

CHAPTER I

INTRODUCTION

A. Background of the Study

Every country in the world has the difference bureaucracy. But, it has some purpose, which is to lead these countries. In this era, many people in the world recognize the new president in US, Barack Obama. As a 44th president in US, Barack Obama become to all important history note to American people, because in US has never before had a president like Obama. Obama was born on August 4, 1961, in Honolulu, Hawaii that came from black African and white heritage. He raised and educated abroad as well as in the United States. He has been reflected in little of its elected leadership, which is brought with him a personal narrative that encompasses much of the American story.

The article of Loss Angles Times, in the title of *Obama for President* was discussed that Obama's rise to the Presidency is even more remarkable due to his upbringing. He was abandoned by his father. His mother, charitably speaking, was somewhat unready for the demands of motherhood. Such a chaotic upbringing could have stunted any child, but not Barack Obama. His rise from an obscure Illinois State Senator to the Presidency has not been so much meteoric but like a star ship on warp drive. Partly Obama benefited by luck, partly by skill, partly by an innate ruthlessness that very few people have been able to perceive. Barack Obama's story is an only in America story. One

should remember Barack Obama's story the next time Europeans look down their noses at the United States. Let them do so only when a person of color becomes British Prime Minister, President of the French Republic, or Chancellor of Germany (<http://articles.latimes.com>).

How Barack Obama deals with the inevitable political reversal of fortune is impressive. So far he has done little but make good speeches. Now Barack Obama has to actually make decisions that will affect tens of millions of people and change history, for good or ill. Obama's popularity around the world is enhanced, to an important extent, by the fact that he has endeavored to conceal or obscure his real ideology.

The Obama's ideology can be shown in his speeches or Presidential debate. Obama's speeches are rousing, motivational and filled with emotion as are all of the best speeches. The essence of the most persuasive Obama's speeches is the inspirative and informative quality that these types of speeches possess. The Obama's speech as many US Presidential speeches symbolize the Freedom of Speech philosophy and the American way of life. Persuasive inaugural speeches by Presidents of the USA inspire hopes for the future in the preliminary addresses to the Nation building on the foundational plans and opening objectives of the newly elected Presidents. Obama's Speeches contain various subjects and topics ranging from inaugural, farewell, ceremonial, acceptance and etc. but all of Obama's speeches are informative. Here, the researcher concern to search the dominant ideology in Obama's speeches.

The data in this research revealing Obama's speeches includes the complete text of the 44th president's Inaugural Address. Also featured data are extended excerpts from eight other significant campaign and pre-presidential speeches. In this research the writer hopes that the readers will discover that the vision and the ideology have been captured. The readers can be shown with the vision of Barack Obama in this statement here:

"I am running for the president of the US to lead this country in a new direction—to seize the moment's promise instead of being distracted from the most pressing threats that we face, I want to overcome them. (President Barack Obama in His Own Words)

Whereas the ideology in Obama's words in *President Barack Obama in His Own Words* can be shown in this statement here:

"What I opposed to is a dumb war. A rash war. A war based not on reason but on passion, not on principle but on politics." (President Barack Obama in His Own Words: 94)

It can be seen that this statement has valuable information about the ideology of President Barack Obama. Based on the statement above, the writer wants to analyze the book concerning with the dominant ideology in Obama's words by using critical discourse analysis on Teun A Van Dijk perspective.

Critical discourse analysis is the study of discourse that views language as a form of social practice. Describing discourse as social practice implies a dialectical relationship between a particular discursive event and the situation(s), institution(s) and social structure(s) which frame it. A dialectical relationship is a two-way relationship: the discursive event is shaped by situation, institution and social structure, but also shaped them (Fairclough & Wodak 1997: 55). Texts, language, communication should therefore always be considered in their social context, they both shape and are informed by wider

processes within society. In this manner texts do not merely passively report upon the world, but they imbue it with meaning, fabricate it, shape perspectives and call the world into being.

According to Blommaert, (2005: 21), Critical Discourse Analysis has become a household name in the social sciences, and the term -- abbreviated as CDA -- has come to identify a 'school' of scholarship led by people such as Norman Fairclough, Ruth Wodak, Teun van Dijk, Paul Chilton, and others. Largely grounded in a European tradition of scholarship, CDA has become a popular and firmly established programmatic approach to language in society with some institutional muscle. And it produced a discourse about itself which was perceived by many as liberating, because it was upfront about its own, explicitly left-wing, and political commitment. Consequently, many would now view CDA as synonymous with the critical study of language and discourse at large.

CDA has come to refer to a particular branch of applied linguistics associated with scholars such as Roger Fowler, Norman Fairclough, Teun van Dijk and Ruth Wodak. It is very important for the reader to recognize that the critical discourse analysis does not refer to this specific paradigm, but rather more broadly theoretically oriented discourse analysis across disciplines, which of course will include CDA. Language, ideology and power concern in this field with the development of an analytical framework a theory and method for studying language in its relation to power and ideology. This framework is seen here and throughout as a resource for people who are

struggling against domination and oppression in its linguistic forms. I call this framework as critical discourse analysis.

Based on this study above the writer gives assumption that is an appropriate theory to analyze in this research is the of use critical discourse analysis. The writer believes that the dominant ideology in Obama's words is influenced by other people. The discussion of issues and problems in critical discourse analysis which will occupy the rest of this introduction will be organized around the three dimensions of the analytical framework sketched out: structural analysis, social cognition, and historical context. This research is made because the writer wants to reveal the aim of the dominant ideology, the social cognition and also the context such as: politics, socials, religions, cultures, and economics toward President Barack Obama in this text by using critical discourse analysis. Those elements above are inseparable. Therefore the basis of the understanding in the context, the writer gives title **“DOMINANT IDEOLOGY IN *PRESIDENT BARACK OBAMA IN HIS OWN WORDS: A CRITICAL DISCOURSE ANALYSIS*”**

B. Previous Study

As long as the writer knows, there are no researches about Obama's speeches that have been conducted in Surakarta scope, because the writer knows that President Barack Obama is not too old became a famous President. But, there is some of research paper that used Critical Discourse Analysis as the method in analyzing the media as follows:

The study of Critical Discourse Analysis has been conducted by graduated students of teacher training and education faculty of Muhammadiyah University of Surakarta. They have the same topic or subject that is critical discourse analysis but it is different in subject and using different theory to discuss it. The first is Djoko Sutrisno (2007) studies about Critical Discourse Analysis entitled "*Islamophobia: A Critical Discourse Analysis on The 9/11 Commission Report*". He studies about how Islamophobia is reflected in the 9/11 commission report and how dominant ideology influences of the 9/11 commission report. The result of the analysis is drawn as follow: firstly, the report represents a media of socio-political account of power and dominance or patterns of access power relations. It also serves as social representations in the minds of social actors to communicate events in the reproduction of dominance and inequality. Secondly, the report has the primary aims at contributing the paradigm and ideology. Thirdly, the report is used to get public support in order to discredit and marginalize others. Fourthly, the report represents support character assassination reflecting the Islamophobia.

The second is Sri Winarsih (2010), who studied about Critical Discourse Analysis entitled "*Ideology and Power Relation Reflected in the Editorial News of the Jakarta Post and Jakarta Globe: A Critical Discourse Analysis*". She studies about analyzes the editorials news based on structural element of the newspaper and analyzes the social cognition and historical context. The technique of data analysis is descriptive analysis based on critical

discourse analysis. The result of the analysis shows the following conclusions: first language of The Jakarta Post and The Jakarta Globe is interrelated with ideology. Second, ideology of The Jakarta Post and The Jakarta Globe is interested serve, which political interest is subject to economic interest. Third, the power relation between both newspapers is different; the dominant power of The Jakarta Post is political power and The Jakarta Globe is economic power.

The third is Sri Winarni (2010), who studied about Critical Discourse Analysis entitled “*Ideology and Power Relation Reflected in the Headlines News of the Jakarta Post and Jakarta Globe: A Critical Discourse Analysis*”. The study analyzes the headlines news based on structural elements of the newspaper and analyzes social cognition and historical context. The result of the analysis shows the following conclusion: first language of The Jakarta Post and The Jakarta Globe express aspect of ideology. The second is the ideology of The Jakarta Post and The Jakarta Globe pragmatism that is the truth which meets the interests of the capital owner. Third, the power relation between both newspapers is the capital owner.

The last is dissertation by Stuart Saint (University of Central Lancashire, 2008), which discusses Critical Discourse Analysis entitled “*A Critical Discourse Analysis of Corporate Environmental Harm*”. In her study, she describes the discourses, and discursive practices, concerning corporate environmental harms. This dissertation firstly examines how modernity and capitalism have encouraged environmental destruction and then assesses how

the media, lobby groups and governments perpetuate the discourses of corporate environmental harm. The dissertation was concluded by stating that there are a number of different discourses of corporate environmental harm, but that these worked in different ways to reproduce existing power relations.

Considering the previous studies above, the writer wants to conduct the close and almost similar research, but with different object. The difference between the previous research and the research that the writer wants to conducts is the writer wants to studies about dominant ideology in *President Barack Obama in His Own Words* based on critical discourse analysis.

C. Limitation of the Study

This study is limited to study on the major problems of dominant ideology in Obama's Words in *President Barack Obama in His Own Words* based on critical discourse analysis perspective.

D. Problem Statement

In conducting this research, the researcher formulates the problem of the studying is how the dominant ideology is reflected in *President Barack Obama in His Own Words*?

The research as follows:

1. What is the dominant ideology in *President Barack Obama in His Own Words*?

2. What is the meaning of ideology in *President Barack Obama in His Own Words*?
3. What are the kinds of ideology in *President Barack Obama in His Own Words*?

E. Objective of the Study

The objectives of the study are mentioned as follows:

1. To analyze the dominant ideology in Obama's Words in *President Barack Obama in His Own Words* based on the critical discourse analysis.
2. To reveal the dominant ideology underlying the book.

F. The Benefits of the Study

The result of the study might be expected to give benefits as follows:

1. Theoretical Benefit

This study can give contribution to the body of knowledge, particularly the aspect of critical discourse analysis. Beside that, the reader and the other researcher can use this study as an additional reference.

2. Practical Benefit

This research gives benefit to the researcher in comprehending the dominant ideology in Obama's Words in *President Barack Obama in His Own Words* with logically analytic.

G. Research Method

A method is a procedure of way used in achieving a certain purpose of study. To solve the problem, the writer is doing a research. This research is divided into five parts. They are the type of the research, the object of the research, data and data source, data collecting method, and the data collecting techniques.

a. Type of The Study

In this research, the writer analyzes the dominant ideology in Obama's words in *President Barack Obama in His Own Words* is using qualitative method. In this research the writer uses descriptive qualitative method. A descriptive research is a method talking about possibilities to solve an actual problem, by means of collecting data arranging or classifying analyzing and interpreting data. In other words, qualitative research is a type of research that does not include any calculation or enumeration. There are two points that should be taken into account in this research method.

b. Object of the Study

The object of the study is *President Barack Obama in His Own Words* book, containing 97 pages. This book provides the information of Obama's selected speech.

c. Data and the Data Source

There are two data sources in this research namely primary data source and secondary data source.

a. Primary Data Source

The primary data source of the study is the booklet which has the same topic especially in *President Barack Obama in His Own Words*.

b. Secondary Data Source

The secondary data sources are both the article on the internet and news paper review which contains President Barack Obama ideology.

d. Technique of the Data Collection

The methods of data collection of critical discourse analysis are by collecting and selecting both the primary data and the secondary data. The researcher will involve some required steps:

- a. Reading the book of *President Barack Obama in His Own Words* repeatedly to get deep understanding.
- b. Determining the statements that will be analyzed.
- c. Reading some related books to find out the theory, data, and information required.
- d. Taking notes of important part in both primary data and secondary data sources.
- e. Classifying and determining the relevant data.
- f. Arranging, researching, and developing the selected material into a good unity toward the topic of the study.

e. Technique for Analyzing Data

The data of this research will be analyzed by using the descriptive qualitative. The writer analyzed the book on the dominant ideology in

President Barack Obama in His Own Word by using Teun A Van Dijk framework. The steps in analyzing the data are followed:

- a. Describing and analyzing the language, ideology and power relation by using structural element, social cognition, and historical context.
- b. Identifying the dominant ideology in *President Barack Obama in His Own Words* by referring to critical discourse analysis.

Data analysis in the research is using method consisting three steps, classifying the data, into conclusion.

H. Research Paper Organization

To enable the writer arranges the research and to make it easy to understand, the writer divides it into five chapters. Chapter I is introduction. It deals with background of the study, previous study, problem statement, limitation of the study, objective of the study, benefit of the study, research method and research paper organization. Chapter II presents underlying theory that consists of the notion of critical discourse analysis, theoretical concept, and theoretical application. Chapter III is structural analysis. In this chapter, the writer explains the structural elements, which include macrostructure, superstructure, and microstructure. Chapter IV deals with the strategic issues, social cognition, historical context and discussion of ideology. Chapter V This chapter consists of the research conclusion and is completed by suggestion to make the research better.