

CHAPTER 2

THEORITICAL FRAMEWORK

In this chapter, I will explain some of critical discourse analysis theories related to this research. First, I will elaborate the definition of critical discourse analysis from some theories. Second, I will elaborate the theories about critical discourse analysis by Van Dijk. Second, I will elaborate the theories about text. Third, I will explain about text part of it such as; macrostructure, superstructure, microstructure. Fourth, I will explain about social cognition. Fifth, I will explain about social context. Sixth, I will explain about the definition of Lesbian, Gay, Bisexual, Transgender (LGBT). Next, I will explain the function of critical discourse analysis because it will be the focus of my research. And the last, I will put some of the previous related studies.

2.1 Critical Discourse Analysis by Van Dijk

Van Dijk (as cited by Sheyholislami, 1998: 1), defines Critical Discourse Analysis (CDA) is a field that is concerned with studying and analysing written and spoken texts to reveal the discursive sources of power, dominance, inequality and bias. Based on the definition above, I could see that critical discourse analysis is a theory to analysing a text such as macrostructure, superstructure, microstructure to highlight the traces of the languages usage to find the ideology, identity, values and a text to be analysed.

In this CDA analysis there are 3 experts who made this theory. Here are the experts of critical discourse analysis; First, Foucault for CDA which uses structuralism; Second, Dijk for CDA with theories of social analysis, social cognition, racism; third, Fairclough for sociocultural. Fairclough (in Jahedi, 1995: 2), states point out that approach to discourse analysis is critical intends to make visible through analysis and to criticize, connection between properties of texts and social processes and relations (ideologies, power, relations) which are generally not obvious to people who produce and interpret those. It means that, the language as a

practice of power trying to integrate the linguistics with social change. The analysis in this study uses Van Dijk's critical discourse analysis model.

In particular, Dijk (in Mardikantoro, Wahyudi, 2017: 4), claims critical discourse analysis into three dimensions, namely the text dimension, dimension of social cognition, and dimensions of social context. The text dimension is the structure of the text consisting of vocabulary, sentences, paragraphs to explain and interpret a text. A text consists of three structures, namely macrostructure (general meaning, observed by looking at the topic or the theme in the text), superstructure (text structure related to the framework of a text, how the parts of the text are arranged into the news as a whole: introduction, content, closing), and microstructure (the meaning of the text that can be observed from a small part of a text, namely words, sentences, paragraphs).

Dijk (in Yonah, 2022: 6), mentions there are 12 criteria works in CDA as follows: 1) it is problem-or issue-oriented, rather than paradigm-oriented. It needs appropriate theoretical and methodological approach to convincingly study relevant social problems, such as sexism, racism, colonialism, and other forms of social inequality, 2) CDA is an explicitly critical approach, position, or stance of studying text and talk, 3) CDA work is typically inter or multidisciplinary, and specifically focuses on the relations between discourse and society (including social cognition, politic, and culture), 4) CDA is part of a broad spectrum of critical studies in the humanities and the social sciences, for instance in sociology, psychology, mass communication research, law literature, and political science, 5) CDA studies pay attention to all level and dimensions of discourse, those grammar (phonology, syntax, semantics), style, rhetoric, schematic, organizations, speech acts, pragmatic strategies, and other interactions, 6) CDA is unlimited to verbal approaches to discourse, but also pay attention to other semiotic dimension (picture, film, sound, music, gestures, etc) of communicative events.

Based on the definition above, I infer that this discourse is called a model of social change. many models of critical discourse analysis, but Van Dijk's critical discourse analysis model is more often used. This critical discourse analysis of Van

Dijk's model also does not merely analyse about the text, but also looks at by the social structure, dominance and social inequality that exist in society. This study pays attention to all levels and dimensions of discourse, also to other text, social cognition, context dimension. This is also supported by Van Dijk's theory that divides the critical discourse into three dimensions. This dimension will be used for the analysing data in the next chapter for doing critical discourse analysis and as shown by the figure 2.1 below and will be explained afterwards.

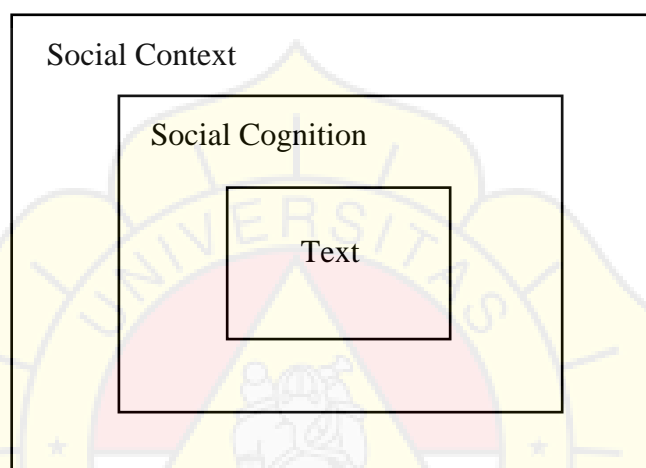


Figure 2.2 Van Dijk's diagram (Van Dijk, n.d, as cited in Damanik, 2013)

According to Dijk, 2018 (in Amouso and Allagbe, 2018), the socio cognitive approach consists of fourth perceives discourse practice. Dijk rather concentrates on social cognition as the mediating part between text and society. It means, the CDA needs to account for the various forms of social cognitions that are shared by the social collectivises (groups, organizations, and institutions). Dijk (in Amilia, 2022:14), he states the social cognitions are socially shared by the representations of social arrangements, groups, and relations, as well as mental operations such as interpretation, thinking and arguing, inferencing and learning. Based on the explanation above, it can be understood that Dijk views a discourse as a social practice.

2.1.1. Macrostructure

Van Dijk, 1985 (in Fauzan, 2014: 11), states by the structures of news in the press, defines, the macrostructure refers to the meaning (global meaning) that can be observed from the theme or topic. Therefore, macrostructure text has the main idea being discussed in every sentence coherently. According Dijk (in Yaqin, 2017: 106) defines, the macrostructure consists of the global structure of meaning (theme or macro) and the global structure of form superstructure or theme). Based on the definition above, the theme of a text can be read by reading the text as a whole as a social discourse, so that, one main idea or topic developed in the text. It means, the essence of this discourse is not only seen as content but seen from a certain side of an incident and can be seen after by the analysing of the superstructure aspect. Payuyasa (in Wiharja, 2019:2), states the first element contained in Van Dijk's critical discourse analysis is the topic that belongs to the macrostructure. It means, through topics, I can find out the problems and the actions taken by communicators in a problem.

2.1.2. Superstructure

Van Dijk, (in Fauzan, 2014: 11) states structures of news in the press, defines, superstructure refers to discourse or schematic, such as the prevalence of conversation or writing starting from the introduction and ends with a conclusion. Based on the definition above, superstructure is a general text of discourse that have a scheme from the beginning to the end and scheme or plot in a discourse. schematic structure or superstructure describes the general form of a text. The form of general discourse is organized into a number of categories such as introduction, content, conclusion, problem solving, and closing.

2.1.3. Microstructure

According to Boyd and Barret (as cited by Sarasvati, 2019: 23), Van Dijk's critical discourse analysis has a wider area. Van Dijk is not only looking at the textual and structural level; from media discourse only, but can also be used for analysis and explanation at the level of production, acceptance or understanding. According to Dijk (as cited by Humaidi, 2017: 5), the microstructure in this section

are focuses on parts of discourse at a smaller level such as words, phrases, clauses, sentences, or relationships between sentences. The discussion of the micro section can be seen from the semantic, syntactic, stylistic, rhetoric side. The model of Microstructural of Van Dijk CDA that adapted from Eriyanto (2001). The aspect of the text are: (1) Semantic such as background, detail, purpose; (2) Syntax, such as sentence, coherence; (3) Lexicon such as pronouns, vocabulary; (4) Rhetorical such as graphic, metaphor, expression.

2.1.3.1. Semantics

The semantic discusses the meaning to be emphasized in a discourse text. Dijk (in Humaidi, 2017: 6-8), states there are five semantic elements used, namely (1) local coherence, shows the relationship between words or between sentences in the text; (2) disclaimer, a proposition that shows the author agrees on a certain point, when in fact it is the opposite. Dijk (in Humaidi, 2017: 6-8), states (3) presupposition, it is a specific belief that are held to be true even though they are not. Semantic means to be emphasize in the text. For example, by giving explicit details in one sideway and reduces the detail of other side. The elements of semantic is setting, detail purpose, presupposition, and denial such as : 1.) Background, is an element of semantic that can affect the meaning you want to shows. The background is written down to let audience see which view they want to take; 2.) Detail, is an element of semantic that relates to the control of information that someone want to show; 3.) Purpose, is an element of semantic that benefits the communicator will be described.

Dijk (in Humaidi, 2017: 6-8), states (4) level of description and degree of completeness, shows control over the information that addressed by the author, irrelevant or un-respected information that is usually described with less information, while preferred information is shown in a detail and overstates. Dijk (in Humaidi, 2017: 6-8), states (5) implicitness, assume that the information is beneficial and the emphasize of the one who produces the discourse kindness will be explained explicitly or clearly, while the information is not beneficial to the people who produces the discourse will be explained implicitly. I conclude that the

people who in discourse can obtain the coherency in sentence in their language style.

2.1.3.2. Lexicon

Lexicon uses the choice of words or phrases used by the people who produces the discourse to express the opinion. Dijk (in Humaidi,2017: 6-7), states in the lexicon use a word from the various options that available in expressing an opinion and the words that the people who produces the discourse considers to represent what they want to convey to the reader. Based on the explanation above, I elucidate that lexicon uses positive words to show the kindness, and using subtle words to change the referents to suggest something displeasing to any group or community in society, through negative words that show the kindness that exists in the group of people who produces the discourse.

2.1.4. Social Cognition

Dijk (in Mardikantoro, et al 2019:3), the dimension of social cognition as a dimension to explain how a text is produced, how the mental awareness of the people who produce the text. The cognitive approach is based on the assumption that the text has no meaning, but meaning is given by the language user or the mental awareness process of the reader. I can infer that, the stage where communication takes place with the message received. Thus, the process influencing the discourse text formation. Dijk (in Yusar, et al 2020: 4-5), states the framework of social cognition in the process of critical discourse analysis is that discourse is made with awareness, knowledge of social phenomena. A social phenomenon about the people who produce the discourse, chronology and small information is seen from different perspectives by the people who produces the discourse and readers of discourse. I argue that, the social phenomenon will produce a critical discourse and Dijk states that discourse analysis is not only limited by the structure of the text signifying the meanings, opinions and ideologies but from the discourse structure. According to Eriyanto (2002), there are several elements that must be considered related to social cognition, namely:

2.1.4.1. Knowledge

According to Humaidi (as cited by Yusar, et al 2020: 4-5), knowledge discusses factual beliefs that shared by groups or cultures. discourse based on the knowledge gained from the personal or group experience and also Van Dijk's discourse analysis model uses three methods to analyse the embodiment of knowledge in discourse, namely the (explicit expression of knowledge), which refers to explicit propositions that refer to the author's explicit knowledge. While (implicit knowledge) is a proposition that implies indications or special knowledge, and the last is (contextual knowledge), namely observing propositions that show indications that are generally already known by the reader. I argue that the information shown to strengthen the one who produces the discourse's argument to assess a problem.

2.1.4.2. Opinion and Behaviour

According to Humaidi (as cited by Yusar, et al 2020: 4-5), opinion and behaviour discuss about the evaluative opinion or belief by the one who produces the discourse. This expresses opinions and behaviour to an event through discourse text. Opinions and behaviour can be seen through schematic analysis, usually the one who produces the discourse will show opinion or belief. Based on the definition above, I can infer that discourse can be shown directly or indirectly like making a story to the figures to represent opinions as well as the one who produces the discourse. The one who produces the discourse shows opinions and attitudes directly not through the characters in the story.

2.1.5. Social Context

Mulyana (in Ismi, et al, 2021: 2-3) states context is the situation or background of the event of a communication. Context can be considered as the cause and the reason for the event of the people who produces the discourse. Everything that related to speech, the meaning of intention, and information depends on the context behind the events of the discourse. I argue that, in discourse communication, the people who produces the discourse are expresses ideas or thoughts that are poured into a writing, while readers are required to read and understand the contents of the

writing so that it is known what is implied. According to Djajasudarma (in Darma, 2013: 4), states discourse context is consist from situation, speaker, listener, time, place, scene, topic, event, message, code. So, the context of the situation is a non-linguistic environment that details the characteristics of the situation. I elucidate that, the context is a description of the situation that represents the use of language in the sense that it can be in accordance with the situation where the people who produces the discourse are communicating. Someone who conducts a discourse or communication sometimes the message conveyed is not well received by the interlocutor because it is not in fit with the context and situation.

Halliday (in Nurhidayati, 2017: 4) states that context has the meaning about aspects of the physical or social environment associated with certain utterances. Context through characterization of the language used by speakers. I argue that all events that occur or social actions that take place in the experience involving from speakers or participants or relations in the form of status, the people who produces the discourse, purpose, location, time. Leech (in Nurhidayati, 2017:4), states context is all the background of knowledge shared by the speaker and speech partner and that accompanies and accommodates an utterance. It means, context as a knowledge because of the competence of communication related to the society such as social and cultural. Lewis (in Nurhidayati, 2017: 6), states presenting the coordinates is a relevant factor to mark the context used to assess the truth of the intent of a discourse, such as: (1) Possible-word, example: might be, could be, supposed to be, are, (2) time, example: today, next week, (3) place, example: here it is, (4) speaker, example: I, me, we, our, (5) audience, example: you, yours, yourself, (6) pointed object, example: demonstrative phrase this, those, etc, (7) previous discourse, example: the later, the aforementioned, (8) distribution, example: group of objects, the list of objects. Based on the explanation above, context can determine a certain meaning of a sentence, and can be a certain meaning of context for a sentence.

2.1.6. LGBT (Lesbian, Gay, Bisexual, Transgender)

The LGBT which is an acronym for Lesbian, Gay, Bisexual and Transgender is a group consisting of people who have sexual orientation deviations, behavioural deviations, and appearances that are not in accordance in everyday life. Rokhmansyah (in Sari, et al, 2021: 4-5) states lesbian, gay, bisexual is related to sexual orientation. Sexual orientation means having choices in relationships and the physical, emotional, and romantic attraction that exists in every human being. It means, women who have an emotional attraction to other women both physically and can be called lesbian women. Above, I could see that a person who has a same sex orientation, both physically and emotionally is called an LGBT person because they are influenced by the people around them such as family and the environment that can affect the formation of homosexuals, lesbians, transgender people.

From the point of view of Rokhmansyah (in Sari, et al, 2021: 6) claims the stage of puberty greatly affects a person's sexuality when they grow up. I elucidate, human's error identifying their identity based on their gender can be caused by the lack of family roles in the developmental stage, both father and mother. That is, family environmental factors can affect the formation of transgender, lesbian, homosexual, bisexual in a person.

2.2. Previous Related Studies

In supporting this research, there are several previous related studies that have similarities and differences with this research. Hereby proves the existence of research that uses same theory and approach with different objects of literatures. Related to the limitation of problem, I focus on discovering on the language, text, social cognition, social context used by @lgbt social media Instagram in their posts about the gender equality. There are other related studies which also focus on language, text analysis, social cognition analysis, social context analysis.

The first research is found in a journal titled “*Wacana Berita Korupsi di Surat Kabar:Kajian Analisis Wacana Kritis Van Dijk dalam Dimensi Praktik Sosial*” by Mardikantoro, Siroj, et al (2019). This research focuses on critical

discourse analysis in determining social practices to produce corruption discourse in newspapers. Such as Kompas, Republika, Suara Merdeka and Jawa Pos media. In this journal analysis, Van Dijk's critical discourse analysis focuses on the dimensions of social practice. The researcher found that social practice associated with different organizational levels. They are: 1) institutional aspects, 2) socio-cultural aspects, 3) situational aspects, 4) sociological aspects of media and society. So, in the four aspects above, it can be seen that social practice in several newspaper media shows a change in press freedom which was originally restricted to be free. So, a media can report an event that is in accordance with the point of view and interests of each their media.

The second research is found in a journal titled "*Analisis Wacana kritis pada pidato Ahok di Kepulauan Seribu*" by Bulan and Kasman (2018). This research focuses on the ideology, power relations, and the implicatures that emerged from Basuki Tjahaja Purnama or known as Ahok's speech in Kepulauan Seribu. the journal analysis based on the video of Ahok's speech from the platform YouTube page. The researcher found that Islamic and feminist ideology appear in Ahok's speech. In the first opening Ahok's speech, he used the Muslims greeting moreover Ahok did not use the greeting of his own religion, and also there is a power relation and implicatures as a model of meaning in Ahok's speech.

The third research is found in a journal titled "*Struktur Teks, Kognisi Sosial, dan Dimensi Sosial Pidato Susilo Bambang Yudhoyono*" by Humaidi (2017). This research focuses on to examines structure, thoughts or ideas of Susilo Bambang Yudhoyono's speech on democracy. The journal analysis based on the president's book of speech titled "*Indonesia Unggul*". The researcher found that there are three dimensions such as text, social cognition, social dimension appears in Susilo Bambang Yudhoyono's speech. in his speech, he used the power relations as the sixth Indonesian Republic President to makes an idea become strong and to emphasizes the meaning of the speech's group for obscure of the bad of their speeches to convince his audiences.

From the explanation of previous related studies above, the similarities between journals above and mine is the discussion related to critical discourse analysis with a different approach. The differences are data sources, the objective of the research, and the formulation of the problem. This term paper will focus on the analysis of text, social cognition, and social context used by @lgbt posts on social media Instagram account as a biggest LGBT community around the world to disseminate their equality and against the discrimination to LGBT's people such as hate speech, negative treatment, pros and contras.



CHAPTER 3

RESEARCH METHOD