

A Critical Discourse Analysis of The Former President of the Republic of Indonesia (Susilo Bambang Yudhoyono) reporting of the bombings at JW Marriott and Ritz Carlton Mega Kuningan Jakarta in 2009 by using Van Dijk Theory

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Abstrak—Penelitian ini bertujuan untuk mengetahui bagaimana strategi ideology dan kekuasaan yang di gunakan pada pidato SBY pada 17 Juli 2009 dalam merespon aksi bomb di Hotel JW Marriot dan Ritz Carlton pada tahun 2009. Desain penelitian yang digunakan dalam penelitian ini adalah desain kualitatif. Jenis penelitian yang digunakan adalah analisis wacana. Pengumpulan data diperoleh melalui dokumentasi. Analisis data yang digunakan pada penelitian ini adalah analisis kualitatif yang berupa analisis wacana merujuk pada teori Van Dijk. Hasil penelitian menunjukkan bahwa, berdasarkan analisis wacana; Pertama, strategi kekuatan bahasa yang digunakan Presiden SBY adalah untuk menyatakan bahwa sebagai presiden beliau mempunyai kekuatan untuk meredam kepanikan public. Kedua, berdasarkan strategi ideology menunjukkan bahwa presiden SBY mempunyai wibawa di depan rakyatnya. Dapat disimpulkan hasil analisis wacana yang dilakukan berdasarkan teori Van Dijk bahwa, pidato Presiden SBY lebih bersifat kepada pembentukan kesan yang positif dihadapan rakyat sebagai presiden dibandingkan kepada pertahanan dari teror bom itu sendiri.

Kata Kunci—Analisis Kritis Wacana, Teori Van Dijk

Abstract— This research aims to find out how ideology and power strategies are used in SBY's speech on 17th July 2009 in responding to bomb incident happened in JW Marriot and Ritz Carlton Hotel. The qualitative design was used in this research. Critical discourse analysis is chosen in this research. The data were collected through documentation. The data analysis in this research was used the qualitative analysis based on the Critical Discourse Analysis by Teun Van Dijk. The results showed that, based on the analysis of discourse: First, the power strategy of the President Susilo Bambang Yudhoyono's language was to declare that as an President he owned the power to quell public panic. Second, based on ideological strategy, showed that President Susilo Bambang Yudhoyono has a dignity in front of his people. It can be assumed that the results of the ancritical discourse analysis which is done based on Teun Van Dijk theory, President Susilo Bambang Yudhoyono's speech more to the establishment of a positive impression before the people as compared to the President's defense of the terror of the bomb itself.

Keywords—Critical Discourse Analysis, Van Dijk Theory.

I. INTRODUCTION

The domain of discourse analysis consists of the study of the relationship between language and the contexts in which it is used. It was the focus of interest in different disciplines in the 1960s and early 1970s, including linguistics, semiotics, psychology, anthropology and sociology. Discourse analysis is not only concerned with the description and analysis of spoken interaction, but also with printed materials such as articles, letters, stories, instructions, and so on. The specialists in this field are interested in levels beyond the linguistic forms.

Among the different types of discourse analysis, critical discourse analysis (CDA) is a type of research that primarily studies the way that social power and dominance can be recreated by text and talk within the social and political contexts. In other words, it focuses on the relations between language, power and ideology. Actually, CDA can be defined as an interdisciplinary approach to the study of discourse, which views “language as a form of social practice” (Fairclough 1989:20). That means language is both socially constitutive as well as ‘socially shaped’ (Fairclough & Wodak 1997:258). It is needless to mention that, the belief originates from the school of socio constructivism.

On the one hand, language is constructed not in isolation but within the social context and on the other hand, language users think differently about the entities in the world, based on their ideologies. Therefore, there exist powerful relationships between language, thought and ideology.

Supporting this relation of language and ideology, Fairclough notes “that language connects with the social through being the primary domain of ideology and through being both a site of, and a stake in, struggles for power” (1989:15). With regard to the fact that the ideological bases are different not only across various languages and cultures, but also across different users of the same language and culture, it is quite evident that there is a need for clarifying the sources of these deviations. Therefore, CDA tries to uncover the hidden aspects of discourse, which play a crucial role in shaping people’s ideologies as well as changing social realities. This is, for sure, a supra-linguistic method beyond the grammatical structure as it deals with the implications.

The CDA approach includes a vast body of fields such as political sciences, social sciences and education. Among the sub-disciplines of CDA, critical linguistics aims to consider the linguistic choices a text producer makes which show a particular ideological stance towards a topic. The application of CDA in translation has enjoyed the scholars’ interests for decades. Translational studies today are said to be at another turn, i.e. ideological. This is obviously a turn which signifies the growth of trends considering ideological issues within the field.

The act of translation is not purely linguistic, because it must consider social and ideological backgrounds of the writer in order to be able to convey a message from the source text to its target equivalent. The aspect of ideology in translation can be investigated through analyzing deficiencies and redundancies of the translated texts so as to see whether they are the results of the translator's ideological point of view or not.

The critical examination of the ideological manipulations in the contents of the source texts as well as the ideological orientations manifested in translation can show the intentional or unintentional strategies chosen by translators to manipulate the exact message and this will obviously influence the interpretation of the source text. As a matter of fact, the concern in the present study is to show a possible existence of such ideological manipulations and their effects on what the original text had tried to convey.

A discourse assumed a strategic function. The statement of a president by assembling various words, phrases into sentences and paragraphs both oral and written about the problems facing the nation are directed towards the public will have a variety of interpretations. This is what happens when the President of the Republic of Indonesia make a statement about the bombings at the JW Marriott and Ritz Carlton Mega Kuningan Jakarta on July 17, 2009 at 7:45 and 7:47 PM. Stepping back trail, polemics and terror bombings in the reform era began in 2000. Up to 2009 there were 26 bombings in different times and places with different explosive force. Government with the powers that (TNI and Police) in collaborate with the community trying to drown out a terrorist act. There have been many terrorists also were captured, tried, imprisoned, shot during the arrest were rewarded with even executions. As from Susilo Bambang Yudhoyono (SBY) did elected President of the Republic of Indonesia (2004) bombing activities by groups irresponsible otherwise never exist again.

A statement (discourse) delivered can not be separated from the goal. In order to achieve that goal there are different strategies that do. If the delivery of the strategy refers to the act of a party is against the law, especially human rights crimes (criminal) will be different results if the production of discourse using political strategy. In view of Van Dijk (2004a, 2004b), the strategy associated with the production of discourse producing ideology discourse itself. Opinion Van Dijk is analogous to that produced if the whole discourse relating to succession of leadership in Indonesia, it means that political ideology was behind the statement.

In order to uncover ideology generated in discourse, van Dijk resorts to socio-cognitive analysis and discourse analysis of the text. According to van Dijk, socio-cognitive approach, which becomes his main brand approach in CDA, is the discourse analysis which does not only cover the text structures; rather it also has to do with the mental consciousness of the speaker or a

discourse maker in its production process (Dijk: 1993). Basically, socio-cognitive approach is made up of two main elements of models or schemas and memory. Van Dijk explained that a discourse maker tends to employ certain models or schemas in presenting either oral or written text. Those schemas are as follow (Dijk: 1990):

- a. Person schema; that is how a person portrays and views others as a positive figure or negative one. Such condition affect the way how someone designs and makes representation of others in the text.
- b. Self schema; that is how a person views himself in the text which, typically, is modified to meet the intended interest and has better representation than he or she really is.
- c. Role schema; that is how someone portrays others' role played personally or in group of society. Such portrait often affects the meaning of a certain discourse in general.
- d. Event schema; that is how someone depicts an event and, then, modifies it on the basis of his/her ideologies or interests.

To uncover issues that were examined, the authors use the view Van Dijk (2004a, 2004b) as the blade analysis. As critical discourse analysis in general, begins with a description of the analytical framework, then the macro proposition analysis framework proposed by Van Dijk (2001), analyzes the ideological discourse production strategy based on a view Van Dijk (2004a, 2004b), and a conclusion. Accordingly, the approach of critical discourse analysis is a pre-assessment in the form of academic study to refine the views that had been there before. Hope the results of this study can enrich the literature on media discourse studies. From the phenomenon that is arised, the researcher eagers in bearing up the phenomenon to analize how are ideology and power strategies used in SBY's speech on 17th July 2009 in responding to bomb incident happened in JW Marriot and Ritz Carlton hotel?

II. METHOD

To investigate the effect of discourse as a social semiotic on language classroom, the researcher was used qualitative method in term of discourse analysis. The used of Van Dijk theory as an approach in analyzing the text.

The reseracher approach this study througha CDA framework. The researcher aims to shed light on the workings of power in social discourse through the means of empirical textual analysis. Equally consistent with CDA tradition, reseracher utilize an eclectic set of theoretical and analytical tools in constructing her textual examination (VanDijk,2001a, 2001b).

At the theoretical level, researcher is informed by key constructs such Macro v. Micro, power as control, access and discourse control, context control, and the control of text and talk and mind

control. The micro level covers language, discourse, verbal interaction and so on, while macro level has to do with power relation, such as inequality and dominance. CDA plans to mix these two levels, since in actual interaction one cannot separate them from each other; social power, in this approach, is viewed as a means of controlling the mind and actions of other group(s). The social power by itself may not be negative, but what in fact is of significance to CDA is the inappropriate use of power, which would bring about inequality in the society. Van Dijk (2002) takes ideology as the attitude a group of people hold about certain issues; hence the analysis of ideology is one of the main concerns of discourse analysis.

III. HASIL DAN PEMBAHASAN

According Van Dijk, Critical Discourse Analysis (CDA) is classified into three levels: Macro level, Meso level, and Micro Level. In the micro level, the aspects of analysis are on language use, text, verbal interaction, and communication in which concerned on language aspects. In the meso level, it is focused on analyzing the process of producing the speech itself and social cognition. Furthermore, in the macro level, the aspects of analysis concerned on power, dominance, and analyzing social problems related to speech production.

On the macro level analysis is done by analyzing access of participants. This is based on Van Dijk explanation (1996:85) that someone's power is based on the access that she/he owns.

In this case President SBY has full access in planning aspect in which he is the Indonesian President and has responsibility of this country. On 17th July 2009 actually at 07.45 and 07.47 WIB terrible bombs incident happened in JW Marriot and Ritz Carlton hotel Mega Kuningan Jakarta, then in responding to it, SBY delivered a speech. SBY has full power to plan in how delivering a speech, using his language and word choice.

There are many elements of setting of communicative events that may be controlled by different participants. First of all, who is allowed or obliged to participate and in what role, may be decided by the chairperson or by other powerful participants who control the interaction and also other circumstances, such as distance, positioning, and the presence of the power.

In setting aspect, the aspect of media really influence in delivering SBY's speech in which SBY has full access in order to determine appropriate source to broadcast his speech. Actually Indosian people, many kinds of media such as TV and radio station are involved in setting aspect of delivering SBY's speech because he wants to emphasizes not only his condolence to bomb victims but also there was also a tendency in expressing statements about his accuse to his politic rival in President-Vice President election for period 2009-2014.

SBY has full access of controlling communicative events in delivering his spoken speech, SBY used standard and formal language dominantly in which it showed his power as good

President. While he was delivering his speech, nobody can interrupt him because it is a kind of one way communication in formal situation.

However in scope and audience control aspect, SBY did not have full access of it since, he could not control the spreading of his speech and any kind of response after delivering of his speech because he rule the country in democratic where people can state their opinions freely and also there are many kinds of media sources.

Micro level in Macro StructureGlobal meaning of a discourse/text can be observed from topic and theme of text. The topic shows dominant concept, central and the most important point from a text. The topic of SBY's speech on 17th July 2009 dominantly stated about his opinion that this bomb incident happened in JW Marriot and Ritz Carlton hotel related to the unharmonious politic condition after the President-Vice-President election instead of focused of maintaining human right.

a. Micro Structure

1. Discussion on Ideology Critical Discourse Analysis

Text and Context: Speech of President SBY on 17th July 2009

On Thursday, 17th July 2009 at 14.00 WIB, President SBY held media conference in Istana Negara yard. Pers conference held was very important thing; hence, National and Private TV stations and radio stations cancelled their agenda setting (other event program) in order to hold live event from Istana Negara yard. At that time, President of Indonesia, SBY, delivered a speech to the Indonesian people. The delivered speech was President SBY response to the tragic bomb happened in JW Marriot and Ritz Carlton Mega Kuningan Jakarta, on 17th July at 07.45 and 07.47 WIB. In addition, that cruel bomb action had got lost 9 people's lives and other tens people got injured. The script of President SBY's speech related to the bomb in JW Marriot and Ritz Carlton Mega Kuningan Jakarta is attached in the appendix of this paper.

The President SBY speech then was broadcasted repeatedly by most electronic media unexceptionally internet media and this news was still broadcasted in the next day from the delivered speech. The repetition of the broadcasted news about the President SBY's speech got many kinds of responses from any sides. Hence, The Presidents SBY speech in Istana Negara yard contextually became part of public talk. President SBY as the Indonesian country leader is full responsible to the country safety any kind of terror of bomb and other kind of crime. Along SBY government from 2004 to the ending of his government, Indonesian country was relatively safe. Moreover, it could be said that there was no bomb tragedy happened. Many kinds of terrorism effort had been successfully cancelled during SBY government. Because of this

reasonable reason, President SBY as one of president candidates in the period of 2009-2014 in almost every party champagne confidently said that Indonesia was safe under his government. SBY and his winner team also viewed the level of good Indonesian safety then as one of SBY's success in ruling Indonesia.

However, the bomb happened in JW Marriot Hotel and Ritz Carlton on 17th July 2009 was only seventeen days after Indonesia held Indonesian President Election on 8th July 2009. At that time, the couple SBY-Boediono could be sure to become the winner of Indonesian election based on Komisi Pemilihan Umum (KPU) Indonesia and many other survey organizations defeating the couple Megawati Soekarno Putri-Prabowo Subijanto and Jusuf Kalla-Wiranto. They then celebrated their win as expression of thankful. In the other side, the couples Megawati-Prabowo and Jusuf Kalla-Wiranto criticized the win of SBY-Kalla and did a law effort because in their opinion the president election was full of cheating and dishonest in order to get the win. Consequently, many politicians gave their own arguments whether pro or cont to the win of SBY-Kalla.

Closing to the end of counting the result of the President-Vice President election, then suddenly an unexpected bomb happened in JW Marriot and Ritz Carlton hotel. Hence, in responding to the tragic bomb happened, speech was delivered by President SBY on 17th July 2009 which was broadcasted in almost every TV station and other mass medias. In SBY's speech, he stated that the bomb happened was really related to the public election of President-Vice President and he also added that based on intelligent information, there was a hidden effort of a person to murder himself, screw up KPU, and threaten the government if SBY won the election. The form of the delivered SBY's speech was only as a statement responding to the bomb, as he said "Demikianlah pernyataan saya" or it means that is all of my statement; however, in the speech content there was a pragmatic command to the security council (Polri, BIN, TNI) to find the terrorists and punish them based on Indonesian law. Other pragmatic command behind the speech was to ask all Indonesian citizens to be unity in order to take the terrorist up and give them appropriate punishment. For further clearness ideology behind SBY's speech, it will be further explained using macro proportion analysis by Van Dijk (2004b).

2. Macro Proportion Analysis: SBY's speech on 17th July 2009

Topic of text plays important and basic role in communication and interaction (Van Dijk in Wadak and Meyer 2001:101). The topic in a speech globally could be comprehended globally in which the topic of text is semantic macro structure which appears in each information of text. Besides, the chain of topics which support a particular text will create a unity of text. However, Van Dijk (2001:102) explained that as global meaning, topic cannot be noticed directly. In order

to examine a text in finding global meaning should trough a kind of process. There are few marks could be used as hints of topic in text such as title, sub title, and summary.

In addition, Van Dijk (2001: 102-103) suggests using macro proportion in order to find the topic of text in which predicting every important statements contained in a text; moreover, Semantic roles of propositional arguments (such as Agent, Patient, Object, etc.) may be assigned depending on the ideologically attributed roles in a model. Thus, in a social conflict different social groups may be attributed different types or degrees of responsibility or involvement in positive or negative actions. The statements contained in a text can show a chain of high light to be summarized in higher level; hence, the higher summary itself is called the topic of text. In the SBY's speech on 17th July 2009 actually did not show the title and sub title. This gives sign that the topic or theme was delivered not openly or implicitly. Consequently, in finding the topic of the speech, it must be used an analysis of every important statement in text. Those text proportions can be seen clearly as follows:

1. Macro Proportion 1

Hari ini adalah titik hitam dalam sejarah kita, terjadi lagi serangan atau pemboman yang dilakukan oleh kaum teroris di Jakarta.

2. Macro Proportion 2

Aksi yang tidak berkeprimanusiaan ini, juga menimbulkan korban jiwa dan luka-luka bagi mereka yang tidak berdosa.

3. Macro Proportion 3

Aksi pemboman yang keji dan tidak berkeprimanusiaaan ini serta tidak bertanggungjawab ini, terjadi ketika baru saja bangsa Indonesia melakukan pemungutan suara dalam rangka pemilihan Presiden dan Wakil Presiden, dan ketika KPU sedang menghitung hasil pemungutan suara.

4. Macro Proportion 4

Akibat aksi teror ini yang dampaknya luas bagi ekonomi kita ikim usaha kita, kepariwisataan kita, citra kita dimata dunia dan lain-lain lagi.

5. Macro Proportion 5

Disamping kita pemerintah menjalankan kegiatan tanggap darurat untuk merawat saudara-saudara kita yang menjadi korban dalam aksi pemboman ini investigasi juga tengah dilakukan.

6. Macro Proportion 6

Pagi ini saya mendapat banyak sekali pertanyaan, atau saudara-saudara yang mengingatkan kepada saya. Yang berteori paling tidak mencemaskan, kalau aksi teror ini berkaitan dengan hasil pemilihan Presiden sekarang ini.

7. Macro Proportion 7

Bahwa dalam rangkaian pemilu legislatif dan pemilihan Presiden dan pemilihan Wakil Presiden tahun 2009 ini memang ada sejumlah inteligen yang dapat dikumpulkan oleh pihak yang berwenang. Sekali lagi ini memang tidak pernah kita buka kepada umum, kepada publik, meskipun kita pantau dan kita ikuti. Inteligen yang saya maksud adalah adanya kegiatan kelompok teroris yang berlatih menembak dengan foto saya, foto SBY dijadikan sasaran, dijadikan lisan tembak.

8. Macro Proportion 8

Masih berkaitan dengan inteligen, diketahui ada rencana untuk melakukan kekerasan dan tindakan melawan hukum berkaitan dengan hasil Pemilu.... Adapula rencana untuk pendudukan paksa KPU pada saat nanti hasil pemungutan suara diumumkan. Ada pernyataan akan ada revolusi jika SBY menang.

9. Macro Proportion 9

Andaikata tidak terkait ancaman-ancaman yang tadi itu, dengan aksi pemboman hari ini, tetaplah harus dicegah, harus dihentikan, karena anarki, tindakan kekerasan, pengrusakan, tindakan melawan hukum bukan karakter demokrasi, bukan karakter negara hukum.

10. Macro Proportion 10

Negara kita memiliki kehidupan demokrasi yang makin mekar, serta penghormatan kepada Hak Azasi Manusia yang makin baik, negara yang ekonominya juga tumbuh, dan negara yang berperan dalam percaturan global. Bahkan, ini yang sangat memilukan, sebenarnya kalau tidak ada kejadian ini, klub Sepak bola terkenal di dunia, Manchester United, berencana untuk bermain di Jakarta.

11. Macro Proportion 11

Aksi-aksi teror yang keji dan tidak bertanggungjawab ini, apa yang telah kita bangun hampir lima tahun terakhir ini, oleh kerja keras dan tetesan keringat seluruh rakyat Indonesia, lagi-lagi harus mengalami goncangan dan kemunduran.

12. Macro Proportion 12

Kebenaran dan keadilan, serta tegaknya hukum harus diwujudkan. Saya bersumpah, demi rakyat Indonesia yang sangat saya cintai, negara dan pemerintah akan melaksanakan tindakan yang tegas, tepat, dan benar terhadap pelaku pemboman ini, berikut otak dan penggerakannya ataupun kejahatan-kejahatan lain yang mungkin atau dapat terjadi di negeri kita sekarang ini.

13. Macro Proportion 13

Polri, TNI, BIN, termasuk para Gubernur, Bupati dan Walikota, saya minta untuk terus meningkatkan kewaspadaan, terus berusaha keras mencegah aksi-aksi teror.... Barangkali ada diantara kita, yang diwaktu yang lalu melakukan kejahatan, membunuh, menghilangkan orang barangkali, dan para pelaku itu barangkali masih lolos dari jeratan hukum, kali ini negara tidak boleh membiarkan mereka menjadi drakula dan penyebar maut di negeri kita.

14. Macro Proportion 14

Polri, BIN, TNI harus benar-benar bersinergi sikap lengah dan menganggap ringan sesuatu harus dibuang jauh-jauh. Ini amanah kita kepada rakyat, kepada Negara.

15. Macro Proportion 15

Ke depan, saya mengajak seluruh rakyat Indonesia, seluruh komponen bangsa, untuk marilah kita lebih bersatu dan sama-sama menjaga keamanan dan perdamaian di negeri ini. Bangsa manapun, agama apapun, kita semua tidak membenarkan terorisme.

16. Macro Proportion 16

Kita bangsa, negara, rakyat tidak boleh kalah dan menyerah kepada terorisme.

From 16 Macro proportions above, it can be seen that the stress of discussion in the text is divided into two stresses. The first stress is on macro proportions 1, 2, 4, 5, 10, 12, 14, 15, and 16. From combination of the whole macro proportions got two kinds stresses:(Macro Proportion 1) Hari ini adalah titik hitam dalam sejarah kita, terjadi lagi serangan atau pemboman yang dilakukan oleh kaum teroris di Jakarta. (Macro Proportion 2) Aksi yang tidak berkeprimanusiaan ini, juga menimbulkan korban jiwa dan luka-luka bagi mereka yang tidak berdosa. (Macro Proportion 4) Akibat aksi teror ini yang dampaknya luas bagi ekonomi kita ikim usaha kita, kepariwisataan kita, citra kita dimata dunia dan lain-lain lagi. (Macro Proportion 5) Disamping kita pemerintah menjalankan kegiatan tanggap darurat untuk merawat saudara-saudara kita yang menjadi korban dalam aksi pemboman ini investigasi juga tengah dilakukan. (Macro Proportion 10) Negara kita memiliki kehidupan demokrasi yang makin mekar, serta penghormatan kepada Hak Azasi Manusia yang makin baik, negara yang ekonominya juga tumbuh, dan negara yang berperan dalam percaturan global. Bahkan, ini yang sangat memilukan, sebenarnya kalau tidak ada kejadian ini, klub Sepak bola terkenal di dunia, Manchester United, berencana untuk bermain di Jakarta. (Macro Proportion 11)

Aksi-aksi teror yang keji dan tidak bertanggungjawab ini, apa yang telah kita bangun hampir lima tahun terakhir ini, oleh kerja keras dan tetesan keringat seluruh rakyat Indonesia, lagi-lagi harus mengalami guncangan dan kemunduran. (Macro Proportion 12) Kebenaran dan keadilan, serta tegakknya hukum harus diwujudkan. Saya bersumpah, demi rakyat Indonesia yang sangat saya cintai, negara dan pemerintah akan melaksanakan tindakan yang tegas, tepat, dan benar

terhadap pelaku pemboman ini, berikut otak dan penggerakannya ataupun kejahatan-kejahatan lain yang mungkin atau dapat terjadi di negeri kita sekarang ini. (Macro Proportion 14) Polri, BIN, TNI harus benar-benar bersinergi sikap lengah dan menganggap ringan sesuatu harus dibuang jauh-jauh. Ini amanah kita kepada rakyat, kepada Negara. (Macro Proportion 15) Ke depan, saya mengajak seluruh rakyat Indonesia, seluruh komponen bangsa, untuk marilah kita lebih bersatu dan sama-sama menjaga keamanan dan perdamaian di negeri ini. Bangsa manapun, agama apapun, kita semua tidak membenarkan terorisme. (Macro Proportion 16) Kita bangsa, negara, rakyat tidak boleh kalah dan menyerah kepada terorisme.

The combination of those macro proportions above result the higher level of macro proportions which directly can be concluded as topic of the text:

“Aksi pemboman di Jakarta merupakan kegiatan tidak berprilaku manusiawi, menimbulkan

Korban jiwa, berdampak luas pada kegiatan perekonomian, iklim usaha kepariwisataan, swasembadapangan, investasi, perdagangan, sector riil dan merusak citra Indonesia dimata dunia yang selamailah tahun semakin membaik, karena itu tindakan tegas, tepat dan benar terhadap perilaku berikutotak dan penggerakannya yang karenanya Polri, BIN, TNI dan masyarakat harus bersinergi dan tidak boleh kalah menghadapi terorisme yang tidak disukai oleh bangsa apapun, agama apapun”

Translation in English:

“The bomb incident in Jakarta was unworthiness of a human being activity which caused victims and affected widely to economic activity, tourism sector, invest, trade, real sectors and also ruin Indonesian image on the world’s eyes which along five years getting better; consequently, appropriate clear right act to the terrorist include the brain and its mover must be applied. Since of Polri, BIN, TNI and all citizen must be unite and must not be defeated by terrorism act which is very hated by any country, any religion.”

The second stress is on the macro proportions 3, 6, 7, 8, 9, 10, 11, and 13 and if they are combined, they will be: (Macro Proportion 3) Aksi pemboman yang keji dan tidak berkeprilaku manusiawi ini serta tidak bertanggungjawab ini, terjadi ketika baru saja bangsa Indonesia melakukan pemungutan suara dalam rangka pemilihan Presiden dan Wakil Presiden, dan ketika KPU sedang menghitung hasil pemungutan suara. (Macro Proportion 6) Pagi ini saya mendapat banyak sekali pertanyaan, atau saudara-saudara yang mengingatkan kepada saya. Yang berteori paling tidak mencemaskan, kalau aksi teror ini berkaitan dengan hasil pemilihan Presiden sekarang ini. (Macro Proportion 7)

Bahwa dalam rangkaian pemilu legislatif dan pemilihan Presiden dan pemilihan Wakil Presiden tahun 2009 ini memang ada sejumlah inteligen yang dapat dikumpulkan oleh pihak

yang berwenang. Sekali lagi ini memang tidak pernah kita buka kepada umum, kepada publik, meskipun kita pantau dan kita ikuti. Inteligen yang saya maksud adalah adanya kegiatan kelompok teroris yang berlatih menembak dengan foto saya, foto SBY dijadikan sasaran, dijadikan lisan tembak. (Macro Proportion 8) Masih berkaitan dengan inteligen, diketahui ada rencana untuk melakukan kekerasan dan tindakan melawan hukum berkaitan dengan hasil Pemilu.... Adapula rencana untuk pendudukan paksa KPU pada saat nanti hasil pemungutan suara diumumkan. Ada pernyataan akan ada revolusi jika SBY menang. (Macro Proportion 9) Andaikata tidak terkait ancaman-ancaman yang tadi itu, dengan aksi pemboman hari ini, tetaplah harus dicegah, harus dihentikan, karena anarki, tindakan kekerasan, pengrusakan, tindakan melawan hukum bukan karakter demokrasi, bukan karakter negara hukum. (Macro Proportion 10) Negara kita memiliki kehidupan demokrasi yang makin mekar, serta penghormatan kepada Hak Azasi Manusia yang makin baik, negara yang ekonominya juga tumbuh, dan negara yang berperan dalam percaturan global. Bahkan, ini yang sangat memilukan, sebenarnya kalau tidak ada kejadian ini, klub Sepak bola terkenal di dunia, Manchester United, berencana untuk bermain di Jakarta. (Macro Proportion 11) Aksi-aksi teror yang keji dan tidak bertanggungjawab ini, apa yang telah kita bangun hampir lima tahun terakhir ini, oleh kerja keras dan tetesan keringat seluruh rakyat Indonesia, lagi-lagi harus mengalami goncangan dan kemunduran. (Macro Proportion 13) Polri, TNI, BIN, termasuk para Gubernur, Bupati dan Walikota, saya minta untuk terus meningkatkan kewaspadaan, terus berusaha keras mencegah aksi-aksi teror.... Barangkali ada diantara kita, yang diwaktu yang lalu melakukan kejahatan, membunuh, menghilangkan orang barangkali, dan para pelaku itu barangkali masih lolos dari jeratan hukum, kali ini negara tidak boleh membiarkan mereka menjadi drakula dan penyebar maut di negeri kita.

The combination of those macro proportions for the second stress above result the higher level of macro proportions which directly can be concluded as second topic of the text: "Adanya teori yang perlu dibuktikan ada atau tidaknya kaitan antara aksi pemboman dengan hasil pemilu sebagaimana inteligen menginformasikan bahwa adanya kegiatan teroris berlatih memihak dengan sasaran tembak foto SBY, rencana tindakan kekerasan melawan hukum dengan cara pendudukan KPU, revolusi sekiranya SBY menang, karenanya Polri, TNI, BIN, Gubernur, Bupati, Walikota harus terus meningkatkan kewaspadaan dan berusaha keras mencegah aksi-aksi teror termasuk kemungkinan adanya para pelaku pembunuhan yang selama ini masih lolos dari jeratan hukum."

Translation in English:

"There must be a theory which need to be proved about there is or there is no correlation between the bomb incident and election result as the intelligent informed that there was terrorist activity who did exercise on shooting using target of shot, the picture of SBY, the planning of

harshness against Indonesian law by positioning KPU if SBY won the election. Hence, Polri, TNI, BIN, Governor, Regent and Mayor must keep improving their awareness and effort to prevent terrorism and include the possibility of murderer who is still out of law.

In the SBY's speech on 17th July 2009, it is not mentioned the speech title which was delivered and only the strength of statements of text related to the bomb incident 17th July 2009 in Jakarta. However, in the SBY's speech itself there is no detail information specifically where the bomb located in which was JW Marriot and Ritz Carlton, Mega Kuningan Jakarta. Moreover, there is an ideology behind the delivered speech which based the text. Along SBY delivered his speech, he showed some kinds of negative feeling resulted from the bomb happened. Consequently, the listeners were directed to comprehend word by word uttered by President SBY in the limit and stress of the negative feeling. Negative other presentations statements found in his speech that the bomb incident/ terror is:

- 1) Titik hitam dalam sejarah kita, terjadi lagi serangan dan pemboman yang dilakukan oleh kaum teroris di Jakarta (paragraph 1, sentence 2)
- 2) juga menimbulkan korban jiwa dan luka-luka bagi mereka yang tidak berdosa (paragraph 2, sentence 1)
- 3) sangat merusak keamanan dan kedamaian di negeri ini (paragraph 3, sentence 2)
- 4) semua di antara kita merasa prihatin, berduka, prihatin dan menangis dalam hati (paragraph 4, line 1)
- 5) dampaknya luas bagi ekonomi kita iklim usaha kita, kepariwisataan kita, citra kita di mata dunia dan lain-lain lagi (paragraph 4, sentence 3)
- 6) sangat memilukan, sebenarnya kalau tidak ada kejadian ini, klub sepak bola terkenal di dunia, Manchester United, berencana untuk bermain di Jakarta (paragraph 14, sentence 5)
- 7) Aksi-aksi teror keji dan tidak bertanggungjawab ini, apa yang telah kita bangun hampir lima tahun terakhir ini, oleh kerja keras dan tetesan keringat seluruh rakyat Indonesia, lagi-lagi harus mengalami guncangan dan kemunduran. Lagi-lagi dampak buruknya harus dipikul oleh rakyat Indonesia (paragraph 15, line 1)

The negative feeling showed dominantly from many definitions of the bomb incident in Jakarta in the forms of words, phrases from the mentioned quotes such as: titik hitam (black spot), serangan (attack), korban jiwa (victims), luka-luka (injure), merusak keamanan dan kedamaian (destroy safety and peace), prihatin (anxious), berduka (feel sorrow), menangis dalam hati (crying in heart) dampaknya luas bagi iklim (widely affected from sectors): usaha (business),

citra dimata dunia (image on the world's eyes), memilukan, kalau tidak ada kejadian ini Manchester United bermain di Jakarta, terorisme, dipikul, aksi teror, dan kerusakan.

To sum up, the definition from the bomb incident in Jakarta negatively is a global function as a centre point in SBY's speech on 17th July 2009. From textual side, the effect of the bomb attack was given in the text while from contextual side of negative statements about the incident is a strategy of producing text against the terror/ bomb act.

The effect resulted from negative definition of the bomb attack in Jakarta is to make the listeners aware and become against to the terrorist. Making citizen awareness about the bad effects of terrorism found on how SBY stated about the victims and many kinds of effects from many sectors.

SBY's speech on 17th July 2009

Negative Other Presentation (derogation)

The speech delivered by SBY on 17th July 2009 used several ideology strategies. Ideology strategy itself describes point of view of producing text about the bombing. The delivered speech in context of JW Marriot and Ritz Carlton Hotel bombing was spread broadcasted to the society. The purpose of SBY's speech in responding to the bombing itself is in order to give information that calmed the condition of society; hence, by this assumption, Indonesian society got certainty situation about the safety, peace, and government act of the bomb terror.

Ideology behind the delivered speech itself can be seen thorough every words that President SBY uttered. The ideology became against to the terrorism act happened. In addition, it can be comprehended through strategy of ideology critical discourse analysis.

The description about who got negative impact of the bombing act and who did terrorism act which resulting negative impact called strategy of actor description. In the strategy of actor description, the subject and object are clarified clearly in the speech text. The use of strategy of actor description can be seen from the side who faced any kind of the bombing negative result, as follows:

8. menimbulkan korban jiwa dan luka-luka bagi mereka yang tidak berdosa.
9. yang menimbulkan derita dan kesulitan yang dipikul oleh seluruh rakyat Indonesia.
10. Kejadian ini yang sangat merusak keamanan dan kedamaian di negeri ini,
11. akibat aksi teror ini yang dampaknya luas bagi ekonomi kita, iklim usaha kita, kepariwisata-an kita, citra kita dimata dunia dan lain-lain lagi.

12. terjadilah musibah yang sangat merobek keamanan dan nama baik bangsa dan negara kita.

13. ... sebenarnya kalau tidak ada kejadian ini, klub sepak bola terkenal di dunia, Manchester United, berencana untuk bermain di Jakarta.

The subject based on actor description strategy is terrorist group. The intended terrorist group could be possibly not as the terrorist group which has been recognized in Indonesia; however, there is possibility that it was done by politician who is politic opponent of SBY in the Indonesian president-vice president 2009. This is shown on several quotes in SBY's speech below:

14) Aksi teror ini diperkirakan dilakukan oleh kelompok teroris, meskipun belum tentu jaringan terorisme yang kita kenal selama ini terjadi di bumi Indonesia...

15) ... bahwa dalam rangkaian pemilu legislatif dan pemilihan Presiden dan pemillihan Wakil Presiden tahun 2009 ini... kegiatan kelompok teroris yang berlatih menembak dengan foto saya, foto SBY dijadikan sasaran, dijadikan lisan tembak.

In addition, the object of the terrorism act related to public election in Indonesia can be seen clearly on quotes below:

16) ... kegiatan kelompok teroris yang berlatih menembak dengan foto saya, foto SBY dijadikan

sasaran, dijadikan lisan tembak.

17) ... diketahui ada rencana untuk melakukan kekerasan dan tindakan melawan hukum berkaitan dengan hasil Pemilu.

18) Adapula rencana untuk pendudukan paksa KPU pada saat nanti hasil pemungutan suara diumumkan.

In the quote 17), it gives vision to listeners that the object of terrorism act is SBY whether as Indonesian President or the next Indonesian President in next five year-period or even as personal person. Other object of terrorism act related to public election is clearly seen on quote 18) and 19) in which doing an act against the law like screwing up KPU. The strategy of actor description on the object level, there was nothing else to be discussed out of the public election 2009. Moreover, JW Marriot and Ritz Carlton hotel even more JW Marriot and Ritz Carlton as the bombing location was less discussed. The word "terorisme/teror" (terrorism/terror) was uttered 14 times and the word "pemboman" (bombing) was uttered 7 times. The use of the word "terorisme/teror" (terrorism/terror) has a purpose to show there is terrorism group who did bombing as (quote 9) which resulting country destroy. From quote 10 to 14 more clarify that the

terrorist act to bomb JW Marriot and Ritz Carlton hotel has created many negative impacts such as victims and injured for innocent people, pain and hard situation that must be burdened by the whole Indonesian society, destroying security and peace of the country, giving negative impacts to all economic activity, business, tourism, and Indonesian image on the world's eyes. Moreover, Manchester United foot ball club who canceled to visit Jakarta was said in the speech as one of negative result of the bombing in Jakarta.

As it is known clearly that any kind of irresponsible terrorism act belongs to a cruel act which runs against human being right. Consequently, it can be concluded that President SBY's speech on 17th July 2009 contained ideology of maintaining of the human being right firmly particularly on being against to criminality of human being in which the subject and object can be seen from quote 15 to 19, the ideology behind that speech is not only limited on being against to criminality of human being. However, in the speech text also it is also said that the actor of bombing terror (Subject) could be done by terrorist group who was not recognized in Indonesia.

The connection between the terrorist group who did exercise to shoot SBY photo as the object and the threat to screw up KPU related to the result of public election implied that the terrorist was behind politic activity. It means that terror act which was done by politician opponent of SBY in doing legislative public election of president-vice president 2009.

The availability of politic value in the President SBY's speech on 17th July 2009 can be seen from victimization strategy in the quotes as follows:

19) Aksi pemboman yang keji dan tidak berperikemanusiaan serta tidak bertanggung jawab...

20) ... ada segelintir orng di negeri ini yang sekarang tertawa puas, bersora dalam hati, disertai nafsu amarah dan keangkara murkaan... tidak memiliki rasa kemanusiaan...

21)... bahwa dalam rangkaian pemilu legislatif dan pemilihan Presiden dan pemilihan Wakil Presiden tahun 2009 ini, ... adanya kegiatan kelompok teroris yang berlatih menembak dengan foto saya, foto SBY dijadikan sasaran, dikadikan lisan tembak.

22)... diketahui ada rencana untuk melakukan kekerasan dan tindakan melawan hukum berkaitan dengan hasil pemilu.

23) Ada pula rencana untuk pendudukan paksa KPU pada saat nanti hasil pemungutan suara diumumkan.

24) Ada pernyataan aka nada revolusi jika SBY menang.

25) Adanya pernyataan, kita bikin Indonesia seperti Iran.

26)... ada pernyataan, bagaimanapun juga SBY tidak boleh dan tidak bisa dilantik.

In the victimization strategy related to terrorist who was recognized in Indonesia can only be found in the quote 20) as pure of terrorism act and cruel criminality of human being. Hence, this text contains different ideology to ideology of maintaining human being right firmly (being against to human being criminality). However, in quote 21 to 27, victimization strategy connected the process of public president and vice president election 2009. Nevertheless, in those quotes it was implicitly said who was the victim and accused such as the politic opponent of SBY in legislative public opponent as it was found in previous strategy of actor description.

In order to strengthen producing discourse of the victimization strategy, strategy of proposing argumentative authority is also used. This strategy applied in the text is by mentioning intelligent as authorized institution to deliver information as a threat from terrorist and the politic opponent of SBY. It can be seen from quote, “Memang ada sejumlah informasi inteligen; Ini inteligen, ada rekaman videonya, ada gambarnya. Bukan fitnah, bukan isu; Ada pernyataan, akan ada revolusi jika SBY menang. Ini inteligen, bukan rumor, bukan isu, bukan gosip.”

Based on the above quote and explanation of actor description, victimization and argumentative authority proposal strategy it is clearly shown that the text creator (President SBY) is not only as President but also as a President who involves in President and Vice-President Election 2009. Consequently, the speech text itself contains with text related to politic side. In the other words, the speech delivered by President SBY 17th July 2009 contains not only ideology of human being right but also ideology of politic.

Through strategy of producing text it self can be concluded the ideology of politic behind the speech. Euphemism strategy, related to the process of election instead of mentioning explicitly who was accused as the terrorist of the bomb happened on JW Marriot and Ritz Carlton hotel; hence, the more euphemistic sentence used, “...aksi pemboman ini terjadi ketika rakyat merasa prihatin atas kegaduhan politik di tingkat elit disertai sebagaimana yang saya ikuti setiap hari, ucapan-ucapan yang bernada menghasut dan terus memelihara suhu yang panas dan penuh dengan permusuhan.... Berkaitan dengan pelaku pemboman, “...Barangkali ada di antara kita, yang di waktu yang lalu melakukan kejahatan, membunuh, menghilangkan orang barangkali, dan para pelaku itu barangkali masih lolos dari jeratan hukum...”. The word “barangkali” or it means ‘perhaps’ in order to make it more euphemistic of the uncertainty, besides it also seems that the text creator (President SBY) know there are crime actor from the past who got escaped from the law. The words “lolos dari jeratan hukum” (got escaped from the law) are like an allusion on someone or a group of crime actor who was brought to justice of murdering case; however, they could be free from law. The word “lolos” or free could be also as an allusion that the accused person must have got punishment; however, the person could be free because of his/her intelligence or even his/her clyness made the accused crime could not be proved. In addition

there is also an euphemism strategy of word “musibah” or (disaster) which means terrible event especially great damage, loss etc. by nature instead of saying “kerusakan dan kehancuran, serta kerugian disebabkan tindakan yang disengaja oleh teroris atas lemahnya keamanan Negara” or ‘destruction and loss by the action which intentionally done by terrorist because of the low of country security.

In addition, polarization strategy can be explained on how the use of pronoun “saya” or ‘I’ in which it refers to the narrator, pronoun “kita” or ‘we’ refers to people/society which is claimed has same notion to the narrator’s point of view, while pronoun “mereka” and “teroris” or ‘they’ and ‘terrorist’ refers to people or group who are accused as negative subject as the bombing actor and the politic opponent of SBY as an instigator and bothering the peaceful politic system in Indonesia. There are some quotes that show polarization strategy.

27) titik hitam dalam sejarah kita, terjadi lagi serangan atau pemboman yang dilakukan oleh kaum teroris di Jakarta

28) Saya yakin sebagaimana yang dapat kita ungkapkan diwaktu yang lalu, para pelaku dan mereka-mereka yang menggerakkan aksi terorisme ini akan dapat kita tangkap.

29) Saya tunjukkan, ada rekaman videonya, ini mereka yang berlatih menembak

30) Mereka segelintir orang itu tidak memiliki rasa kemanusiaan dan tidak peduli dengan kehancuran Negara kita.

Besides those strategies mentioned above, in SBY’s speech also uses a strategy of burden. This strategy used to show how heavy the burden that must be handled by one particular side because of result of particular action. In that case, the bomb happened must burden the victims, injured people, victim’s family, the country, and even the bombing actor himself. The quote that shows this strategy is:

31) ... korban jiwa dan luka-luka bagi mereka yang tidak berdosa.

The burden felt by the country there is destruction of country and affected negatively to economy, tourism, and investation sector because there is disbelief feeling of Indonesian security for particular side. There some quotes that confirm the burden of this country:

32)... adanya kehancuran yang diderita oleh Negara atas tindakan yang tidak memiliki perikemanusiaan.

33) ...merusak keamanan dan kedamaian di negeri ini, juga terjadi ketika rakyat sungguh menginginkan suasana yang tepat, aman, tenang, dan damai, dan justru rakyat ingin agar selesainya pemilu 2009 ini kita semua segera bersatu, membangun kembali Negara kita untuk kepentingan rakyat Indonesia

34) ... akibat aksi teror ini yang dampaknya luas bagi ekonomi kita, iklim usaha kita, kepariwisataan kita, citra kita dimata dunia dan lain-lain lagi

35) ...lagi-lagi harus mengalami goncangan dan kemunduran. Lagi-lagi dampak buruknya harus dipikul oleh rakyat Indonesia.

However, the burden for terrorist side is that they must face the country reaction such as searching for them, arresting and punishing them appropriately. The quotes that show it:

36)...negara dan pemerintah akan melaksanakan tindakan yang tegas, tepat dan benar terhadap pelaku pemboman ini, berikut otak dan penggeraknya ataupun kejahatan-kejahatan lain yang mungkin atau dapat terjadi di negeri kita sekarang ini.

Statements in euphemism, polarization, burden strategy above show that there is an attempt in order to get society sympathy by using heart touching words to the society; however, in the other side, there is also an attempt to maintain the law firmly against the crime and ask the society be unity to face and handle the negative impact of terrorism action. An attempt of getting sympathy from the society is as an effort of self image to get society's support and stand behind the narrator. This becomes closely real with illustration strategy which conveyed in several quotes below:

37) Dalam rangkaian pemilu legislatif dan pemilihan Presiden dan pemilihan Wakil Presiden tahun 2009 ini... kegiatan kelompok teroris yang berlatih menembak dengan foto saya, foto SBY dijadikan sasaran, dijadikan lisan tembak.

38) Ini mereka yang berlatih menembak

39) Dua orang menembak pistol

As additional note while the quotes 39, 40 41 uttered, SBY also showed some pictures where on a picture of SBY has been shot on left cheek, it means it is used to practice of shooting with the target, SBY picture. This strategy uttered by SBY shows that President SBY was worried about his own life safe. Hence, Indonesian society become so sad and put their sympathetic to SBY and it also make an image that SBY is a good leader who is always bullied by his politic opponents.

Strategy of Lexicalization also strengthen and more clarify the ideology of maintaining the human right against terrorism and ideology of politic image can be seen from several key words in his speech as follows: teror/teroris/terisme (terror/terrorist/terrorism), aksi (action), tidak berperikemanusiaan (having no worthiness of a human being), sasaran (target), tembak (shoot), keji (cruel), inteligen (intelligent), prihatin (anxious), nafsu (desire), amarah (anger), keangkaramurkaan (greed), segelintir (small group), tanggap (react to), darurat (urgent),

investigasi (investigation), instruksikan (instruct), pihak (side), berwenang (authorized), pendudukan (occupy), paksa (force), revolusi (revolution), kekerasan (violation), lokasi (location), steril (sterile), sisir (comb), anarki (anarchist), pengrusakan (destruction), kutukan (curse), politik (politic), pemilu (election), memilukan (saddening), membunuh (murder), jeratan (knot), hukum (law), drakula (Dracula), maut (death), ekstrimitas (extremity).

The whole of key words above contain negative feeling value related to bombing terror and politic opponent of SBY. The negative feeling value itself strengthen text which has soul in order to have the ideology of maintaining human being right against human crime) and also ideology of politic image as the text construction itself.

The use of stategy of proposing norm expretion is expressing statement what supposed to be done for the bomb terror and intelligent information related to any kind of threat along the process of president-vice president election done by politic opponent of SBY. This strategy of norm expretion is as completion of previous strategies such as actor description, victimization, authority, euphemism, polarization, burden, and lexicalization strategy. Normative statement proposed is as responsibility to the country security and Indonesian society directed for Polri, BIN, TNI, law and Indonesian society. It can be seen from some quotes below:

40)...pemerintah menjalankan kegiatan tanggap darurat untuk merawat saudara-saudara kita yang menjadi korban dalam aksi pemboman ini investigasi juga tengah dilakukan.

41) saya telah menginstrusikan kepada Polri, Badan Intelijen Negara dan badan lembaga-lembaga lain terkait untuk melakukan investigasi secara cepat dan menyeluruh serta mengendalikan pelaku-pelakunya, sesuai dengan ketentuan hulum yang berlaku.

42) Saya juga menginstrusikan kepada para penegak hukum untuk juga mengadili siapa saja yang terlibat dalam aksi terorisme ini, siapapun dia, apapun status dan latar belakang politiknya

43) Andai kata tidak terkait ancaman-ancaman yang tadi itu, dengan aksi pemboman hari ini, tetaplah harus dicegah, harus dihentikan, karena anarki, tindakan kekerasan, pengrusakan, tindakan melawan hukum bukan karakter demokrasi, bukan karakter Negara hukum.

44) Oleh karena itu, kebenaran dan keadilan, serta tegaknya hukum harus diwujudkan. Saya bersumpah, demi rakyat Indonesia yang sangat cintai, Negara, dan pemerintah akan melaksanakan tindakan yang tega, tepat, dan benar terhadap pelaku pemboman ini, berikut otak dan penggeraknya ataupun kejahatan-kejahatan lain yang mungkin atau dapat terjadi di negeri kita sekarang ini.

45) Polri, TNI, BIN termasuk para Gubernur, Bupati dan Walikota, saya minta untuk terus meningkatkan kewaspadaan, terus berusaha keras mencegah aksi-aksi teror. Dan kemudian yang

penting lagi, para penegak hukum harus betul-betul mencari, menangkap dan mengadili para pelaku, para penggerak, dan otak dibelakang kekerasan ini.

Those normative expressions are marked with the use of performative verb “menginstrusikan” (instruct), a modal “harus” (must), and conjunction “untuk” (for). Besides there is also a confirmation statement, “Saya bersumpah demi rakyat... Negara dan pemerintah akan melaksanakan tindakan yang tegas...” (I swear for society, country and government will do certain action...) in which contains power value in order to bring a charge or demand to law enforcer, government, and society in order to work together in exterminating terrorism, violence, anarchism, an action of disobeying law which do not belong to democracation characteristic.

Several kinds of ideology of producing text in those quotes above clearly show that President SBY’s speech on 17th July 2009, it is not only as a President at that moment but also as next Indonesian President who involved in the President and Vice-President election. Hence, it then caused two kinds of ideologies appear in this text. First, ideology of maintaining the human being right (being against to human crime) which was produced by the responsibility of President related to terrorist act and the bombing which happened in JW Marriot and Ritz Carlton hotel. Second, ideology of politic image produced by the President which involved in election as the next President candidate for period 2009-2014; however, it was not emphasized as one of society. The ideology of self image itself was created because there are several critics and threat given around legislative publich election and President and Vice-President election in which at that time the vote was being counted by KPU. In that context, SBY and his partner can be ensured would win the election.

Between the two ideologies appeared, human being right and politic self image ideology in the text also can be determined which one is the dominant ideology. From the each paragraph and supporting sentences uttered, there are 22 paragraphs. There were 6 paragraphs talked about human crime (terror, terrorist, and bombing) and also the supporting sentences within the paragraphs clarified about the result of the bombing incident. Then if it is compared with the ideology in politic area, there were 16 paragraphs which talked about the public election and any kind of threats which possibly happen and the supporting sentences which explained more in the politic area rather than about the bombing action.

From the text compositions in SBY’s speech itself, there is a focus reversing in which supposed to concern on stressing the ideology of maintaining the human beign right (being against to human crime) and dominated the whole text topic, since the context of producing the text is responding to the bombing action in Jakarta. However, the ideology of politic self image was very dominated in the whole context.

IV. CONCLUSION AND SUGGESTIONS

Indonesian country had just held the process of President-Vice President election for period 2009-2014 on 8th July 2009. Komisi Pemilihan Umum (KPU) Indonesia as independent institution on organizing the public election at that time was counting for votes manually in order to form a firm decision for the next couple of President and Vice-President for Indonesia. As that far, SBY stated that along his government Indonesia was relatively safe and peaceful far from any kind of terrorism act and cruel human crime; moreover, the democracation run very smoothly and well without any significant trouble.

However, suddenly when KPU was counting the result of President and Vice President election there was terrible bombing action happened in JW Marriot and Ritz Carlton hotel Mega Kuningan Jakarta. In responding to bombing action itself, President SBY delivered pers broadcast in the form of speech at 14.00, 7 hours after the incident happened; in addition, the delivered speech was broadcasted lively by electronic mass media (Television and Radio)

The discourse which appeared in the Former of President SBY's speech on 17th July 2009 actually was not only focused on the tragedy of the bombing action and an effort on overcoming the terror bomb as cruel human crime. SBY's statements in his speech widely spread to politic matter, in which SBY was waiting for the result of election. The bombing matter also said as an action from the politic opponents of SBY side who assumed that the President and Vice-President election process was full of cheating. In addition, the statements of negative value for his politic opponents were very dominated in his delivered speech.

Based on critical discourse analysis, in an attempt to open up the topics inside the text and strategies of producing the discourse the Former of President SBY's speech on 17th July 2009, it is clearly shown that the topic of bombing terror as human crime action and disobeying human being right as biased ideology in which only few discussed in his whole speech. However, the self image politic ideology discussed much more than the first ideology and this politic ideology was dominated in his whole speech and stressing on negative value on other politic opponents group. The strategy of producing the discourse in SBY's speech showed strategy of positive self-presentation of SBY to make positive image in front of public (boasting) and negative other presentation to his opponents in politic in order to make negative image for them (derogation). To sum up, SBY's speech in responding to bomb action in JW Marriot and Ritz Carlton hotel could be appropriately assumed as a speech of politic self image rather than a speech of maintaining human being right against bombing terror which supposed to be dominated in the whole text.

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