

CHAPTER 1

INTRODUCTION

1.1. Background of The Problem

According to Woods (2006), language has a fundamental role in the conveyance of political orators staged-managed and pre-planned goals to the audience in order to provoke, prevail, and persuade the audience toward the intended goals and meanings. It means that we use language to convey our goals or intention to the audience.

In linguistics, there are many ways for us to analyse the use of language, and one of them is through critical discourse analysis. Critical discourse analysis focuses on language in socio cultural context and ideological assumptions established through interaction and texts. The emergence of a statement based on the movement of people who have more followers who use social media Instagram as a means of exchanging opinions and expressing themselves in commenting on a viral phenomenon that contains pros and cons. According to Jorgensen and Phillips (as cited by Sari: 2002: 4, 7), Critical Discourse Analysis (CDA) concentrates on language in its socio-cultural context and the ideological assumptions established through interaction and texts, rhetorical analysis limits its focal point to political interaction and explores to find patterns of goals, interests and joint assumptions underlying persuasive actions.

There are many ways used by us to convey the ideas, one of the ways is a communication that we used in this era by using social media to interact with people around the world. We are entering the 21st century, a technology has begun to develop rapidly from time to time, the creation of an internet network that can reach all people around the world so that they can be interconnected. The Internet is the largest and most extensive network in the world. Now the most widely used social media by people around the world such as Facebook, Instagram, Twitter and so on. With the existence of social media, there are now many positive and negative

impacts. We can get various kinds of information easily, but we as social media users must be smart in sorting and choosing news.

Global WebIndex (2022) referenced in article shows that 59% of the world's population uses social media. The average daily usage is 2 hours and 29 minutes on July 2022. Every year the number of social media users around the world is growing rapidly. Social media especially Instagram now used as content in preaching by the community. Instagram account with a lot of followers raises the public to start conveying their utterances in the form of statements, opinions and exchanging opinions. One of them is through Instagram's post in form of accompanied by several caption.

LGBT, is an abbreviation of Lesbian, Gay, Bisexual, and Transgender that known as a minor sexual orientation group. The philosophy of LGBT pride to assumes about sexuality not only is but also should be as the human. In the 21st century, the acceptance of LGBT has spread all around the world. A study conducted by Flores (2019: 4-5, 10) to Global Acceptance Index to measure social attitudes about LGBT people can heavily influence whether LGBT people are rejected or accepted by society. The resulting dataset included 1.530 country under analysis with 67 different questioning wordings, 174 different countries and 35 years. The combined individual level sample includes 5.236.837 responses to questions relating LGBT people and rights.

An individual might have different answers to questions about the morality of LGBT person as a worker and their acceptability of discrimination against LGBT people. @lgbt is one of Instagram account with 2.4 million followers, 1004 posts and 1046 following. This account purpose to promote and against the discrimination to LGBT's people to set up their own businesses. There are many issues and cases regarding the acceptance of LGBT cases in our society, such as hate speech, negative treatment, pros and contras, and discrimination through the LGBT people themselves. Negative treatment makes small individuals demand on expressing their LGBT community to society and therefore to make the experience of mental health problems and difficulties in accepting them that way. Based on

the information mentioned above, I am then interested to do analysis of the Instagram account of @lgbt through the language used.

1.2. Identification of the problem

Based on the background of the problem above, I identify that the Instagram account @lgbt uses social media to convey their purpose about their discrimination to LGBT people, although about what they say they are not all acceptable to the society and they create any commotion affected by public reactions to respond either in pros or cons of LGBT. However, in several countries including the U.S, the LGBT phenomenon is still a matter of debate. Therefore, I see this as a problem that I would like to raise the issues in this research through critical discourse analysis.

1.3. Limitation of the problem

Based on the identification of the problem. I would like to focus on the Critical Discourse Analysis on a social text, social cognition, social context that develop in society and on certain of utterances quoted by @lgbt account on their personal social media Instagram account, biggest community of LGBT on social media Instagram.

1.4. Formulation of the problem

Based on the limitation of the problem above, the formulations of the problem are:

1. What is the macrostructure, superstructure, and microstructure of @lgbt social media Instagram posts according to Van Dijk's model?
2. What is the social cognition found in @lgbt social media Instagram posts according to Van Dijk's model?
3. What is the social context found in @lgbt social media Instagram posts according to Van Dijk's model?

1.5. Objectives of the Research

Based on the formulation of the problem above, objective of the term paper to be achieved as follows:

1. To describe the macrostructure, superstructure, and microstructure of @lgbt social media Instagram account posts according to van Dijk's model.
2. To describe the social cognition of @lgbt social media Instagram account posts according to van Dijk's model.
3. To describe the social context of @lgbt social media Instagram account posts according to van Dijk's model.

1.6. Benefit of the Research

Based on the research objectives to be achieved, this research is expected to have the following benefits, first such as this research is expected to give additional knowledge about critical discourse analysis on macrostructure, superstructure, and microstructure, social cognition and social context for university students in English Language Department. Second, the research can be a reference for other researchers who are interested in the similar topic. Third, this research can be a reference to lectures or teachers to teach students about Critical Discourse Analysis.

1.7. Systematic Organization of The Research

In order to make it easier to see and know thoroughly what is in this research, it is necessary to put forward a systematic which is a framework and guidelines for writing term paper. The systematic writing is as follows:

CHAPTER 1: INTRODUCTION

This chapter consists of background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objectives of the problem, benefit of the problem and systematic organization of the research.

CHAPTER 2: THEORITICAL FRAMEWORK

This chapter discusses about related theories that I will use as the basis of my research, such as CDA, van Dijk's model, and definition social media.

CHAPTER 3: RESEARCH METHOD

This chapter discusses about time and location, research approach and method, research object and data, data collection technique, data analysis technique.

CHAPTER 4: CRITICAL DISCOURSE ANALYSIS ON INSTAGRAM ACCOUNT @lgbt USING VAN DIJK'S MODEL

This chapter discusses about critical discourse analysis on Instagram account @lgbt using macrostructure, superstructure, and microstructure, social context, social cognition.

CHAPTER 5: CONCLUSION

This chapter consists of: an evaluation from the previous chapters and the implication of the evaluated result.

The Chapters above are followed by references, scheme of the research, research poster, curriculum vitae, and other required attachments.