

THE REPRESENTATION OF INDONESIAN PRESIDENTIAL CANDIDATE IN MEDIA: A CRITICAL DISCOURSE ANALYSIS

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ABSTRACT

Mr. Prabowo Subianto is often regarded as a controversial figure, both in his military and political career. This research aims to find out Mr. Prabowo Subianto's representation in one of *The New York Times* articles entitled "Indonesian General Accused of Kidnapping Is Named Defense Minister", which was written by Richard C. Paddock in 2019. The article mainly discusses the controversial issue regarding Mr. Joko Widodo's, the re-elected President of Indonesia, decision to appoint Mr. Subianto, his rival in the presidential election, to be one of his cabinet ministers. In analyzing the topic, van Dijk's Critical Discourse Analysis, is utilized. Despite the fact that in van Dijk's CDA there are three levels of analysis, namely the macro, meso, and micro levels, this paper is limited to the micro level only, as this focuses more on unveiling a more specific and detailed portrayal of Mr. Subianto's representation in the newspaper article. In the microstructure analysis, three linguistics tools are employed, namely actor description, level of description, and rhetoric. The research applies the descriptive qualitative method as well as the library research method. The findings consistently show the negative representation of Mr. Subianto in the macrostructure, microstructure and superstructure analyses.

1.INTRODUCTION

In social interactions, each person must have their own representation, which according to Hall (2020) is "the production of the meaning of the concepts in our minds through language." In other words, representation is a way for a speaker to describe other individuals as well as themselves to other people using language. Nevertheless, this mental representation is subjective and not neutral since each person already has their own positive or negative perception of something or someone, which is probably different from one person to another.

In a news report, the writer's perception of a person or an event will clearly influence how the person or the event is represented, whether it contains a positive or negative representation. This relates to the theory in mass-communication proposed by McCombs and Shaw (as cited in Lumen Boundless Political Science, n.d.), which is known as the agenda-setting theory, which claims that the media has the ability to determine which issues will be regarded as important by



the public. In principle, studies based on the theory assume that the press and the media do not necessarily delineate reality; on the contrary, they have the ability to filter and shape it first before making it public consumption. This explains why nowadays mass media plays a big role in our society, one of which is in creating an image of a person. This also clarifies why different media might have different angles in reporting the same event or in creating the image of the same person.

Journalists also take an important role in building the representation of someone or something in the articles that they write. Theoretically and ethically speaking, a journalist must be objective and neutral when reporting something. In order to maintain his or her objectivity in a news report, a journalist is supposed to describe and elaborate the issues neutrally and in an unbiased manner, regardless of his or her personal belief. However, in practice, this is not a simple thing to do as the personal ideology and belief will most probably be involved, whether consciously or not. Once subjectivity is involved in writing a news report, the journalist's ideology and belief that tend to be in line with a certain party, group, or individual will increase the potentiality of the news report to be biased. Consequently, how a person is represented in a media is definitely intriguing to discuss.

The research aims to find out the representation of Mr. Prabowo Subianto in a newspaper article in *The New York Times* published on 23 October 2019 titled "Indonesian General Accused of Kidnapping Is Named Defense Minister", which was written by Richard C. Paddock. The article itself revolves around President Joko Widodo's controversial decision to appoint Mr. Prabowo Subianto to be Defense Minister. It is also noteworthy to find out how *The New York Times* as an established foreign newspaper perceives this issue; more specifically, how they represent Mr. Prabowo Subianto's figure in the news article.

The New York Times is a newspaper which was founded in 1851 and was distributed throughout the United States. It is a daily newspaper that has earned an international recognition. Besides, it is mentioned that *The New York Times* has the main objective of helping people to comprehend what is going on in the world through their journalism which they claim to be on-the-ground reports written by experts who have a deep observation as well as independent judgment. Furthermore, *The New York Times* can also be regarded as an outstanding newspaper, which can be proved by the many journalistic achievements as so far it has won 130 Pulitzer Prizes (The New York Times Company, n.d.). Britannica (2020) even claims that due to its editorial excellence, *The New York Times* is one of the world's greatest newspapers. For the several facts stated above, it is believed that *The New York Times* article is reliable enough to be taken as the data source of this research.

Mr. Prabowo Subianto himself is quite a controversial political figure, which makes the newspaper article even more interesting to analyze further. He was once a general who was discharged dishonorably from the military in 1998. Since then, he has also been banned from entering the United States because he was accused of violating human rights. In 2008, he established the Great Indonesia Movement Party (*Partai Gerakan Indonesia Raya* or *Gerindra*)



and he ran for vice-presidency in the 2009 presidential election, but unfortunately it was not a success. Five years later, in 2014, he ran again for presidency but was defeated by Joko Widodo; the defeat that he experienced again in the 2019 presidential election. In this particular election people considered him to be an even more controversial figure when he refused to accept the election result, which was then followed by some violent riots in Jakarta.

2. LITERATURE REVIEW

In analyzing the representation of Mr. Prabowo Subianto in the newspaper article, van Dijk's Critical Discourse Analysis (CDA) will be applied. According to him, CDA is a kind of analytical research on a discourse. CDA focuses more on topics in both social and political contexts which cover such issues as abuse of social power, dominance, as well as inequality (van Dijk, 1993). More specifically, CDA comprises three major levels of analysis, namely the macro level, meso level, and micro level analyses.

The macro-level analysis, as the name suggests, deals with big and ideological issues, particularly about power, dominance, and inequality, in the global context. The micro-level analysis, on the other hand, deals with issues of a smaller and more specific scope as it talks about language use, discourse, verbal type of interaction, and communication and how they help unveil the ideological issues that occur in a particular text. Furthermore, the meso-level analysis stands in the middle between the macro and micro levels of analysis. Thus, it serves like a bridge between the macro and micro level analyses. To be more exact, the meso-level analysis focuses on "members-group, action-process, context-social culture, and personal and social cognition" (van Dijk, 2001, p. 354).

However, the analysis in this research will be limited to the micro-level analysis only, of which the discussion is based on how the language features in the news article are used for the purpose of uncovering the representation of Mr. Prabowo Subianto. The discussion will further be divided into three aspects of analysis, namely the macrostructure, microstructure, and superstructure aspects.

Macrostructure is the global semantic information that is relative to the microstructure of discourse, cognition, and interaction (van Dijk, 1980). It is the global structure of a discourse; in other words, what becomes the focus in this aspect is the topic, theme, or gist of the text. In a news report, the macrostructure or the global topics can be found in the headline and lead of the news article, which also form the summary of the news article (van Dijk, n.d., p. 87).

Microstructure focuses more on the language use and how it discloses both the overt and covert concepts constructed in the text (van Dijk, 1980). To analyze the microstructure, there are various linguistics tools that can be applied, which cover the areas of semantics, syntax, and stylistics. Yet, in this research, only three dominant tools are utilized, namely actor description, level of description, and rhetoric.



Superstructure deals with the schematic structure of the organization of the whole text (van Dijk, n.d., p. 84). There are some schematic categories that can be found in a news report, namely summary, main event, background (present and past background), consequences (with verbal reactions as the subcategory), and comment (van Dijk, n.d., pp. 87–88).

Studies on CDA have been quite extensive. One of them is done by H. P. Putra and S. Triyono (2018) in their research titled “Critical Discourse Analysis on Kompas.com News: *Gerakan #2019GantiPresiden di Antara Ambiguitas Hukum dan Syahwat Politik*”. In their journal article, they use CDA proposed by Norman Fairclough, and they describe the micro level, mezzo level, and macro level of analysis in elaborating the social, political, and cultural issues based on some linguistic features. The article covers quite a wide scope of analysis and they conclude that Kompas.com mostly uses diction that describes the conflict. Besides, it also has a lot of cause-and-effect sentences which can be related to the movement of *#2019GantiPresiden*. Direct quotations are also quite dominantly employed in the text in order to present reputable sources who are experts in the field. In their conclusion, they claim that Kompas.com can be said to be quite objective in presenting the news as it presents reliable and actual news to the readers.

Another paper written by Amer (2017) is CDA research dealing with the Gaza war of 2008–2009 and how it is reported in the international press. He examines four international newspapers, namely *The Guardian*, *The Times London*, *The New York Times* and *The Washington Post*, particularly on how these newspapers convey the representation of the social actors when reporting the war. The findings are interesting as it is shown that through assigning activated roles, these newspapers are proved to portray Israeli agency as those attaining a ceasefire, whereas Palestinian agency is shown to turn down a ceasefire. When related to the ideologies of the newspapers, this leads to the conclusion that the political orientations of the newspapers and their ideological stances have a strong influence in shaping the opinions expressed in the newspaper articles, both explicitly and implicitly.

Another study applying van Dijk’s CDA conducted by Al-Ghamdi (2021), “Ideological Representation of Fear and Hope in Online Newspaper Reports on COVID-19 in Saudi Arabia,” revolves the main function of newspaper articles in influencing society. The research specifically uses the ideological theories of authority, evidentiality, and categorization. The result discloses that two Saudi Arabian newspapers, namely *The Saudi Gazette* and *The Arab News*, simultaneously present fear and hope in their articles to make people feel afraid of the consequences of Covid-19 and this is believed to be one of the success factors in dealing with the pandemic.

The study on the meso level has been done by Tampubolon et al. (2021), who analyze the role of Metro TV as a media in their talkshow, *Head Line*. Moreover, the meso-level analysis reveals how the participants in the news media have their power acknowledgement. The writers’ practice of delivering facts and use of declarative sentences help Metro TV convey its personal ideology “Knowledge to Elevate.”



Compared to the above-mentioned CDA studies, this research will not be as wide as theirs in the topic scope, as it will only cover the micro level analysis of one newspaper article in order to find out Mr. Prabowo Subianto's representation. However, it is believed that the analysis will be not only more specific but also detailed in uncovering the role of language in the newspaper article analyzed. This is important as through this research, people are made more aware of the big contribution of language in shaping one's perspective of something or someone.

3. METHODOLOGY

The research intends to find out the representation of Mr. Prabowo Subianto in a newspaper article published in *The New York Times*. The research employs a descriptive qualitative research method because the analysis involves meaning interpretation of words or phrases or sentences as well as dealing with concepts, all of which uses no numerical data (Bhandari, 2020; Ray & Mill, 2003, as cited in Bradshaw et al., 2017, p. 1; Nassaji, 2015, pp. 129-130) and which will then be related to the relevant social and political contexts so as to be able to be described accurately and systematically (McCombes, 2019; Crossman, 2020). Besides, the research is also categorized as library research as it is based on a lot of relevant printed and online sources (Elmer E. Rasmuson Library, n.d.).

The research focuses on a verbal text in the form of a newspaper article. Thus, the text needs repeated and careful reading. Then, based on van Dijk's Critical Discourse Analysis, there are three levels of analysis, namely the macro, meso, and micro levels; however, the research is limited to the micro level analysis only. The micro level analysis itself is done thoroughly as it deals first with Mr. Prabowo Subianto's representation in the macrostructure aspect, by focusing on the headline and lead of the newspaper article. Then, it continues with finding out Mr. Prabowo Subianto's representation in the microstructure aspect, in which a more scrutinous investigation is done on smaller linguistics units by using several linguistics tools. Three specific linguistics tools are used; they are actor description, level of description, and rhetoric. Meaning interpretation of the words, phrases or sentences, both in the macrostructure and microstructure, is done, which is supported by some relevant references. The analysis of Mr. Prabowo Subianto's representation ends with the analysis in the superstructure aspect, which focuses more on the organization or schematic structure of the ideas of the news discourse itself.

4. RESULTS AND DISCUSSION

4.1 Macrostructure Analysis

The macrostructure analysis aims to find out the global topic of the news report, which is based on the headline and lead of the article. The headline of the newspaper article that becomes the data source consists of a main headline and a lower headline. The main headline is "Indonesian General Accused of Kidnapping Is Named Defense Minister", while the lower headline is "Prabowo Subianto, a former general who was discharged from the military for breaking the law, violating human rights and disobeying orders, will oversee Indonesia's defense policy." It is clear here that



the Indonesian general that is meant in the headline is given a clear and specific description by explicitly mentioning the name, Prabowo Subianto, as well as the main reasons for the accusation. Mr. Prabowo Subianto's negative past record as a general is given quite a lot of details. He is said to have broken the law, violated human rights and disobeyed orders. In the military context, these three mistakes are definitely huge and intolerable mistakes. By mentioning these three big mistakes, it is clearly understood that the writer wants to put emphasis on the negative side of Mr. Prabowo Subianto. On top of that, the writer continues with the fact that, as Defense Minister, Mr. Prabowo Subianto will be in charge of the defense policy of Indonesia. This expresses such a great contrast that it becomes an ironical situation. By having this as the main and lower headlines, it is believed that the writer wants to emphasize the negative representation of Mr. Prabowo Subianto. In addition, the lead of the news article is "The president of Indonesia, Joko Widodo, named a longtime political rival to his cabinet on Wednesday, appointing a once-disgraced former general accused of human rights violations to the post of defense minister." Based on the lead, the readers are given one more piece of information that it was the Indonesian President, Joko Widodo, that elected Mr. Prabowo Subianto to be Defense Minister.

Considering the headlines and lead above, it can be summed up that the global topic of this news article is that President Joko Widodo elected Mr. Prabowo Subianto, who has a bad track record, as Defense Minister. This global topic of the news article obviously talks about the controversial decision of President Joko Widodo, which at the same time represents Mr. Prabowo Subianto negatively as the headlines and lead contain specific and detailed negative things about him.

4.2 Microstructure Analysis

In the microstructure analysis, one of the tools used to reveal a person's representation in a text is Actor Description, whose purpose is to investigate what an actor can be referred to, whether as a group or individual, or using the group name, role, function, or as being specific or unspecific based on their action (van Dijk, 2000). Throughout the news article, the actor being analyzed, Mr. Prabowo Subianto, is referred to in fifteen different ways, which shows an outstandingly thorough description. The fifteen data of Prabowo Subianto's description can be seen in the following table:

Table 1. List of Data of Prabowo Subianto's Description

No	Prabowo Subianto's Description
1.	a general accused of kidnapping
2.	a former general being discharged from the military for having broken the law, violated human rights and disobeyed orders
3.	a former general being disgraced once as he was accused of violating human rights
4.	twice lost to Mr. Joko Widodo in the presidential elections
5.	known to be a notorious figure
6.	the former dictator Suharto's son-in-law
7.	used to be the commander of the special forces, known as Kopassus, which was feared
8.	accused of giving the order to kidnap some student activists in order to keep Suharto in power



9. accused of the atrocities taking place in East Timor
10. banned from entering the United States for years
11. losing to Mr. Joko Widodo in the presidential election in April 2019 and also the one in 2014
12. pandering to Islamists and mobilized some Islamist groups
13. calling on the Islamist groups to take to the streets to protest the results of the election, and therefore, undermining the rule of law
14. not known as a team player and hence, his role in the cabinet might be highly controversial
15. considered a towering and polarizing figure

It can be clearly seen that out of the fifteen data of Mr. Prabowo Subianto's description in the list above, only the last data looks rather positive. He is said to be a towering figure, which means that he is extremely outstanding. Yet, it is directly continued with another adjective, "polarizing", which contains a negative trait as he is said to be able to split or divide people or things. Thus, through the linguistics tool of Actor Description, Mr. Prabowo Subianto's representation is obviously negative.

The next linguistics tool that is employed is Level of Description, which aims to give a detailed and specific description about a particular subject (van Dijk, 2000). Through Level of Description, Mr. Prabowo Subianto's representation is clearly revealed. Concerning Mr. Prabowo Subianto's military career, the writer exceedingly highlights it as it is given quite a lot of details. However, these details are all negative ones so that this leads to his negative representation. The details can be seen in Table 2 below:

Table 2. List of Data of Detailed Description

No	Description of Prabowo Subianto's Military Career
1.	He was in command of Kopassus, the special forces which was feared a lot.
2.	He was the one that ordered the kidnapping of some student activists when he attempted to keep President Suharto, his father-in-law at that time, in power, although his effort
3.	failed.
4.	He was accused of the atrocities that happened in East Timor.
5.	He was banned from entering the United States for years because he was regarded as a human rights violator.
	He was discharged from the military for having broken the law, violated human rights and disobeyed orders for a number of times.

All the descriptions above contain negative actions, such as kidnapping, violating human rights, breaking the law, and disobeying orders. The last three actions are even said to be repeatedly done. What's more, what he has done in East Timor is named "atrocities", which means "extremely cruel, violent, or shocking" (Dictionary, n.d.-a). The special forces which he led, Kopassus, also get the negative label, as it is feared rather than respected. This means that people were frightened



of Kopassus under his leadership because it was unpleasant (Dictionary, n.d.-b). Thus, by using the Level of Description tool, all the specificity and details about his career confirm the negative representation of Mr. Prabowo Subianto.

The last linguistics tool analyzed is the use of rhetoric, which is a technique or art of using language so that it can assist people in writing something beautiful, putting emphasis on some ideas, and attracting people's attention to some specific ideas (van Dijk, 1993, p. 122; Keraf, 2017, p. 3; Harris, 2020). In the news article, there are three rhetorical figures used to unveil Mr. Prabowo Subianto's representation, namely scesis onomaton, diacope, and metaphor.

Scesis onomaton is a form of repetition in which words that have the same or similar meaning are used in the same sentence (American Rhetoric, n.d.). In the news article this rhetorical figure can be found in the lower headline, which says: "Prabowo Subianto, a former general who was discharged from the military for **breaking** the law, **violating** human rights and **disobeying** orders, will oversee Indonesia's defense policy". This similar sentence appears again in paragraph (7) of the article, "Now, 21 years after the army unceremoniously discharged him for repeatedly **breaking** the law, **violating** human rights and **disobeying** orders, Mr. Prabowo will oversee the nation's defense policy". In each of these sentences, the three words, "breaking", "violating", and "disobeying", literally and contextually mean more or less the same. These three words contain negative meanings as they all show the quality of being disobedient. When he is said to have broken the law, it means that he has done an illegal thing. His violating human rights refers to the fact that he has disturbed human rights improperly. Moreover, his disobeying orders means that he has deliberately refused to follow orders. Hence, through this particular rhetorical figure, it is obvious that Mr. Prabowo Subianto's negative representation is being amplified.

The next rhetorical figure is diacope, which is also a form of repetition that functions as a form of emphasis. A diacope occurs by repeating a word or phrase that is intervened by some other words or phrases (Harris, 2020). Paragraph (5) of the newspaper article contains this rhetorical figure: "Mr. Prabowo, 68, was the son-in-law of the former dictator Suharto, who **ruled** Indonesia for three decades. During the era of military **rule**, Mr. Prabowo commanded the feared special forces, known as Kopassus,"

It can be shown above that the word "rule" is repeated, which indicates that the writer wants to put emphasis on it. This word repetition suggests that Mr. Prabowo Subianto is always associated with rulers; either he himself is a ruler or he has a close relationship with a ruler. In this case, it is described that he was the son-in-law of President Suharto, who ruled Indonesia for more than three decades and he himself was the commander of Kopassus, Indonesia's special forces.

As a matter of fact, these two pieces of information denote a positive thing; nevertheless, negative labels are also given to President Suharto and Kopassus in this paragraph. President Suharto is labelled as a dictator, which is close in meaning to a tyrant. Besides, Kopassus is explicitly said to be the Indonesian feared special forces. As already explained above, the word "feared" has a negative connotation. As a result, both the words "dictator" and "feared" in this



context illustrate negative things. When Mr. Prabowo Subianto is associated with these two negative figures, it is clear that the writer is trying to unveil the negative representation of Mr. Prabowo Subianto through the use of diacope.

Another data of diacope can be found in paragraph (12) “Mr. Prabowo, who lost to Mr. Joko in **April’s election** as well as in 2014, has aligned himself in recent years with hard-line Islamist leaders. After **April’s election**, Mr. Prabowo’s supporters challenged the results in protests that turned violent.” Here it is seen that the phrase “April’s election”, which refers to the Indonesian presidential election in April 2019, is repeated twice, suggesting that in this context, April’s election is important to pay attention to. This paragraph obviously points to Mr. Prabowo Subianto and what he has done in the 2019 presidential election. What is more noteworthy is the writer’s description of Mr. Prabowo Subianto’s alignment with the hard-line Islamist leaders before and after the election in April 2019. This is made worse by the fact that the so-called hard-line Islamist leaders have provoked the violent protest following the election result, in which Mr. Prabowo Subianto lost to President Joko Widodo. Thus, it is confirmed that through this data of diacope, his representation is portrayed negatively.

Next, in paragraph (18), another type of rhetorical figure, which is a metaphor, is detected and this metaphor interestingly also supports Mr. Prabowo Subianto’s negative representation. Harris (2020) defines this rhetorical figure as a form of comparison of two different things, in which it is said that one thing is another thing. In the news article the metaphor is found in the phrase “a huge gamble”, a phrase quoted from Mr. Laksmana, who is a senior researcher at the Center for Strategic and International Studies in Jakarta. In this context, Mr. Laksmana is explaining his opinion of the appointment of Mr. Prabowo Subianto as Defense Minister. A gamble is defined as “a risk that might result in loss of money or failure” (Dictionary, n.d.-c). Therefore, here Mr. Laksmana is trying to say that Mr. Prabowo Subianto’s naming to be Defense Minister is a big risk which is potential to failure. In other words, this leads to the understanding that Mr. Prabowo Subianto is not really a good figure to fill that position in the cabinet, which is a negative representation.

Besides, in explaining further how he thinks of President Joko Widodo’s decision as a huge gamble, Mr. Laksmana describes Mr. Prabowo Subianto as a “towering and polarizing” figure. In this case, being a tower and a pole can be considered to be metaphors. A tower is “a tall, narrow structure, often square or circular, that either forms part of a building or stands alone” (Dictionary, n.d.-e), while a pole is “either of the two points at the most northern and most southern ends of the earth, around which the earth turns” (Dictionary, n.d.-d). Thus, what is meant by Mr. Prabowo Subianto being a towering and polarizing figure is that he is an outstanding figure, but he also has the capability of causing strong disagreements between opposing groups. As a result, on the whole, these metaphors also give a negative representation of Mr. Prabowo Subianto.



4.3 Superstructure Analysis

In the superstructure analysis, the schematic category that is quite dominantly used to describe Mr. Prabowo Subianto in this particular news article is background. According to van Dijk (1980), background is a schematic category which contains information to make the readers better understand the situation about the event. As a matter of fact, it is very essential to have sufficient background information so that the news events can be intelligible as well as allow the readers to have good understanding and knowledge when they interpret the news.

In total, in the news article there are seven paragraphs describing Mr. Prabowo Subianto's past background, which are paragraphs (5), (6), (7), (8), (12), (15) and (17). In paragraph (5) Mr. Prabowo Subianto's past background gives the readers information of his being President Suharto's son-in-law and the fact that Suharto is labelled as a dictator who ruled Indonesia for more than thirty years. Besides, in this paragraph, it is also described that in the past Mr. Prabowo Subianto was the commander of Kopassus, which is Indonesia's special forces. Kopassus itself was not positively described as it was accused of giving the order to kidnap some student activists in the riot taking place in 1998. In addition, he was also allegedly involved in some atrocities in East Timor.

In paragraphs (6) and (8), other information of Mr. Prabowo Subianto's past background is given. The information concerns his not being allowed to enter the United States because of the human rights violation, especially the one related to the violence and cruelty that happened in East Timor.

Paragraph (7) talks about the reasons why Mr. Prabowo Subianto was discharged from the military. The reasons are explicitly mentioned in this paragraph that he broke the law, violated human rights and disobeyed orders.

Mr. Prabowo Subianto's past background is unveiled again in paragraph (12). Here it is said that he had a close alignment with hard-line Islamist leaders. This group then supported Mr. Prabowo Subianto in violently protesting the 2019 election results, in which he lost to President Joko Widodo.

His past background is described again in paragraph (15) that after the military discharge, Mr. Prabowo Subianto lived out of the country. Despite this fact, he is noted to have run for vice presidency and presidency in four presidential elections in Indonesia, but failed.

The last piece of information regarding Mr. Prabowo Subianto's past background is found in paragraph (17). Here it is mentioned that Mr. Prabowo Subianto is not a team player and that his being a minister in President Joko Widodo's cabinet is likely to invite controversy.

In the background category elaborated in the seven paragraphs above, it is obvious that Mr. Prabowo Subianto's negative record in the past is described quite at length. Since the schematic category of past background dominates the news article, and the fact that all the information given in this category contains negative things about Mr. Prabowo Subianto, it can be said that the article



is mostly structured by negative information of Mr. Prabowo Subianto. This supports the fact that he is represented negatively in the news article.

Besides the past background category, the category of comment, in which a writer may explicitly give his or her personal opinions regarding the events, is also interesting to focus on. In the text there are two paragraphs containing the writer's personal opinions about Mr. Prabowo Subianto: "But Mr. Prabowo is a notorious figure" and "Mr. Prabowo is not known as a team player and his role in the cabinet could be contentious." These two comments coming from the writer obviously and explicitly tell about the writer's negative evaluation of Prabowo Subianto, who are said to be notorious and not able to work in a team so that he is likely to cause arguments.

In order to balance his own personal opinion, the writer also uses the schematic category of verbal reaction, which gives the information by gathering and quoting statements of the participants or politicians who say something regarding the events. In the news article, the writer quotes Zachary Abuza, a professor at the National War College in Washington and Mr. Evan Laksmana, a senior researcher at the Center for Strategic and International Studies in Jakarta. Both these sources can be considered reliable as their names and professions are explicitly given. In this way, the readers can be made well convinced by the statements they produce.

Abuza states that Mr. Prabowo Subianto has a long record of human rights abuses as a former Kopassus commander in East Timor, which was well documented by the United States and this got him banned from the United States. Abuza also claims that as a presidential candidate, Mr. Prabowo Subianto pandered to hard-line Islamists and mobilized Islamist groups, who were called on to take to the streets to contest the election results, undermining the rule of law. Moreover, Mr. Laksmana describes Mr. Prabowo Subianto as a "towering and polarizing" figure, which makes his appointment to the cabinet "a huge gamble". These verbal reactions once again strengthen the fact that Mr. Prabowo Subianto has a negative representation in the news article.

5. CONCLUSION

Based on the findings of the analysis, it is clear that in all the three aspects of the micro level analysis, namely the macrostructure, microstructure, and superstructure aspects, the representation of Mr. Prabowo Subianto is consistently negative. The writer seems to have no doubt at all in claiming this. Even from the headlines of the article until the very end of the article, the writer portrays all the negative sides of Mr. Prabowo Subianto. In this way, the readers will not be made doubtful of Mr. Prabowo Subianto's negative image in this news article. The writer also shows a great skill of reporting things as he cleverly combines both his own opinion and other sources' opinions concerning Mr. Prabowo Subianto. Among the three major schematic categories used in this news article, the category of comment is clearly something subjective. However, the writer only gives two personal comments concerning Mr. Prabowo Subianto. On the other hand, the other two categories, namely past background and verbal reactions, are deemed to be neutral and objective. In this way, the report can be seen as more objective and the readers can be made more



convinced of the writer's flow of reasoning in reporting the news. Related to the statement that a news article is always socially constructed and that there is always a strong relationship among the government, the society, and the media, the research can be expanded to the examination of these factors in further research. It is essential to find out these factors due to the fact that they will most probably motivate the writer to choose to use certain words or certain sentences over other words or sentences or to put certain emphasis on something over the others.

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