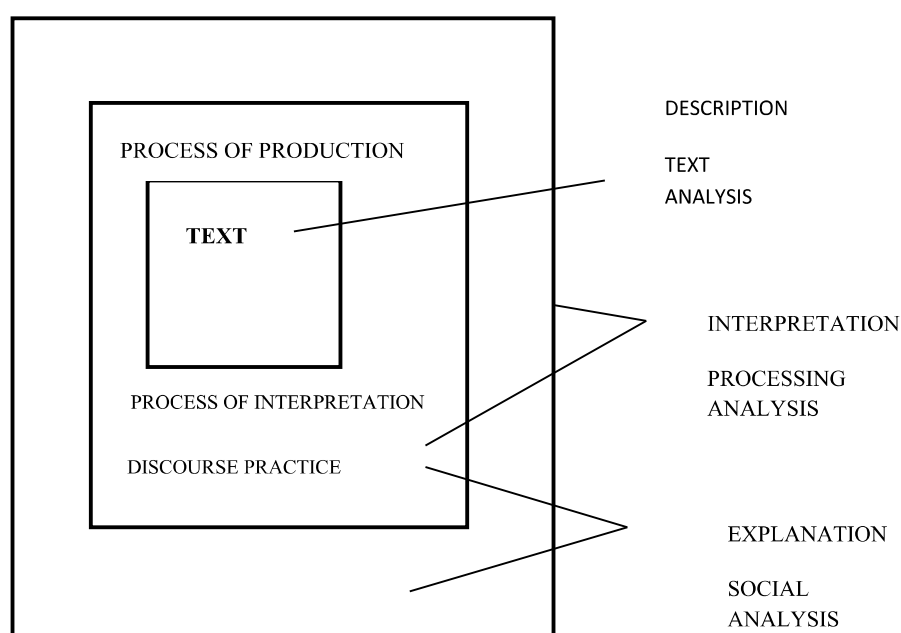
Fairclough's Three-Dimensional Model (Fairclough, 2010)

2.2   Textual Analysis in Fairclough' CDA Model

As previously mentioned, Fairclough's CDA framework employs Systemic Functional Linguistics (SFL) in textual analysis. SFL considers language as social semiotics because word denotes the world. Systemic Functional Linguistics (SFL) separates the real world apparent by human mind and the depiction of the world through human through language. Transitivity, in this case, deals with how

language represents the world. There are three semantic categories that describe phenomena of the real world are represented as linguistic structures: Process, Participant, and Circumstance (Halliday and Matthiessen, 2004). Process is central in transitivity, followed by participant that involved in process, and circumstance that associated with the process. Process is conveyed by verb group such as can say, will act, has to, walked, etc. Participant is represented by noun group such as "a big black cat", "crying little girl", "Donald Trump", etc. Circumstances are represented by adverbial group or prepositional phrase such as at school, during hot summer day, yesterday etc. The relation among process, participant, and circumstance can be drawn as in Figure. 2.2.
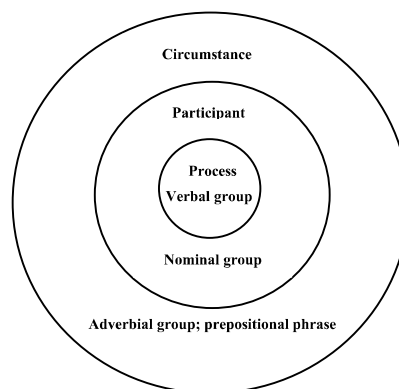
**Figure 2.2 Relations among Process, Participant, and Circumstance
(Halliday and Matthiessen, 2004)**

2.2.1 Process and Participant in Material Clause

Material process is a process of doing and happening (Halliday and Matthiessen, 2004). It realizes something physically does something. This act can aspire something else to do something with indirect or direct object. Clause with material process must have a doing (process) and a doer (participant). The one who

or which does something is called as actor. The entity, which may be done, is the goal. The goal is similar to direct object which depends on transitive or intransitive verbs.

Two kinds of material process are creative and dispositive. In creative material process, the goal is brought by the process. Meanwhile, in dispositive material process, the actors have doings and happening (Halliday and Matthiessen, 2004).

Example of analysis:

1. <u>Brain</u>   <u>burned</u>   <u>his book.</u>
   Actor   Process Material   Goal

"Brain" is the doer or that we call actor of his process that is "burned", which is the material process of the goal. The goal itself is represent by word "his book" or we could say the entity which may be done by the process. This is an example of creative material process. In creative material process the goal is brought by the process.

2. <u>He</u>   <u>raised</u>   <u>an honor.</u>
   Actor   Process Material   Range

The word "he" is the actor of the process material that is shown above, as for the word "raised" is the material process. And the last word "an honor" is the range of the sentence. Range is the element that determines the domain of the process. To know the different of goal and range one may give resultive attribute, and if the clause does not make sense that is the range.

2.2.2 Process and Participant in Mental Clause

Mental process is a process that happens in human consciousness such as sensing, feeling thinking, perceiving (Halliday and Matthiessen, 2004). Participant in mental process are senser and phenomenon. The senser is a conscious being, who is able to fell, think, or see. The phenomenon is that which sensed, felt, thought, or seen.

Example of analysis:

3. Everybody   heard   her.
    Sense   Process Mental Phenomenon

The sentence is the example of cognitive type of mental process. The example above is relates to psychological event that is notice. As for the word "everybody" is the senser who felt the process mental, and for the phenomenon is the "her" they are sensed by the senser through hearing.

4. Lina   wishes   to be happy.
    Senser   Process Mental   Phenomenon

The sentences above is the example of desiderative type of mental process, desiderative type is a state of desiring which includes wishing, wanting, deciding, and more. Lina is the senser of her own wishes that want to be happy. Lina felt her own desire, as for the desire is to be happy by the process of wishing.

2.2.3 Process and Participant in Verbal Clause

Verbal processes are processes of saying symbolically signaling (Halliday and Matthiessen, 2004). Very often, these are realized by two distinct clauses: the

projecting clause encodes a signal source (sayer) and a signaling (verbal process) and the other (projected clause) realized what was said.

The verbal process also may indicate proposition and proposal (Halliday and Matthiessen, 2004). In proposition verbal process, the sayer merely states the condition, fact, or idea regardless to the imperative motive. Proposal verbal process, on the other hand, tends to be imperative.

Example of analysis;

5. <u>Iqbal</u>   <u>declined that</u>   <u>he</u>   <u>killed</u>
    Sayer   Process Verbal Actor Process Material

    <u>a cat</u>   <u>last week.</u>
    Goal   Circumstance time

The sentences above is the example of the reported clause that one may sense that the participant (sayer) obtain intersection of mental and verbal process. The sense is the sayer merely says the state of being. The example above tells that the sayer received a state of the being before it says it. It can be seen as the sayer declined the material process that his done.

6. <u>The boss</u>   <u>mocked</u>   <u>the underling.</u>
    Sayer   Process Verbal   Target

There are three other participants in verbal process (Bloor and Bloor, 2004): receiver, target, and range or verbiage. Receiver is the one to whom the verbalization is addressed. Target is the one acted upon verbally (insulted, complaintment, etc). Range or verbiage is a name for the verbalization itself.

2.2.4 Process and Participant in Relational Clause

Relational processes involve states of being (including having) (Bloor and Bloor, 2004). They can be classified according to whether they are used to identify something (identifying) or to assign a quality some something (attributive). Each has its own characteristic roles. In identifying relational clause, the participant roles are taken and value while in attributive these are carrier and attribute. Relational process can be further sub-classified according to whether they are intensive, possessive, or circumstantial (Halliday and Matthiessen, 2004). Intensive relational process is one compare noun group to a specific identity or class-member.

Possessive relational process indicates state of having. Possessive relational process can be used both in identifying and attributive sub-type. Possessive relational process is considered as relational process, instead of material, because it relates the possess or and the possessed (Halliday and Matthiessen, 2004). In attributive relational process, there is extra participant that is called as attributor. In identifying clause, the additional participant is called as asigner, the one who assign the identity.

Example of analysis:

Identifying relational clause and attributive relational are exemplified by the sentences below:

7. <u>Aswatd</u> <u>is</u> <u>the boss.</u>
 Identified Process Relation Identifier

8. <u>Mustafa</u> <u>was</u> <u>an engineer.</u>
 Carrier Process Relation Attribute

The easiest way to tell whether a relational process is identifying or attributive is identifying relational process is reversible. By means, the clause can be inversed in order and the semantic relationship still holds. The clause in (7) still holds semantic relationship when it reversed into "The boss is Aswatd". Meanwhile, the clause in (8) can not be reversed into "An engineer was Mustafa" thus the semantic relationship do not hold in the reversed clause.

2.2.5 Process and Participant in Existential Clause

Existential processes are processes of existence (Halliday and Matthiessen, 2004). Further, existential process can interpreted as presentative construction. The only participant in existential process is existent which it is the noun group that exists in clause. Existential processes are expressed by verbs of existing such as be, exist, arise. Meanwhile, existent can be a phenomenon of any kind.

Example of analysis:

> 9. <u>There is</u>   <u>stain</u>   <u>on your clothes.</u>
>   Process Existential   Extent   Circumstance Place

In (9), nominal group "stain" is mentioned to be exist. However, existential process also obtain meteorological event that does not need participant at all (Halliday and Matthiessen, 2004) as in (10).

> 10. <u>It's raining</u>   <u>in here.</u>
>   Process Existential   Circumstance place

Existential process may be interpreted as natural thing is going on, it is just there and it is natural. That is why existential process often occurs in scientific and meteorological writings.

2.2.6 Process and Participant in Behavioral Clause

Behavioral process is processes of (typically human) physiological and psychological behaviour, like breathing, coughing, smiling, dreaming and staring (Halliday and Matthiessen, 2004). In this process, there is one obligatory participant: the behaver while the rest of the clause is called phenomenon. The behaver is a conscious being, but the process is one of doing, not sensing.

Example of analysis

11. <u>Tata</u>   <u>lives</u>   <u>in a beautiful old house.</u>
  Behaver Process Behavioral Circumstance place

The sentence above identifies "Tata" as the behaver and the word "lives" is one of physiological behavior in behavioral process. Behavioral can contain a second participant that is called behavior.

12. <u>Ardel</u> <u>smiled</u> <u>a big smile.</u>
  Behaver Process Behavioral Behavior

2.2.7 Circumstances

The circumstantial category answers such questions as when, where, why, how, how many and as what. They represent meaning about:

1. Time (temporal): tells when and is probed by when? How often? How long?

For example : Maria goes to church every *Sunday*.

2. Place (spatial) : tells where and is probed by where? How far?

For example : Maria goes to *church* every Sunday.

3. Manner : tells how

 a) Means : tells by what means and is probed by what with?

 For example : She goes *by car*.

b) Quality : tells how and is probed by how?

For example : She loved his *madly, deeply, truly!*

c) Comparison : tells like what and is probed by what like?

For example : He was jumping around like a *monkey on a roof.*

4. Cause : tells why

a) Reason : tells what causes the Process and is probed by why? Or how?

For example : The cats died *of thirst.*

b) Purpose : tells the purpose and is probed by what for?

For example : Kiro went to the shop *for snacks.*

c) Behalf : tells for whose sake and is probed by for whom?

For example : Niki went to the shop *for her mother.*

5. Accompaniment : tells with(out) who or what and is probed by who or what else?

For example : I left work *without my briefcase.*

6. Matter : tells about what or with reference to what and is probed by what about?

For example : This book is talking *about English grammar and structure.*

7. Role : tells what as and is probed by as what?

For example : He lived a quiet life *as a beekeeper.*

2.3   Discursive Practice Analysis in Fairclough' CDA Model

As previously mentioned, Fairclough's CDA suggest linguistic analysis in approaching the text is called as intertextuality and interdiscursivity. Intertextuality derives from Bakthin a term that every text (or utterance) is dialogical, in sense that

it gains its meaning in relation to other text. Intertextuality not only as a form through text are interrelated, but also as a social practice that involves particular socially regulated ways of producing and interpreting discourse (Fairclough, 2010). In Bahktian point of view, text is a reproduction and modification of other text, conjoint into a new perspective of text. Thus, there is no independent test as well as it is hard to find an original text since all text are made of previous text, In CDA, intertexuality means the condition where communicative events draw on earlier event. It may also indicate correlation and interconnection among texts. Furthermore, Fairclough CDA framework will be using several concepts such as hegemony, dominant class, ideology, and by using language analysis tool.

Interdiscursivity, however, operates on a different dimension in that it refers to how a text is constituted by a combination of other language conventions (genre, discourse and style). Text is also interdiscursive. In other words, is a text there is an articulation of different discourse and genre (Jorgensen and Phillips, 2002). For instance, political discourse of war might be related to economic condition. The interconnection among discourse can guide discourse analyst to find out the hidden intention behind discourse. Interdiscursivity also may relate several philosophical approaches in analyzing discourse, eg: feminism, Marxism, liberalism, etc. Fairclough himself sets his theory to critical social theory based on Marxism.

2.4   Social Practice Analysis in Fairclough' CDA Model

The social practice of media in the analysis of critical discourse Norman Fairclough is a macro-level analysis based on the notion that the social context that

exists outside the media actually influences how existing discourse exists in the media. Editorial space or journalist is not a sterile field or space, but it is also highly determined by factors outside the media itself. The social practice analyzes three things: economics, politics (especially with regard to issues of power and ideology) and culture (especially with respect to values and identity) that also affect the media's media, and its discourse. Discussion of social practice includes three levels Situational level, related to production and context of the situation Institutional level, related to the influence of institutions internally and externally. The social level, regard to more macro situations, such as political systems, economic systems, and cultural systems of society as a whole. Three levels of social practice analysis are among others.

1. **Situational Level**

   Every text that is created is generally created in a condition (more on time) or a unique and typical atmosphere. Or in other words, the situational aspects more see the context of events that occur when the news is loaded.

2. **Institutional Level**

   This level looks at how exactly an organizational institution's influence on practice when a discourse is produced. This institution may come from the institutional forces of the apparatus and the government can also be one of the things that affect the content of a text.

3. **Social Level**

   The social aspect sees more on micro aspects such as the economic system, political system, or whole community cultural system.

2.5 Al Jazeera News

Al Jazeera news is a report of information that is published in newspaper and broadcast on radio, television or media online about recent events in country or world or in a particular area of activity by Al Jazeera channel. Al Jazeera channel (Arabic: الجزيرة, translate. *al-zhazīrah*, literally "The Island", though referring to the Arabian Peninsula in context), also known as JSC (Jazeera Satellite Channel), is a state-funded broadcaster in Doha, Qatar, owned by the Al Jazeera Media Network. According to a 2002 report on Middle East communication published by Spotbeam Communications in Zayani (2005), "Al Jazeera is center-stage in the modernization of Arab-language broadcasting." As El-Nawawy (2004) put it "by questioning everything, Al Jazeera had opened a window to issues avoided and restricted by the Middle East". Al Jazeera has rendered government media discourse less reliable by presenting events from different perspective and consequently affecting people's perceptions and view about reported events.

One of the events that caught the people of the attention was the presidential election in the United States of America. In this event Al Jazeera has reputation for being bias. During the campaign Al Jazeera always follow the development of every candidate for presidential election. In this session Al Jazeera sided with one of the presidential candidates namely Hillary Clinton. Al Jazeera supports Hillary Clinton to be the next president in United States of America because she has good policy. In the other had Al Jazeera has different point of view for the other candidate that is Donald Trump, Al Jazeera gives a strong reaction for every single day of Donald Trump speech in campaign.

One of the controversy speeches of Donald Trump is for banning the entry of Muslims into the United State. This speech has a lot of reaction from other presidential candidates such as; Hillary Clinton said "I think it's prejudiced, I think it's discriminatory. That has no place in our politics" (Cherkaoui, 2016). Furthermore, Al Jazeera as the Middle East mass media gives support to Hillary for counting down Donald Trump to be president. Al Jazeera used their power for changing opinion public. In the report of Al Jazeera stated that Trump's Islamophobia, anti-immigration, and anti-refugees positions have revealed some fatigue of American democracy (Cherkaoui, 2016).

After the draft campaign ended and the presidential election took place in November. In this election Donald Trump is the winner. The American people elected their first President who has never held a public office before and has no experience in politics. This stated mass media to cover Donald Trump as the international interested especially Al Jazeera, the large channel of Arab also played role as the mass media. Therefore, the explanation about is the motive why the researcher was chosen the Al Jazeera to depict of Donald Trump as the controversies person.

2.6   Donald Trump

Donald John Trump is the 45th President of the United States, in office since January 20th, 2017. In addition to being a politician, he is a successful business magnate and television personality as well. The son of a wealthy real estate developer, Trump attended the Wharton School of the University of Pennsylvania

before taking charge of his family's business. An astute businessman and charismatic leader, he built and renovated numerous hotels, casinos, and office towers during his business career, accumulating a net worth of billions. He also owned several beauty pageants and ventured into reality television as well.

Expanding the horizons of his ambitions, he entered national politics in the early 2000s and set his eyes on the presidential office. As a politician, his career was marred by allegations of sexual misconduct and he also earned much criticism for his extravagant lifestyle and controversial comments on immigrants from Islamic nations. Despite the controversies surrounding him, Trump ran for the 2016 presidential election as a Republican and defeated Democratic candidate Hillary Clinton in a surprise victory. Donald Trump is the first person to assume presidency without prior military or government service and at 70, he is also the oldest one to assume the office.

2.7 Previous Study

The researcher reviews several previous researchers in order to support this research. The researcher looked up for the papers with relevant topic in scope Critical Discourse Analysis. The details of the comparison of the previous research as follow;

The first research is Dewi Yana (2014), which entitled *"Critical Discourse Analysis (CDA) of Sindo newpaper (CDA Model of Van Dijk)"*. She aims at describing the text analysis, social cognition, social context, and ideology of Sindo newspaper using Critical Discourse Analysis method with a Teun A Van Dijk

approach model. The data of the research were in the form of news entitled "Putusan Luthfi Hasan Diharapkan Jadi Efek Jera". The data were analyzed with integrating the third dimension of Teun A Van Djik Discoure model in the unity analysis, they were text, social cognition, and social context. The results found that the Sindo newspaper supported the work of the Corruption Eradication Commission (KPK) and the presiding judge of Corruption Court (Tipikor). The news in the edition of Wednesday, December 11th, 2013 "the ideology of Sindo newspaper practically used to build the image of KPK and TIPIKOR to be better in the society".

The second is Biook Benham and Mohammad Reza Khodadust (2012), which entitled "*The Event of September 11th in American and Syrian Written Media Discourse*". The research analyzed written media discourse in implicit transfer of the dominant ideology of discourse context. The research demonstrates how the lexical features of the structural and thematic features of passivisation, nominalization and predicated theme were utilized by the discourse producers of the data to mediate between their own underlying ideology and the target readers' understanding of the event of September 11th, 2001. Through a comparative statistical analysis of the written media discourse of the data for the study written in two ideologically opposing contexts of Syria and America, they had tried to explicate how the discourse producers utilized various lexical and thematic strategies to produce different impressions of the event and implicitly force the underlying ideology on the readers.

The third is Patient Rambe (2012), which entitled *"Critical Discourse Analysis of Collaborative Engagement in Facebook Posting"* He analyze the the impact of SNSs on micro-level (educator-learner and learner-peer) relations and relational power remains speculative. Mindful of how discursive types and discourses inform the construction of social power, this study employs critical discourse analysis (CDA) and educator-learners Facebook conversations to expose the exercise of relational power and social learning in these interactional spaces. Facebook postings are examined to explore academic relations and associated learner challenges like limited meaningful engagement with peers and content, superficial learning and general academic underpreparedness. The findings suggest the prevalence of formal authoritative (or hierarchical) discourses, few informal liberating (horizontal) discourses, and nascent peer based collaboration and limited learner engagement with theory.

The fourth research is Maryam Najafian and Saeeb Ketabi (2011), which entitled *"The Words behind Images: A Critical Social Semiotic Approach toward Analyzing Advertising"*. They was an attempt to investigate the application of Fairclough's (2003) Critical Discourse Analysis (CDA) approach and Social Semiotic Approach (SSA) proposed by Kress and van Leeuwen (2006) in analyzing ads discourse i.e. an approach that combines textual analysis with semiotic analysis in studying advertising. This combined approach was checked in two sample ads extracted from 'Time' magazine (2000, 2001). As results, two points emerged based on this study. The first was that advertising is a crucial factor in the dissemination

of ideological values in any social discourses. The second point was that this discourse is not in any sense neutral.

The last research is Warsono (2008), which entitled "*A Critical Discourse Analysis to Unmask the Ideological Stance behind Al Qaeda in Asia—Pasific: Origin, Capability and Threat*". He analyzed the case of Al Qaeda by using Fairclough's CDA model. The object of analysis in this research is an article Al Qaeda in Asia-Pasific. He used appraisal system which determines the position of the researcher in reporting. The research empoyed all of level of analysis from textual to social practice. The finding of the research are 89% judgement to Al Qaeda is negative and the rest of 11% is positive.

In this research, the researcher applies textual analysis and discursive analysis to reveal depiction of Donald Trump by using Critical Discourse Analysis approach. After comparing those three researches, the researcher decides that this research is similar to the last article by Warsono since it also applies Fairclough's CDA to show the ideology. However, while Warsono does to analysis of Ideology of Al Qaeda, the researcher only analyzes the depiction of Donald Trump in Al Jazeera news for this research. The researcher believes that the choice of process types can help to figure out the way Donald Trump depicted by Al Jazeera news.

2.8   Theoretical Framework

Fairclough sees discourse in three levels which are textual, discursive practice, and social practice. The researcher would focus on textual analysis and discursive practice to analyze the depiction of Donald Trump in Al Jazeera news.

Fairclough employed Halliday linguistics theory called as Systemic Functional Linguistics (SFL) and Intertextuality. There are six processes in SFL they are material process, mental process, verbal process, relational process, existential process and behavioral process. The researcher applies the CDA theory developed by Norman Fairclough. This choice based on its relevance with the topic which depiction of Donald Trump.

The theoretical framework is drawn to outline the theories as well as the objective of this research, as following;

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┌──────────────┐        ┌──────────────────┐
│ Depiction of │        │ Fairclough's     │
│ Donald Trump │────────│ Critical Discourse│
│ in Al Jazeera│        │ Analysis (2010)  │
│    news      │        └──────────────────┘
└──────────────┘
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| Textual Analysis | Discursive Practice | Social Practice |

Textual Analysis
1. Material Process
2. Metal Process
3. Verbal Process
4. Relational Process
5. Existential Process
6. Behavioral Process

Discursive Practice
- Intertextuality
- Interdiscursivity

Social Practice
1. Situational Level
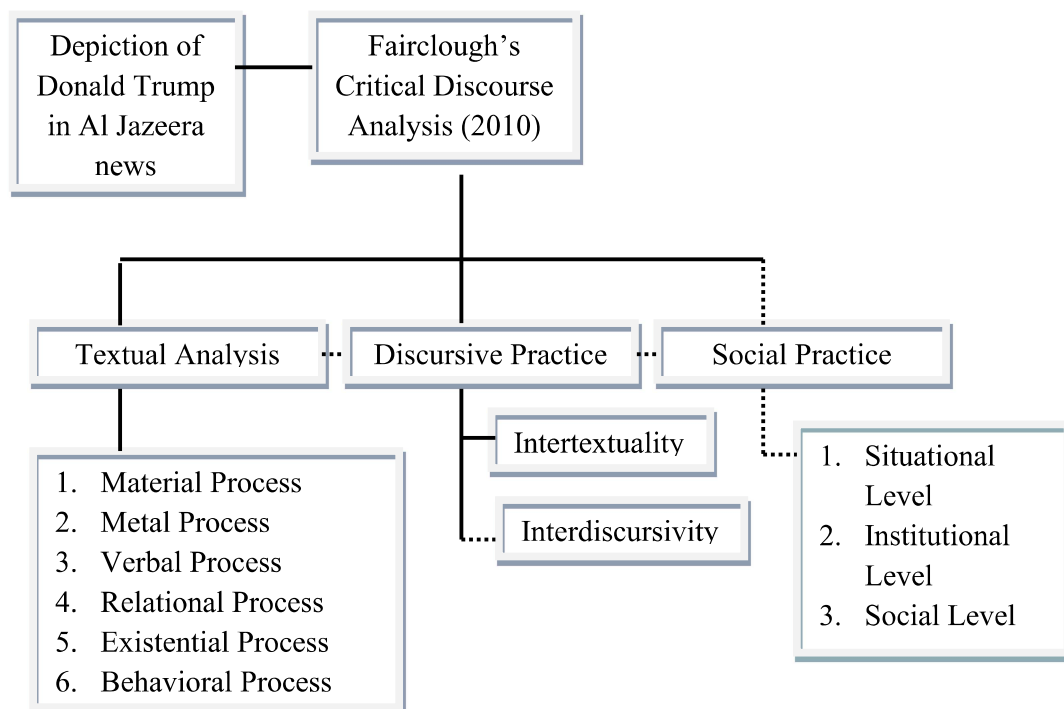2. Institutional Level
3. Social Level

Figure 2.3 Theoretical Framework

CHAPTER III

METHOD OF THE RESEARCH

In this chapter, the researcher explains more detail about the method used in this thesis. The method is important to guide the researcher work become a systematic and easy to achieve the main purpose. This research method is arranged based on the problem of analysis. And then, in this chapter is divided into five points there are research design, the object of the research, the method of collecting data, the method of analyzing data and method of presenting research result.

3.1   Research Design

The research begins from the phenomena of Donald Trump in Al Jazeera news. It tells about the depiction of Donald Trump in Al Jazeera news. After that, the researcher analyzes in some article news in order to make the data is accurate and valid. And then, the researcher uses theories of SFL, particularly their transitivity and it will be set into Fairclough's CDA framework; textual analysis and discursive practice in the article of the Al Jazeera news.

Based on the problem in this research, the researcher uses descriptive qualitative method. It means that the researcher knows how to set of procedures used for the problems in this research base on a factual data. According to Hoepfl cited in Basri (2014), qualitative is any kind of research that produces findings not arrived at by means of statistical procedures or other means of quantification, the qualitative inquiry accepted the complex and dynamic quality of the social world. It

concerned with non-numerical data and it is describing the fact of the analysis systematically based on actually they are about the depiction of Donald Trump. Because of using the qualitative method, this study identifies the processes of depiction.

3.2   Object of The Research

The object of the research is the depiction of Donald Trump in Al Jazeera news. The data source about the depiction of Donald Trump will be taken from online media: Al Jazeera news. The data is every sentence in the article news. Based on topic discussed, the researcher chose these articles to be analysed by using Fairclough's CDA theory:

1. Profile: Donald Trump, 22 February 2017
   https://www.aljazeera.com/news/2016/11/profile-president-donald-trump-161109050153947.html (Last accessed on March 29th 2018)
2. Porn star speaks out on Trump, sex, threats, 26 March 2018
   https://www.aljazeera.com/news/2018/03/porn-star-speaks-trump-sex-threats-180326120956077.html (Last accessed on March 29th 2018)
3. Trump on North Korea: 'Only one thing will work' 8 October 2017
   https://www.aljazeera.com/news/2017/10/trump-north-korea-work-171008041543749.html (Last accessed on March 29th 2018)

   .

3.3   Method of Collecting Data

The researcher uses observation method. It is suitable with this object because this method is looking for and obtaining the data about the written matter such as in the form of notes, book, magazine, newspaper and movie script, Arikunto in (Novitasari, et al, 2014). In this research, the researcher uses some Al Jazeera news to collect the data.

In the observation method, the researcher uses technique *Simak Bebas Libat Cakap* (non-participatory) by Sudaryanto (2015). Non-participatory is the technique performed by indirect conversation as well as conversation without face to face, but using written language.

The researcher collects the data through several steps:

1. The researcher used internet browser to visit http://www.aljazeera.com, the official website of Al Jazeera channel.

2. The next step browsed for news article that related with the purpose of the research.

3. And, then the researcher selected the news article by conditions that mentioned previously.

4. The researcher copied the text from news page.

5. After the researcher copied and read the text, the sentences of article noted down for further analysis.

3.4 Method of Analyzing Data

According to Sudaryanto (2015), identity method is research method which its determiner device is outside of language, apart from and does not become part of the language which researched. The device consists of five sub types but, in this case the researcher uses *Padan Pragmatics* method.

Based on Sudaryanto (2015), the technique in the method of identity is divided into two parts, namely basic and continue technique. The basic technique used in this research is *sorting elements technique* especially pragmatics

competence-in-dividing. After that, the continuance technique that used in this research is *technique to compare and to differentiate*, it means that the technique to compare all of element which relevant with all of specified data in the depiction of Donald Trump.

In this part, the researcher follows Fairclough's CDA (Fairclough, 2010) stage; description, interpretation, and explanation.

The steps of analyzing the data are:

1. The researcher described the process of coding the data. Creswell (2012) states the coding is the process of segmenting and labeling text to form descriptions and broad themes in the data.

2. The next step the researcher interpreted the result of description.

3. The researcher explained the result of interpretation to depict Donald Trump in Al Jazeera.

3.5   Method of Presenting Research Result

The researcher uses the formal and informal method of present the result in this research. According to Sudaryanto (2015), there are two kinds of presentation method of data analysis result; they are formal and informal presentation method. The formal method means the researcher uses symbol, table, diagram and number in presenting the result and informal method refers to the method of presenting the result by using words. In this research, the researcher presents the research uses both of them. They make the reader easy to understand or comprehend about the data result in this research.