CHAPTER V

CONCLUSIONS AND SUGGESTIONS

Based on the analysis of data done previously, there are some facts emerge as the findings of this research that will clearly be described in conclusions and further in suggestions as follows:

5.1 Conclusions

As explained in the previous explanation, the total data collected are fifty eight (58) data in the form of sentence from twenty six (26) articles of The Jakarta Post collected during the 2009 Open Campaign Period. Based on the assumption of the sidedness of The Jakarta Post in issuing the news about the General Elections Commissions (KPU), there are three (3) classifications emerge. Furthermore, as the result of classification, there are twenty five (25) data for negative representation, eleven (11) data for positive representation, and twenty two (22) data for neutral representation

Analyzing those three classifications, the first assumption appeared in the chapter 1 that The Jakarta Post tends to depict the General Elections Commissions (KPU) in an unfavourable manner that in this case is the starting point of this research has actually been approved based on the number of the negative

representation that is bigger than other classification – the positive and the neutral representation – in terms of amount.

Based on the analysis of the negative representation that in this case is the focus of analysis, and next by employing the theory of Theo Van Leeuwen's strategies of discourse, it has been concluded that the strategies commonly used by The Jakarta Post in representing the General Elections Commissions (KPU) are Differentiation – Indifferentiation, Objectivation – Abstraction, Nomination – Categorization, Nomination – Identification, and Association – Dissociation.

Next, by employing the theory of Systemic Functional Grammar (SFG) as the supporting theory, it has been found that those five strategies are presented in various syntactical features, like clause, and clause complex. Transitivity is next the system of analysis taken to analyze data in the level of clause and Taxis – Parataxis and Hypotaxis – is the system of analysis taken to analyze data in the level of clause complex. Examining the syntactical features, in the level of clause, the representation can be found by analyzing the diction, while in the level of clause complex, the representation can be found by analyzing the relationship between two or more clauses.

Considering to the data analysis as the result of employing the theory, KPU that in this case is the focus of analysis has been depicted as the institution that did not commit to its work. Besides, it was the institution whose program was incomplete. Next, KPU is also represented as the institution that was incompetent and was not qualified for working, had no sensitivity or carelessness in the

problem then there were some problems unresolved appeared. Additionally, the institution that had no power was also the representation of KPU.

Looking at the variety of representations presented in the preceding paragraph, we should be wiser to position our own step in considering the news issued by Mass Media. Based on the perspective of critical paradigm that Mass Media is not a neutral institution since there is suspected dominant ideology behind influencing the news issued, we should be a good reader that can prudently consider every single news read, so that we will not be involved in the ideology. Therefore, related to the focus of this research, we should be wiser in considering the news about the General Elections Commissions (KPU). We should consider the representation of KPU based on what we see, what we listen, and what we feel.

5.2 Suggestions

This research actually does not cover all the things in terms of the scope of analysis, then there are still some spaces for others who want to try to conduct Mass Media Research. Looking back to the findings of this research that only consisted of five Theo Van Leeuwen's strategies of discourse, the next researcher will have opportunity to enhance this research by searching other strategies, like Determination - Indetermination and Assimilation – Individualization or you can try to employ this theory to other research data. Additionally, there are still some discourse analysts – Sara Mills, Roger Fowler, Robert Hodge, Gunther Kress, and

Tony Trew – actually, then you can use their theory to analyze discourse so that there will be variety of discourse analysis.