

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Language is the ability of humans to communicate with one another. We may communicate and convey meaning or ideas to others through language. As a result, language is one of the most crucial aspects of human life. The presence of language facilitates our ability to speak and communicate our meaning to listeners. Because language is a set of conventions, language is learnt by individuals. No language is neutral. Because language is a medium of expression. Language reflects how the owner of language thinks, their value, their way of life as well as their environment.

The travel and tourism industry is one of the world's largest and fastest expanding industries. It has become the fastest growing economic sector in six decades (Antara & Sumarniasih, 2017). The most common views of tourism include holidays, travel, rest, leisure, and pleasure and escape from reality. Tourism is a travel activity carried out from one place to another for a while which has a recreational purpose (Yoeti, 1996).

Bali has been considered as one of the top tourist destinations in the world for decades. The travel and tourism industry can thrive rapidly because of the role of information technology and because it can facilitate tourists who want to visit to access information about tourism products anytime and anywhere.

According to data released by the Bali Central Bureau of Statistics on March 1, 2023, the number of tourists visiting Bali in January 2023 was 331,921 visits. When compared to the previous month, the number of tourist visits in January

decreased by -12.02%. According to BPS data, 330,078 foreign tourists entered through the Ngurah Rai International Airport, while 1,875 foreign tourists entered through the port. In January 2023, BPS reported the arrival of a large number of tourists from Australia, Russia, India, South Korea, Singapore, Malaysia, England, United States, China and Germany to Bali. Some interesting things that we can see from the data for January was the increase in the number of tourists from Russia to rank the second with an increase of 12.19% recorded 22,104 visits, compared to the previous month.

Beside giving revenue to the island and Balinese people. There are growing numbers of concerns on the misbehaving visitors, especially lately about the Russian tourist in Bali. The complaint ranges from not complying to the road safety regulation, improper behavior in temples or sacred places to work and do business without working permits (Foreign policy, 2023). This concern is now going viral on social media as well as in online news media.



In this era, the mass media plays a significant part in the lives of Indonesians. Mass media has evolved into a source of information that can impact public opinion, convey a wide range of actual information, and is widely consumed by the general public. Media delivers information that can lead people to trust everything they hear. One of them is a news article. A news article that contains an event that occurred in the community which is then published using certain media with the aim that event is known and becomes the attention of the general public. News articles are written on a whole range of topics due to large target audiences of newspapers.

Most, if not all, news reporters profess to be objective in their reporting. To them, reporting is accurately representing facts and happenings. On the contrary, some media experts believe that impartial news reporting is impossible since language, the primary tool for reporting, is an embodiment of ideology (Fowler 1991; Dellinger 1995; Reah 1998; Beard 2000). In the case of Russian tourists in Bali, news reports tend to be ambiguous. This is primarily because language which is the primary means of reporting is never innocent, free neutral, but reflects beliefs and ideologies of the users (Taiwo, 2007). The result is that language (particularly discourse structure and strategy) is frequently modified to describe conflict players and events based on the reporters' perceptions and views. According to van Dijk (2006) the representations which are usually ambivalent have underlying ideological prejudices, where the in-group is positively presented and the out-group is negatively represented. This study used the Tempo.co of the article to be discussed. Tempo is an Indonesian weekly magazine that covers news, articles, and politics in English language.

This study analyzes salient discursive strategy deployed by the Tempo.co, Indonesia Expat, and Channel NewsAsia article in representing the case of Russian tourists in Bali, with a view to unveiling underlying values in the categorization of the actors and their actions. Attempts to comprehensively describe the discursive strategies used in the articles by using the theory of Wodak & Meyer (2001).

## **1.2 Problems of the Study**

From the background of the study that has been described, the problem can be formulated as follow:

1. What discursive strategies are used in the news articles about the Russian tourists in Bali?
2. What are the values represented in the news articles about the Russians tourists in Bali?

### **1.3 Objectives of the Study**

The objectives of this study are to answer the problems that have been formulated above, the objectives are as follows:

1. To describe the discursive strategies are used in the news articles about Russian tourists in Bali.
2. To investigate the values represented in the news articles about the Russian tourists in Bali.



### **1.4 Limitation of the Study**

The scope of this research are the discursive strategies as well as the values represented in the news articles about the Russian tourist in Bali, using some text that will be further analyzed to describe the values in the articles used.

### **1.5 Significance of the Study**

The significance of this research can be categorized into two parts, namely theoretical significance, and practical significance. They are described below:

#### **1.5.1 Theoretical Significance**

Theoretically, the result of this study is expected to enrich and develop theoretical perspective on discourse analysis, especially on discursive strategies on

tourism discourse. Furthermore, it can be used by the reader to get deeper knowledge as well as a good understanding of the theory.

### **1.5.2 Practical Significance**

In practice, the result is expected to help students in understanding critical discourse analysis. It also could be a reference for the next researchers who are interested in analyzing the same topic. The addition that understanding how the values work in public text will make the audience to be more critical and do not simply absorb the values offered in mass media, especially negative values.



## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES**

This section collects and reviews the literature which is in accordance with the theory and findings of previous research. There is some literature discussed in this section. In addition, also discuss the concepts, and theories.

#### **2.1 Review of Related Literature**

In this review of related literature there are five studies reviewed to give some insights and comparison to this study.

The first study is a thesis written by Hidayah (2021), entitled “A Positive Discourse Analysis of Discursive Strategy in the “In Front of the Class” Movie. The aim of the study is finding out the types of discursive strategy and the value contained “In the Front of Class” movie. For the analysis of the data, the researchers use a qualitative method. The theories used in this study are stated by Wodak and Meyer (2001). The result of the study shows there 96 types of discursive strategy found, and the values presented from the movie are patient, humble, optimistic, etc. The difference between the study and this study is the data source. The study took the data source from the movie, and this study took from the articles. The similarity between both studies using theory by the same expert and analyzing the same topic is about discursive strategy.

The second study is a thesis written by Aini (2019). The title is “Discursive Strategies on Boyolali Faces Issued by the Jakarta Post Online Mass Media”. The aim of the study is to explore the discursive strategies used in the news about Prabowo Subianto on online mass media. The research uses descriptive analysis to

analyze the data. The theory used in this study was adopted by Van Dijk's (2001). The result of this study revealed that The Jakarta Post journalist used a discursive strategy to increase the information deliveries and acceptance in writing news about the "Boyolali Faces" issue. The discursive strategy is the cognitive strategy to control and construct other's minds and present their belief through ideological construction. The difference between the journal study and this study is the data source. The study using the data source from the Jakarta post online mass media meanwhile this study using the Bali post online mass media. The similarity about this study is analyzing the same topic is about Discursive Strategies.

The next study is a journal article written by Sultan and Rapi, M (2020), entitled "Positive Discourse Analysis of the Indonesian Government Spokesperson's Discursive Strategies during the Covid-19 Pandemic". The aim of the study focuses on investigating the discursive strategies used by the Indonesian government spokesperson at daily press conferences during the Covid-19. For the analysis of the data, the researchers employed the positive Discourse Analysis (PDA) framework. The theories used in this journal proposed by Reisigl and Wodak (2009). The result of the study showed that the spokesperson made use of nomination, predication, argumentation, perspectivization and intensification, and mitigation strategies to deliver information to the public. The difference between the journal study and this study is the data source. The study using the data source from daily press conferences meanwhile this study using the articles. The similarity about this study is to analyze the same topic as Discursive Strategies.

The fourth study is a journal article written by Purwanto (2017), entitled a “Discursive Strategy on Ridwan Kamil’s Status Update: A Critical Discourse Analysis”. The aim of the study is to know the impact of a written expression through social media toward the people who read it. The effect can be seen from the number of the fans that have contributed by giving thumbs up, love, writing the comment and sharing the status. For the analysis of the data, the researchers use a qualitative method. The results of the study show there are some certain aspects that affect the readers of the status update. The theories used in this study were proposed by Wodak and Meyer (2001) and Renkema (2009). The difference between this journal with this study is the data source. The journal using the data source from the page of Ridwan Kamil in that social media meanwhile this study using news articles. The similarity between the journal and this study is that the same topic is about Discursive strategy and Critical Discourse Analysis (CDA).

Last is a journal written by Kasni & Budiarta (2021), entitled “The Multimodal Forms of Tourism Promotional Discourse in the Age COVID-19”. The aim of the study is finding out the multimodal form of tourism promotional discourse of promoting hotels in Bali in the age of COVID-19. Descriptive qualitative method is a method used in this study. The theory used in this study is the semiotic theory proposed by Saussure (1959). As a result of this study the forms of hotel and tourism advertisement during the implementation of the new normal were categorized into hotel and tourism audiovisual advertisements and printed hotel and tourism advertisement. The difference between the thesis and this study are the theories. The study uses theory by Saussure and this study uses theory by Wodak & Meyer.



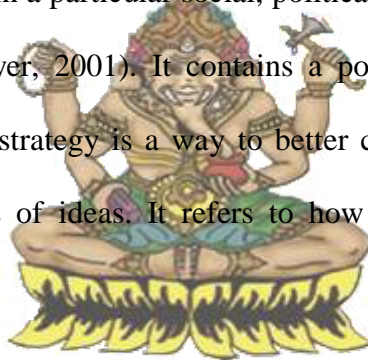
The similarity about both studies is analyzing the same topic which is about discourse analysis.

## 2.2 Concepts

Concept is the short definition of the study that will be used to make a good framework on the analysis. There are three concepts that involve in this study:

### 2.2.1 Discursive Strategies

Discursive strategy is an intentional plan of discursive practice and tactics employed in discourse in a particular social, political, psychological and linguistic global (Wodak & Meyer, 2001). It contains a positive or negative attitude to something. Discursive strategy is a way to better control and indoctrinate other people to grow beliefs of ideas. It refers to how the discourse influences the recipients.



### 2.2.2 News Article

UNMAS DENPASAR

A news article is a type of journalism that presents factual news about events. News articles are written to inform and educate readers on current affairs/events. They are used to provide readers with information they need or want to know about the world around them. According to Mitchel V. Charnley in his book “Reporting” edition III (Holt-Reinhart & Winston, New York, 1975 page 44) states that “news is timely reporting of facts or opinions that have appeal or important matters or both for the wider community”. Online news articles actually have broader responsibilities.

### 2.2.3 Tourist

According to the Cambridge Dictionary (1999) Tourist is a person who is visiting a place for pleasure and interest, especially when they are on holiday. A tourist or tourist is a person who travels at least 80 km (50 miles) from his home for the purpose of recreation, as defined by the World Tourism Organization. Tourists or visitors are people who come to visit a place or country consisting of many people with a common goal different (Yoeti, 1985, p.123).

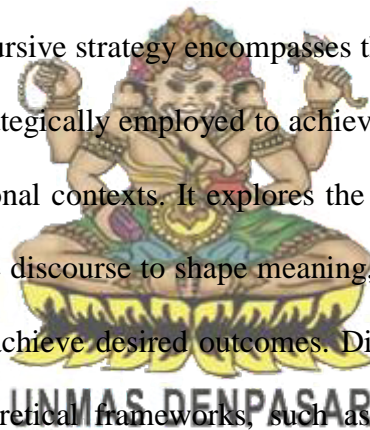
### 2.3 Theories

The theories that will be used in this research are based on Critical Discourse Analysis (CDA). Discourses that have been made can be criticized and analyzed by others who are commonly called critical discourse analysis (CDA). Critical Discourse analysis is the review that is done by someone to look into the real meaning that will be conveyed by the speaker or writer in their writing. Analyzing in critical discourse does not just describe language elements, but also associate with context. CDA regards language as social practice (Fairclough and Wodak, 1997), and takes consideration of the context of language use to be crucial (Wodak 2000). CDA is defined as fundamentally concerned with analyzing opaque as well as transparent structural relationships of dominance, discrimination, power and control as manifested in language. CDA aims to investigate social inequality as it is expressed, signaled, constituted, legitimized, and so on by language use. Nowadays, the term CDA is used to refer more specifically to the critical linguistics approach of scholars who find the larger discursive unit of text to be the basic unit. refer perspectives specially focused on the discursive strategies analysis. Strategy

is a structured way, discursive can help control the mind, it explained by Wodak discursive is a systematic way of using language. The theory of discourse analysis will be taken from the perspective of Wodak & Meyer (2001). Wodak & Meyer (2001) have described strategy as generally refers to a (more or less accurate or less intentional) plan of practice, including discursive practices, adopted to achieve a particular social, political, psychological or linguistic goal. As pointed out by Wodak, discursive strategy is used to get some attention, strengthen.

### **2.3.1 Discursive Strategy**

The theory of discursive strategy encompasses the study of how language and communication are strategically employed to achieve specific goals within social, political, or organizational contexts. It explores the ways in which individuals or groups strategically use discourse to shape meaning, influence attitudes, negotiate power dynamics, and achieve desired outcomes. Discursive strategies are deeply rooted in various theoretical frameworks, such as discourse analysis, rethoric, communication studies, and sociolinguistics. These theories provide insights into how language is used strategically to construct and negotiate social realities. By analyzing discursive strategies, researcher and scholars can uncover underlying power dynamics, ideological processes, and social implications embedded within communication practices. Here are some common discursive strategies; persuasive language, rhetorical questions, appeals to authority, logical reasoning, counterarguments and refutations, appeals of emotion, framing, and etc. it is important to note that discursive strategies can be employed for various purpose, including academic writing, persuasive speeches, marketing campaigns, political



discourse, or everyday conversations. The effectiveness and ethical implications of these strategies depend on their appropriate and responsible use within the given context. There are five strategies that can be used to reveal the power that is used by some people or groups.

### **2.3.1.1 Referential/Nomination**

Referential strategies are methods for identifying individuals or groups of people based on social membership. Nomination approach for the construction of social actors, object/phenomena/events, and process/actions. There is frequently a metaphorical figure of speech in the nominations that contains a process and activity. It is critical in this method to pay attention to the sorts of words used for naming in order to provide an overview of the construction and depiction of social actors.



### **2.3.1.2 Predication**

**UNMAS DENPASAR**

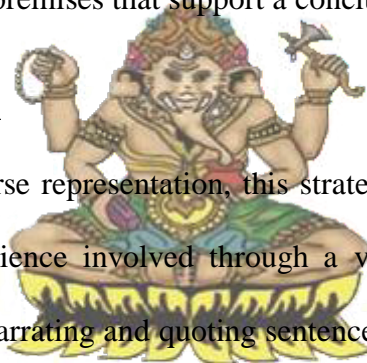
Predication strategies that can be found in stereotyped, evaluative attributions of positive or negative qualities, and implicit or explicit predicates. Predication techniques are an examination of the traits, characteristics, features, and qualities given to in and out groups via synecdoches and negative and positive qualities. The word comprised both positive and negative elements (in the form of adjectives, conjunctions, or both). Comparison or parable, metaphors, and other rhetorical figures that include figures of speech, presuppositions, and other elements. This method is intended to define individuals, institutions, items, and so forth.

### 2.3.1.3 Argumentation

Argumentation strategies expressed in certain topics used to explain political inclusion or illusion. Argumentation is a communication procedure that is used in conjunction with any informatively relevant language construct and serves as a universal approach for transferring information through discourse acts. It determines the truthfulness and normative correctness of certain statements. People might use this method to offer, justify, legitimate, or criticize points of view. An argument is backed by premises that support a conclusion.

### 2.3.1.4 Perspectivation

Framing discourse representation, this strategy describes the attempt of a speaker to get his audience involved through a variety of techniques such as describing, reporting, narrating and quoting sentences. Expressing involvement or distance in direct, indirect or free indirect speech. This strategy asks from the corner to look at who the nomination, attribution and this argument is expressed. With such a framework, the speaker/writer expresses involvement in discourse and positions their point of view in report, or relevant utterances. For example, use of deictic expressions (I, you, he, we, that). That used to show a viewpoint. As an example. Wodak (1999) shows the use of the world where we can meaningfully involve the interlocutor or not involve interlocutors.

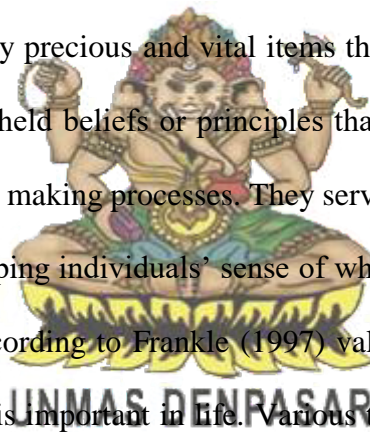


### 2.3.1.5 Intensification, Mitigation

Intensification/Mitigation is a word or sentence that serves to increase the meaning, where from the word the reader can find advantages or more things to attract interest. Modifying or intensifying the epistemic status of a proposition. Doubts, expressions that are unclear or vague. Indirect speech for example a question or not a question. For example, the use of question tags as rhetoric indicating agreement between speakers.

### 2.3.2 Values

Values are really precious and vital items that are regarded as valuable in life. values are deeply held beliefs or principles that guide individuals' attitudes, behaviors, and decision making processes. They serve as a foundation for personal and societal ethics, shaping individuals' sense of what is important, desirable, and meaningful in life. According to Frankle (1997) value is a concept or idea about what someone believe is important in life. Various theories and frameworks have been developed to understand and explain values, such as Schwatz's Theory of Basic Human Values, Rokeach's Value System. These theories offer conceptual frameworks for comprehending the origins, development, and effects of values on people and society. They provide insights into how values affect behavior, affect choices, and promote both individual and society well-being. It is crucial to remember that a variety of elements, such as culture, family, education, and personal experiences, can have an impact on values. values can also differ among people and cultures, and several value systems may exist within a single nation or community. To use a few expressions, the positive attribute of something that is



desirable, useful, intriguing, good, or important. Values, are important and long-lasting ideas or ideals shared by members of a society about what is good or evil and appropriate behaviors and attitudes, and they serve as guiding principles in all situations. The accepted truth is the value that generates a behavior that has a positive impact on people to do something and for others.

