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Language and Ideology of Presidential and Vice-Presidential Candidates on the Republic of Indonesia 2014 Presidential and Vice-Presidential Debate Show: Critical Discourse Analysis

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Abstract: This research is entitled “Language and Ideology of Presidential and Vice-Presidential Candidates on Presidential and Vice-Presidential Candidates Debate Show: Critical Discourse Analysis”. The method used in the research is a qualitative method with Critical Discourse Analysis approach. The main theory used is the three-dimensional framework by Norman Fairclough. The research aims at (1) analyzing and formulating textual dimensions used by the Presidential and Vice-Presidential Candidates on the Presidential and Vice-Presidential Debate Show in 2014; (2) analyzing and formulating discourse dimensions (discourse practice) conveyed in the event of Presidential and Vice-Presidential Candidates Debate in 2014; (3) analyzing and formulating soci-cultural dimensions (socio-cultural practice) and events underlying the Debate of Presidential and Vice-Presidential Candidates in 2014; (4) analyzing and formulating ideologies of the Presidential and Vice-Presidential Candidates conveyed through events and the Presidential and Vice-Presidential Candidates Debate in 2014. The theories used in the research are Norman Fairclough (1992b, 1995a; 1998; 2000), Teun van Dijk (1992, 1995), Titscher (2009), Jorgensen (2007), and Richardson (2007). The results show that the two Presidential and Vice-Presidential Candidates have conveyed different ideologies during the Presidential and Vice-Presidential Debate on television. The Presidential Candidate number one conveys the ideologies of military, firmness, discipline etc. Meanwhile the Presidential Candidate number two conveys the ideologies of modesty, togetherness, and perseverance. The ideologies of the two Presidential and Vice-Presidential Candidates affect the voters in voting their Presidential and Vice-Presidential choices.

Keywords: language, ideology, critical discourse analysis, debate, politics, media, communication

1. INTRODUCTION

Language is a mean to communicate in human's life. Through language, human may express his/her idea, thought, and feeling. Nevertheless, Halliday (1987: 2) states that language actually consists of not only sentences, but also texts or discourse exchanging intents in the interpersonal context between one and another. The context in these exchanging intents relates to social value since it is strongly affected by the socio-cultural context of the society.

The development of role and definition of language has brought significant influences to linguistics. Linguistics does not only involve structural or grammatical study but also it has developed into interdisciplinary studies with other fields such as sociolinguistics, pragmatics, discourse analysis, neurolinguistics, and psycholinguistics. These interdisciplinary studies show that language indeed plays an important role in all fields of social life.

One of the Linguistics disciplines which is an interdisciplinary study and able to uncover the role of language in ideological discourses is discourse analysis. The term of discourse analysis is a general term used in many disciplines with various definitions. Even though there is a degradation of these definitions, the point of tangency is the discourse analysis relating to the study of language/language use in social reality.

Language in a critical perspective is realized as a representation that plays a role in formulizing certain subjects, discourse themes, and strategies in the discourses. Therefore, the discourse analysis is used to uncover the power existing in every language process: what limits discourse, what