

# CHAPTER I

## INTRODUCTION

### 1.1. Background

The development of technology, especially its information and communication technology today, has a great influence in providing people's perceptions toward what they see, especially on the internet. The development of information and communication technology today facilitates people to exchange information and inspires them to express personal opinions. The advancement of information and communication technology provides people with a space to freely express their feelings and opinions and provides many kinds of information, whether in the form of facts, opinions, or false news, humiliation, defamation, and even discriminatory remarks.

Vlogging (Video Blogging) is the ways of people to express ideas and thoughts through social media such as YouTube. Video blogs (Vlogs) have been attracting a lot of attention lately, as people are more interested in watching video clips which are more interactive than static texts and images. The most famous social video site for, that has given ordinary people the power to express themselves freely, on a whole new level, is YouTube. Vlogging or blogging via video has made it easy for everyone to upload their personal life and share their personal experience through videos publicly. This is what make vlog popular (Snelson, 2015).

In another study, Behnam & Mahmoudy (2013) analyzed the Reports Issued by the International Atomic Energy Agency (IAEA) Director General on Iran's Nuclear Program during the Last Decade by using Fairclough's three-dimensional framework;

three levels of micro, meso and macro. This study showed how an organization such as IAEA with a technical body through politicized linguistic elements directs the readers' impression of the IAEA reports and consequently revised and constructed their ideologies. They found some words repetition. The deliberate words repetition can be interpreted that the writer gave special emphasis to the word, so as to create a certain effect in the reader's mind. At macro level, the writer showed how dominance report producers were persuading Iran to stop its nuclear program or to accept the obligations which made by the IAEA.

Gao, Tian, Huang, & Yang (2010) conducted a thorough survey of vlogs as a new technology trend. The results of the study showed that Vlogging has begun to be applied to various fields of study like such as multimedia computing, machine learning, and data mining, information retrieval, and human-computer interaction. Nevertheless, the development of specialized video delivery, interaction, retrieval, and content adaptation and rights protection technologies aimed at the distinct features of the vlogosphere are still in its early stages.

Studies on vlogging are not only on multimedia technology, but also on discourse analysis. The differences of user's backgrounds and the way they deliver the content of their vlogs can affect the perception of the viewers. Some vloggers have been crowned as influencers by YouTube itself which means they give enough impact on their viewers through the vlogs which are uploaded. YouTube as the most famous social video site for vlogs allows its users to freely express themselves in their uploaded videos and also gives the same opportunity to freely react the videos that they watch through the words that

they can type in the comment column provided. This freedom makes the users often argue one another about their respective opinions of the video that they watch.

This research explores the representation of president's proponents and opponents as responses of Jokowi's Vlog. The theoretical framework from Fairclough's will be used to analyse Joko Widodo's Vlog as the object. Joko Widodo, Indonesia's elected president of the period 2014-2019, who is often called by the nickname of Jokowi, started vlogging in 2016. This new hobby of President Joko Widodo immediately draws netizens' attention. One of phenomenal President Jokowi's Vlog was during the visit of King of Saudi Arabia, King Salman to Indonesia. Various comments were expressed by YouTube users against this video which is uploaded on March 1, 2017.

Accordingly, this research project analyzes comment threads on Jokowi Vlog's, "*#JKWVLOG Jamuan Makan Siang Bersama Raja Salman*" (State banquet with King Salman) threads using Critical Discourse Analysis that has been captured by non-media individuals - or ordinary citizens – attempting to contest their ideology in response to Jokowi's Vlog. In doing so, it will examine the way in which the online internet video-sharing web YouTube can be a site for power contest and struggle which manifest through ordinary public dialogue argument or even an explicit combat of power by different confronting ideology.

## **1.2. Field of the Study**

This research is related to the field of applied linguistics.

### **1.3. Scope of the Study**

This research focuses on people responses toward President Joko Widodo's Video blog which on President Joko Widodo YouTube Channel's comments thread. The research connected with the part of Discourse field.

### **1.4. Problem Formulation**

The ease of accessing information today is not spared from the role of social media such as Twitter, Face book, Instagram, YouTube etc., those are not only used to share personal experiences and informative things but also often used to express opinions, ideologies, and ideas. Social media platform facilitate individuals and groups who become the source of ideas in democratic practice. Through such perspective, the flexible and contested development and experimentation with social media technologies can itself be seen as a democratic opportunity.

Through this study, researchers concerns about how social media provide a space and place to express different ideologies. Therefore, the research questions are formulated as follows:

1. How are different ideologies contested in President Jokowi's Vlogging?
2. What are the discourse patterns of the confronting ideologies like?

### **1.5. Objectives of the Study**

With regard to the problems mentioned above, this research is conducted to achieve the following objectives:

1. To investigate how different ideologies are contested in Jokowi's Vlog.
2. To investigate the discourse patterns in Jokowi Vlog's comments threads are like.

## **1.6. Significance of the Study**

This research is not only to analyze power and ideologies which are contested in Jokowi's Vlog comments threads within political discourse analysis perspective, but also emphasizes what patterns exist through pro and contra comments in Jokowi's Vlog. From the result, hopefully we know how freedom of ideology can confront each other in social media, especially in YouTube. Further, the writer expects that this research can be used by students of Faculty of Language and Arts Soegijapranata Catholic University as a reference when they are going to make a search about Critical Discourse Analysis. The finding will help student to know how ideology of people in social media is expressed and fought for.

## **1.7. Definition of Terms**

### **a. Ideology**

is the basis of idea ideas that will influence the thinking of a social group toward social events and situations by controlling discourses and other social practices.(Teun van Dijk, 1993)

### **b. Social Media**

Social Media is online facilitator or enhancers of human network – webs of people that promote connectedness as a social value (Van Dijck, 2013)

### **c. YouTube**

YouTube is one of a number of competing service aiming to remove technical barriers to the widespread sharing of video online.(Burgess & Green, 2013)

### **d. Video Blog (Vlog)**

A video blog (commonly called a vlog) is a blog that uses video in its posts.