

EXCLUSION PASSIVATION STRATEGY OF REPRESENTATION OF SOCIAL ACTOR ON AUNG SAN SUU KYI CRITICISM IN THE CASE OF ROHINGYA CRISIS ON ONLINE MEDIA HEADLINES: A CDA APPROACH

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ABSTRACT

This research entitled “Exclusion Passivation Strategy of Representation of Social Actor on Aung San Suu Kyi Criticism in The Case of Rohingya Crisis on Online Media Headlines (A CDA Approach)” Exclusion itself is a strategy to disappear the social actors from the text. This strategy is a part of Critical Discourse Analysis tool from Theo Van Leeuwen (2008:29). According to Theo van Leeuwen there are two kinds of exclusion, suppression and backgrounding. Suppression is the exclusion that leaves no traces in the representation, excluding both the social actors and their activities, whereas backgrounding is the exclusion that leaves traces in the representation. However, in this article, the type of exclusion used is suppression, especially passivation strategy; the strategy is used as a limitation in the research for this article. There are 3 data collected when two data are pros with Suu Kyi criticism and one data sounded neutral with Suu Kyi criticism.

Keywords: Exclusion, Representation, Suppression, Passivation

INTRODUCTION

Mass media is one of communication tools to present news based on what people seek that time. According to McQuail (1972) “the term mass media indicates the entire systems within which messages are produced, selected, transmitted, received and responded to”. It means that mass media holds an important role as the information spread all around the world.

Beside of printed media and television as mass media communication tools, online media also holds important role to spread the phenomena happens daily nowadays. Online media has more advantages than the other mass media; one of them is the deployment of the news itself is more rapid than printed media or even television.

Just like printed media, online media also has headlines. Headlines are the essence of the news. Headlines hold an important role in deployment of the news. This happens because headlines commonly written bigger than the other text in mass media. Based on that reason, headlines are used as data source in this research. In addition, the using of headlines as the data source is because they are issued in the form of text. There is a close relation between text and discourse. McCarthy (2000:5) states that “Discourse analysis is study language in use written texts of all kinds, and spoken data, from conversation to highly institutionalized forms of talk.”

This research itself uses Critical Discourse Analysis approach. The way media presents the news about one, group, and perception is called representation. As stated before, the theory used for this research is from Theo Van Leeuwen as it is the tool to analyze how the social actor is represented in the text or news. Since headlines become the data source of this research, the topic of headlines for this research is limited. Criticism over Aung San Suu Kyi in the case of Rohingya Crisis is used as the topic.

DATA SOURCE

The data used in this research is the headlines of online mass media in the spread of Rohingya Crisis news. There are three (3) headlines articles from three (3) different Online Media. Those headlines are:

1. ‘Government urged to consult groups on conflict’ (Myanmar Times Sep 15, 2017)
2. ‘Suu Kyi urged to condemn violence against the Rohingya’ (Al Jazeera Sep 19, 2017)
3. ‘Indonesia urged to initiate conflict resolution for Rohingya’ (The Jakarta Post 4 Sep, 2017)

METHODS

In order to do the research, this paper uses descriptive qualitative analytic method to explain the data. Creswell stated:

“a qualitative research is defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting.”(1994: 1)

Based on the quotation above, the writer uses qualitative method to describe the data found in this research. Besides, the method is also used to get the objectives of the research, namely: to analyze the way of exclusion passivation strategy used by the online media to represent the actors in the headlines, and to describe linguistic elements used as the tools in revealing the exclusion strategies.

THEORETICAL REVIEW

As having explained that representation of social actors is how actors are represented in the text or news. There are two strategies, those are Exclusion and Inclusion. As this research only focuses on exclusion, especially passivation, the writer will only just explain about exclusion based on theory from Theo Van Leeuwen (2008).

Exclusion is a process of disappearing actors from the news. Exclusion divided into two types, they are Suppression and Backgrounding. The difference between suppression and backgrounding is the point that it leaves trace or not in the representation (van Leeuwen, 2008:29). Suppression is type of exclusion that leaves no traces in the representation, excluding both the social actors and also their activities. Suppression also divided into Passivation and Nominalization. Passivation is a strategy that makes the news presented as passive clause or sentence while nominalization is a strategy that makes the action being a nomina. Beside of that, backgrounding is type of exclusion that leaves traces in the representation. The excluded social actors in a specific activity shows later in another clause, sentence or text. However, as a limitation for this research, only exclusion passivation strategy is used as the tool to examine the data.

In addition, to accommodate the analysis of this research, Systemic Functional Grammar (SFG) by Linda Gerot & Peter Wignell (1995) is used as the tools of analysis.

RESULTS AND DISCUSSIONS

From the headlines taken, there are two possible omitted actors. They are United Nations (UN) and a dominant regional society. This possibility emerges because UN is one institution that has authorities to reign or just urged one nation. Except of that, regional society also has authorities to just urge their nation to do something or fix what should have fixed.

Data 1

‘Government urged to consult groups on conflict’ (Myanmar Times Sep 15, 2017)

Data above uses exclusion passivation as its strategy. It can be seen that there are no actors appear in the news, and also the passivation strategy is realized by the verb ‘urged’. To analyze the data, theme and rheme analysis is used to examine intention of the data itself.

| | |
|------------|-------------------------------------|
| Government | urged to consult groups on conflict |
| Theme | Rheme |

In addition, to complete the analysis, transitivity analysis is used as follows:

| | | | |
|------------|-------------------|-----------------|--------------------|
| Government | urged | to consult | groups on conflict |
| Goal | Process: Material | Process: Verbal | Verbiage |

The data above shows that there is actor disappeared from the news. It can be examined from the news that the actor is one or group that is not important to show. This strategy used by this media to show the focus of the news is in the other actor and the verbiage as something that is concerned. This passivation process is used as strategy to change the focus of readers. Based on the

theme and rheme analysis, government plays a role as theme because focus of the news is in government of Myanmar itself who was viewed as a group that never pays attention to Rohingya.

Data 2

‘Suu Kyi urged to condemn violence against the Rohingya’ (Al Jazeera Sep 19, 2017)

| | |
|---------|--|
| Suu Kyi | urged to condemn violence against the Rohingya |
| Theme | Rheme |

| | | | |
|---------|-------------------|-----------------|---------------------------|
| Suu Kyi | urged | to condemn | violence against Rohingya |
| Goal | Process: Material | Process: Verbal | Verbiage |

The data above shows that the focus of the news is on the theme “Suu Kyi”. The actor of the action itself is omitted from the text because media wants the readers focus on Suu Kyi. Based on transitivity analysis, it shows that the goal of the news is Suu Kyi. It can be proven that the media wants the reader focus on Suu Kyi beside of the actor that urged her. Here, this media assumed that Suu Kyi does not take an action to clear the crisis happened in Myanmar and indirectly makes the reader blames Suu Kyi. It can be defined from the text that this media is in contra side of Suu Kyi.

Data 3

‘Indonesia urged to initiate conflict resolution for Rohingya’ (The Jakarta Post 4 Sep, 2017)

| | |
|-----------|--|
| Indonesia | urged to initiate conflict resolution for Rohingya |
| Theme | Rheme |

| | | | | |
|-----------|-------------------|-----------------|---------------------|---------------------|
| Indonesia | urged | to initiate | conflict resolution | for Rohingya |
| Goal | Process: Material | Process: Verbal | Verbiage | Participant: Client |

In the data shows above, there is no Aung San Suu Kyi or Myanmar’s government involved in the news. But, indirectly the headlines refer to Suu Kyi or Myanmar’s government. It can be seen that there are “Rohingya” which represents them indirectly. In this case, the actor is initiated to disappear from the news because The Jakarta Post wants the reader focuses on the theme, that is Indonesia. The action itself is also being other focuses of the news because the information taken by the action also taking an important role to strengthen the intention of the news written. In this case, The Jakarta Post is in the neutral side because Jakarta Post doesn’t involve Suu Kyi directly. Rohingya itself takes a role as client participant in this case which proves that Rohingya not affected directly by Jakarta Post.

CONCLUSIONS

As the result of analysis above, exclusion passivation strategy is used to change the reader's focus over the news. It can be concluded that those online media cannot be neutral in the way of spreading the news. Based on CDA perspective, it can be concluded that the result shows that the discourse used those online mass media indirectly criticizes Aung San Suu Kyi as she cannot solve the crisis happened over Rohingya. Though the real actor did not show up, but it's already represented the intention of the news that was made.

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