THE REPRESENTATION OF JOKO WIDODO IN THE JAKARTA POST'S ARTICLE: A CRITICAL DISCOURSE ANALYSIS

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Abstract: This study revealed the representation of Joko Widodo as one of the presidential candidates in the 2019 Indonesian presidential election in one of the *The Jakarta Post'*s articles. The data was one of *The Jakarta Post'*s articles entitled *'Jokowi accuses Prabowo's team for enlisting foreign consultant'*. The theories used in this study were Halliday and Matthiessen's Transitivity (2014) and Fairclough's three Dimension of Critical Discourse Analysis model. The findings have shown positive representations of Joko Widodo. The representations can be seen from the processes used imbued in newspaper discourse. Furthermore, this positive representation can influence voters to determine the selection in the presidential election.

Keywords: critical discourse analysis, representation, transitivity, experiential value, presidential election

A presidential election is one of the important events in each nation worldwide, eventually deciding what the policy will be inside the nation itself, with no exception in Indonesia. In facing the election, some people around the nation would look for the information about the presidential candidates to determine their choices. This search for information could be through online or offline media that use written or spoken language. Discursively speaking, language can be beneficial for a political campaign to create a particular persona and become a deadly weapon according to how the language is used (Fowler, 2013).

In this context, language strongly relates to how ideas are represented and create an impression on the readers through its textual strategies such as transitivy system used in it. Halliday and Matthiessen (2014) stated that the transitivity system categorizes different type of processes that are identified in language based on how the structures are expressed. The process consists of potentially three points. Those points are predicate, the participants who are involved in the process and circumstances which are associated with the process.

One example of where language can create a particular impression in media is a newspaper article. It has always been considered one of the most excellent mediums to express and deliver someone's perspective. According to Fiske (2010), every word spoken or written has its

hidden meaning and shows the power that reflects community interest. In other words, language use is never neutral in a newspaper article because it carries some hidden meanings containing the issue agendas and public discourses through its power to reinforce the beliefs and shapes people's opinions. Thus, the language in the news media can create a particular discourse, especially political discourse. Discourse itself is defined as a term to describe how people in society use language. Mills (2004) stated that discourse is the form of language used inside the social practice and part of social interaction.

Accordingly, based on the explanation above, in this research, the researchers aimed to identify how one of *The Jakarta Post's* articles represented Joko Widodo as one of the presidential candidates in the 2019 Indonesian presidential election. In Indonesia, the Jakarta Post, established in 1983, is one of Indonesia's English newspapers that provides content and services in line with its role as mass media in the country. Furthermore, the researchers formulated the following questions:

1. In what ways is the transitivity system used in the selected Jakarta Post's Article?
2. What are the representations of Joko Widodo portrayed from the transitivity system used?

The researchers then utilized the Critical Discourse Analysis (CDA) approach to answer those questions. The CDA approach views language as a contribution to reality production and is used to display the undiscovered ideologies or messages existing in the plain text (Ulum, 2016). In addition, the approach can also identify how a particular object or person is represented (Asidiky and Puspa, 2020). Furthermore, van Dijk (2008) and Fairclough (2013) argue that CDA focuses on the relationship between discourses and power, dominance, and social inequality. This approach views how discourses create and maintain these relations of domination and inequality.

Several previous studies discuss the same topic with a critical lens on how mass media, especially their articles, represented figures in the Indonesian political contexts. Firstly, Sulistyanto et al. (2018) focused on describing the discourse fight campaign of the Indonesian presidential election in 2014 and the impact of the mass media as the public column. Secondly,

Rahardi et al. (2020) investigated how Indonesian presidential candidates are represented in The Jakarta Post and Jakarta Globe after the 2nd and the 4th presidential debate to find out the hidden ideology based on the representation of each candidate. Thirdly, Asidiky and Puspa (2020) analyzed how hoax news headlines published on www.turnbackhoax.id portrayed Basuki Tjahaja Purnama (BTP) as a leader. They found that BTP was represented negatively to provoke and misguide the readers. Fourthly, Dewi *et al.* (2021) reported how a news article represented Prabowo regarding his appointment as Defense Minister. Lastly, Asfar *et al.* (2022) analyzed the construction of an online news text that discursively influenced Prabowo's voters to elect Sandi Uno Instead of Anies Bawedan.

Meanwhile, this study is slightly different from previous studies. In the preliminary studies above, the researchers haven't found any reports that focused on Joko Widodo's polarity representation against his competitor, Prabowo, in news texts. Accordingly, this study tried to focus on an online news article that portrayed Joko Widodo in polarity representation against his competitor, Prabowo, especially in a news article published by Jakarta Post. It also used a transitivity system to determine the polarity. Furthermore, the study was conducted to identify how Joko Widodo was represented through the text, which writer's ideology will influence.

METHOD

In answering the research questions, the researchers applied a descriptive qualitative method along with Fairclough's three dimensions of the CDA model as the analytical approach. Creswell (2017) stated that the descriptive qualitative method helps interpret and rationalize the data naturally. Meanwhile, Fairclough's CDA model has three analytical stages: description, interpretation, and explanation (Fairclough, 1989 & 2013).

Those stages help reveal how media build a particular discourse. However, CDA needs an analytical tool to interpret hidden ideologies. In this research, the analytical tool used is the transitivity system stated by Halliday and Matthiessen (2014). The transitivity system categorizes different types of processes identified in language based on how the

structures are expressed. In addition, this transitivity system could seek ideologies inside the selected article through the analysis of vocabulary, transitivity, animate or inanimate objects, and figurative speech.

Moreover, the researchers carried out two main steps in the analysis process: transitivity analysis and critical interpretation. In the first step, discussed in the finding section, the researchers analyzed the data using transitivity system theory to identify the distribution of processes, participants (agent and patient), and circumstances in the article. In the second step, discussed in the discussion section, the researchers interpreted those distributions critically to analyze the representation of Joko Widodo as a presidential candidate to conclude that the findings bring a new sense and create new insight into society and current development.

Meanwhile, the news article used as the data in this research entitled '*Joko Widodo accuses prabowo's team for enlisting foreign consultant'*. The article is still accessible on https://www.thejakartapost.com/news/2019/02/04/jokowi-accuses-prabowo-camp-of-enlisting-foreign-propaganda-help.html. This article has been selected because it discussed two Indonesian presidential candidates at once related to foreign party involvement. The article was taken from *The Jakarta Post* news website.

FINDINGS AND DISCUSSIONS

Findings

After analyzing data, the researchers found that the processes and participant types became the key to determining how The Jakarta Post represented Joko Widodo as one of the presidential candidates utilizing Halliday's and Matthiessen's Transitivity System (2014). The following are the findings.

The researchers have identified the domination of particular processes. The following table is the list of them used in the article.

Table 1. Transitivity Types of Processes Findings

Type of Processes	Number of Appearances	Percentage
Material	30	35.72%
Mental	9	10.72%
Verbal	26	30.95%
Relational		
a. Attributive	10	11.90%
b. Identifying	8	9.52%
Existential	1	1.19%
Behavioral	0	0
Meteorological	0	0
TOTAL	**84**	**100%**

Table 1 above shows that the *material process* appears 30 times or 35.72% of the article. It is followed by *the verbal process*, which appears 26 times or 30.95%. Vergara (2015) explains that the *verbal process* symbolizes a particular participant's response or argument. After the *verbal process*, the *relational attributive process* occurs 10 (ten) times. Furthermore, the *article's mental process appears 9 (nine) times*. Another process is *the relational identifying*, which appears 8 (eight) times or 9.52% of the text. The last is the e*xistential process* which only occurs once in the article.

Table 2. Transitivity Participants Findings

Type of Participants	Number of Appearances	Percentage
Actor	14	11.02%
Sayer	22	17.32%
Senser	5	3.93%
Carrier	9	7.08%
Token	8	6.29%
Goal	27	21.25%
Target	4	3.14%
Verbiage	7	5.52%
Recipient	1	0.78%
Phenomenon	6	4.72%
Value	8	6.29%
Attribute	10	7.87%
Attributor	1	0.78%
Existent	1	0.78%
Assigner	3	2.36%
Inducer	1	0.78%
TOTAL	**127**	**100%**

Table 2 depicts the findings of *the types of the participant* in the article. The first participant found the *goal* that appears 27 times in the article. The second is the *Sayer,* with 22

appearances. *The actor* appears 14 times or 11.02%. The *attribute* which appears 10 times. The *carrier* appears 9 (nine) times. Both the *token* and *value* appear 8 (eight) times or 6.29% in the text. The *verbiage* appears 7 (seven) times, and the *senser* appears 5 (five) times. The *\phenomenon* appears 6 (six times) or 4.72%. The *target* appears 4 (four) times, and the *assigner* appears 3 (three) times. The last are the *attributor, existent, recipient,* and *inducer,* which each of those participants only appears once.

Table 3. Transitivity Circumstances Findings

Type of Circumstances	Number of Appearances	Percentage
Cause	2	5.55%
Place	13	36.13%
Accompaniment	3	8.33%
Time	5	13.88%
Matter	1	2.78%
Manner	9	25.00%
Extent	2	5.55%
Role	1	2.78%
TOTAL	**36**	**100%**

Table 3 shows the circumstance in the article. The *place circumstance* appears 13 times or 36.13%. The *manner circumstance* of appears 9 (nine) times or 25.00%. The *time circumstance* appears 5 (five) times. Furthermore, the *accompaniment circumstance* appears 3 (three) times. The *extent circumstance* appears twice, or 5.55%. The last is the *role* and *matter circumstance* occurring once, or 2.78% in the article.

Table 4 Affiliated Sayer Distributions

Sayer's Affiliation	Number of Appearances	Percentage
Joko Widodo	15	68.18%
Prabowo	3	13.63%
Others	4	18.19%
TOTAL	**22**	**100%**

Table 4 shows the distribution of *sayer* based on their affiliation in the article. The first *sayer* in the article is Joko Widodo which appears 15 times or 68.18%. The second is the *others*. This sayer is a neutral affiliated participant who has no relation toward Joko Widodo or Prabowo as presidential candidates in Indonesian presidential candidates. The *others* appear 4 (four) times in the article. The last is

the sayer which is affiliated with Prabowo Subianto. This affiliated sayer appears 3 (three) times and as the least affiliated sayer found in the article.

Table 5 Social Actors Distributions

Social Actors Categories	Number of Appearances	Percentage
The Accuser	24	40.70%
The Accused	15	25.42%
Accusation Subject	5	8.46%
Others	15	25.42%
TOTAL	**59**	**100%**

Table 5 shows the *accuser* appears 24 times. It is followed by the *accused* and the *others* where each of them appears 15 times. Meanwhile, the *accusation subject* only appears for 5 times. The domination of Joko Widodo's party can be seen from the social actors inside the article which 40.70% of social actors are related to Joko Widodo's party. On the other hand, Prabowo's party only has 25.42% of social actors inside the article.

Furthermore, Joko Widodo's party takes 15 of 22 as sayer. Meanwhile, Prabowo only has 3 of 22 as a sayer. The domination of sayer in the article brings indirect thinking that the article tends to take Joko Widodo's party opinion as the relevant and appropriate opinion since the verbal process can be assumed as a process of opinion delivery.

The *accused* is represented by 8 (eight) agen: Jokowi's challenger, Prabowo Subianto-Sandiaga Uno campaign team, former general, Prabowo, Prabowo's team Dhimam Abror as communication and media deputy director of Prabowo's team, and another campaign team.

The *accusation subject* is represented by a foreign political consultant, a foreign consultant, the purported consultant, and the political consultant. At the same time, *other participants* who appear in the text are people, US-based think tank RAND Corporation, US President Donald Trump, the Russian Government, Lyudmila Verobieva as the ambassador of Russia for Indonesia, foreign investors, Russia and Indonesia.

Discussions

In this part, the researchers discussed the second and last stages of Fairclough's CDA model (1989&2013), namely the explanation and interpretation stages that focused on revealing the representation of Joko Widodo as a presidential candidate. The stages could represent each particular object diverse from each newspaper, article, author, editor, and even an institution regarding the objective that each specific writer or speaker aims.

Furthermore, these stages point out the situation and circumstances around the text, creating a correlation between the representation and the real event. The following are this study's explanation and interpretation stages, particularly about how the article represented Joko Widodo which are elaborated from Halliday's and Matthiessen's Transitivity system (2014) found in the findings above.

The Representation of Joko Widodo as a Presidential Candidate

Joko Widodo's positive polarity in the material processes

The article *'Jokowi accuses Prabowo's team for enlisting foreign consultant'* depicts Joko Widodo as the presidential election candidate. It can be seen through the text's experiential value produced by material process clauses.

(a) President Joko "Jokowi" Widodo has ruffled some feathers
(b) to take over national assets from foreign investors
(c) his (Jokowi) challenger in the 2019 presidential election employed a foreign political consultant
(d) that we (Prabowo's team) use local products
(e) The accusation caused uproar in the country's political scene

Excerpt (a) uses "has ruffled" as a verb. The participants inside this clause are "President Joko Widodo" and "some feather". Another thing that can be analyzed in this clause is the experiential value. The clause above is a kind of figurative speech. This kind of speech has no literal meaning inside it. According to https://idioms.thefreedictionary .com, "ruffle

some feathers" means doing something that annoys, irritates, or upsets other people. It can be assumed that the clause above is similar to "President Joko "Jokowi" Widodo has caused some upsets". Even though the sentence has a similar meaning, the article's author chooses to use figurative speech rather than literal. The editor wants to picture Joko Widodo as having a positive polarity. It can be seen that the use of the word "upset" evokes the readers' sense of negativity.

Meanwhile, the word "some feather" brings a *so-so* sense. The editor prefers to represent the "upsets" in other words "some feather" which indicates the different values of sense in each word. In conclusion, it can be assumed that this sentence has positive polarity toward Joko Widodo since the use of figurative speech that can be identified in the example depicts an ordinary situation rather than a chaotic situation.

Excerpt (b) is a part of the following complex sentence.

'In his speech on Sunday, Jokowi pointed out that his administration had made efforts to take over national assets from foreign investors who had managed them for decades, such as achieving Indonesian majority ownership of PT Freeport Indonesia (PTFI)'

The excerpt (b) uses "to take over" as the verb. It can be seen from the complete sentence of the example that the actor is the effort that the Joko Widodo administration makes. Another participant inside the sentence is "national assets" as a goal. Meanwhile, "from foreign investor" is labelled as a recipient. Two notions can be explained from the example above. The first one is the use of "take over" and "national assets".

The word "take over" based on https://www.lexico.com , means capture or gain possession of by force or military means. The other word, "assets", defines an item of property owned by a particular entity. From those definitions mentioned before, it can be said that the polarity toward Joko Widodo's administration is positive from the Indonesian perspective since the administration takes back the country's property by force without any fear toward the foreign party. Another notion explained in this sentence is the foreign

investor's role. The clause brings a sense of the indirect relationship between those two since "foreign investor" plays the recipient role. It can be concluded that this sentence brings a positive polarity toward Joko Widodo since this clause brings a sense of fearless Joko Widodo and unrelated Joko Widodo to the foreign party.

Excerpt (c) shows the *material process* related to Prabowo's party. The clause uses the word "employed" as a verb. The participants inside this clause are "his challenger" as an actor and "foreign political consultant" as a goal. There are also two notions that can be explained in this clause which would contrast how the experiential value is represented toward each presidential candidate. The first notion that can be identified is the use of word "employed".

According to www.lexico.com, "employ" means giving work to someone and paying them for it. Through the previous explanation, the article's editor seems to evoke the sense of a win-win condition between "his challenger" and "foreign political consultant". However, this sense would create a negative polarity toward Prabowo's team from the Indonesian perspective. Another notion is the "foreign political consultant" role as *a goal* in the clause. As mentioned in excerpt (b), it will bring a sense that shows the direct relationship between Prabowo's team and the foreign party. It can be concluded then this clause brings negative polarity toward Prabowo's party since it also depicts a close relationship between Prabowo's party and the foreign party.

Excerpt (d) is also related to Prabowo's team and takes the word "use" as the verb. Participants in this sentence are actors represented by the word "we" and identified as Prabowo's team and "local products" as the goal inside the sentence. This sentence can be used as a comparison for excerpt (c). The notion inside this sentence is the use of the word "use". According to www.lexico.com, the word means to take, hold, or deploy something to accomplish or achieve something by any means, including force. The editor wants to evoke a negative perspective toward Prabowo's party since the foreign party is paired with a positive verb. In contrast, the local product is paired with a negative verb in the clause where Prabowo's party has power. It can be concluded that this clause would also create negative experiential value toward Prabowo's party for being kind to the foreign party and being harsh to the local people.

Excerpt (e) takes the word "caused" as the verb. The participants inside this clause are "the accusation" and "uproar". Meanwhile, the "in the country's political scene" plays a role as a circumstance of place. The notion inside this clause is the use of "the accusation". According to www.lexico.com , uproar means a public expression of protest or outrage. Accordingly, the word "uproar" negatively affects the readers. The clause can be concluded to have a negative polarity toward the actor since the experiential value of the word "uproar" is negative. The actor inside the clause is "the *accusation*", which brings an inanimate entity. The editor of this article prefers to use "the accusation" rather than "Joko Widodo" in the negative polarity clause. The editor of this article seems to remove an animate actor in the clause to create a different persona. This strategy then brings an advantage to making a positive polarity since Joko Widodo is not the one who caused an uproar.

Joko Widodo's positive polarity in the mental Processes

The article that appeared and was collected from The Jakarta Post's website depicts Jokowidodo as the presidential candidate positively through the experiential value produced by the mental process clause inside the text.

(f) The camp (Jokowi's party) was considering
(g) They (Prabowo's party) don't care

Excerpt (f) is a part of the following sentences.

'Jokowi-Ma'ruf campaign team deputy director for political communication Meutya Hafid said the camp was considering to stop using the term "Russian propaganda" following the objection raised by Ambassador Vorobieva'

It uses "considering" as a verb. Participants inside this sentence are "the camp, " referring to Joko Widodo's camp as the senser and the action toward the propaganda as the phenomenon. The notion inside this sentence points positive

polarity toward Joko Widodo's team by using the word "consider". According to https://www.lexico.com, consider means thinking carefully about something before deciding. Another notion is the use of a mental process before the material process. This clause will be more effective if the clause is written into: "the camp stops using the term", but the author chooses to add mental process before the material process. The author put mental process before material process to show the relationship between the camp and the foreign party. It indicates an act of rebellion and argumentation toward a foreign party. The mental process will evoke the sense that the camp has the power to agree or disagree with a foreign party. It concludes then Joko Widodo's party has positive credits in this clause.

Excerpt (g) is a part of the following sentence.

"They (Prabowo's team) don't care whether or not the propaganda makes people feel insecure," Jokowi said on Sunday.

The clause uses the word "care" as the verb. The participants involved is "they" which later is identified as Prabowo's team with the role of senser and propaganda abilities which is explained in the rest of the sentence as the phenomenon inside this clause. The notion that shows negativity toward Prabowo's party is the use of negation inside this clause. The phrase *"don't care"* creates a negative sense toward the agent inside this clause. Another notion is the use of animate actors rather than the inanimate actor. The use of an animate actor inside this sentence shows the direct involvement of a human actor. As mentioned before, the mental process cannot be seen from the outside and is abstract, yet this sentence shows certainty toward the clause since the author fully quotes it. In this example, the article's author wants to bring a negative sense toward Prabowo's party.

Joko Widodo's positive polarity in the relational processes

The article also depicts Joko Widodo as the candidate of the presidential election positively through the experiential value contained in relational process clauses.

(h) Don't accuse me (Jokowi) being a foreign puppet
(i) that *Pak* Prabowo is the foreign puppet
(j) A spokesman of the Prabowo Subianto-Sandiaga Uno campaign team called the accusation made by Jokowi in a recent speech naïve and nonsensical
(k) the camp did not mean Russia a country or nation
(l) Jokowi's logic is shallow

In excerpt (h) the verb "accuse" play a role as a relational process since it is the process of labelling Joko Widodo as and foreign puppet. This sentence adds the attributor as a participant inside the clause "you". Meanwhile, the example inside the article is imperative, not declarative. Since the form is imperative, the researcher cannot identify the attributor inside the clause, but still, it is categorized as a relational process. The participants inside this clause are "me (Joko Widodo)" as the carrier and "being a foreign language" as an attribute. The excerpt (h) can be categorized as a relational attributive process. Meanwhile, excerpt (i) relates to Prabowo and is also identified as a relational process. The clause is identified as relational identifying.

It can be seen clearly that both of the excerpts (h and i) are relational process types of clauses, but there is a difference between them. The one with Joko Widodo as the subject uses a relational attributive process, while another excerpt with Prabowo uses a relational identifying process. Clause (h) brings the sense that Joko Widodo is attributed as a foreign puppet. This attribute cannot be seen and proven since this attribute is usually an abstract item. Meanwhile, excerpt (i) evokes the sense that Prabowo is identified as a foreign puppet. This identification, on the other hand, can be proven since the identification exists in the real world. It can be seen that this strategy of writing in the relational process brings image positively toward Joko Widodo and negatively toward Prabowo since Prabowo is legitimated while Joko Widodo is assumed as a foreign puppet.

Excerpts (j) & (k) also show positive polarity toward Joko Widodo's supporters. In example (j) the researchers focus on *the attributor vs the assigner*. The *assigner* is the one who gives identification toward an object or entity, while *attributor* is the one who gives characterization toward an object or entity. The

participant inside this clause "A spokesman" is the *attributo*r. Meanwhile, the example (k) shows "the camp" as *assigner*. The author of the article seems to evoke a sense that shows "the camp" which is related to Joko Widodo's party values certain things with facts and can be proven, while "A spokesman" which is related to Prabowo's party, values certain things with only their valuation regardless the fact and anything else. The example shows positive polarity toward Joko Widodo's party and negative polarity toward Prabowo's party since Joko Widodo's party collaborated with fact type of process while Prabowo cooperated with prejudice.

Excerpt (l) shows a similar sense to example (e). This clause is marked by the word "is" as verb. The participants inside the clause are "Jokowi's logic" and "shallow". According to https://www.lexico.com, shallow means little depth. It implies the clause has negative polarity toward the agent inside the sentence. The editor chooses to use an inanimate object inside the clause. It is what rather than who. The author wants to erase the involvement of animate object. This clause focuses on "logic" rather than "Joko Widodo". The polarity inside this clause is positive toward Joko Widodo since the shallow one is logic not Joko Widodo.

Joko Widodo's positive polarity in the verbal processes

The selected article which is related to the accusation about involvement of foreign party in *The Jakarta Post*'s website depicts Jokowidodo as the candidate of presidential election positively. It can be analyzed through the experiential value that is produced by verbal process clauses inside the text.

(m) Like Karding, Meutya clarified
(n) Dhimam Abror denied the accusation

Excerpts (m) and (n) show the verbal process inside the article, with each of them related to Joko Widodo's party (m) and Prabowo's party (n). The excerpt (m) uses the word "clarified". Meanwhile, clause (n) uses the word "denied" as the sentence's verb. According to https://www.lexico.com, clarifying means making a statement less confusing and more understandable. Meanwhile, *deny* is defined as a state in which one refuses to admit the truth or

existence. The clause that relates to Joko Widodo, which uses "clarified" as the verb, brings positive experiential value. On the other hand, the clause about Prabowo, which uses "denied" as the verb, emerges with a negative experiential value. The article's author wants to evoke positive experiential value toward Joko Widodo's party and negative experiential value toward Prabowo's party since Joko Widodo's party is depicted as an agent who creates a better understanding of a particular issue. In contrast, Prabowo's party is portrayed as an agent who rejects the truth.

Joko Widodo's positive polarity in the existential processes

The last process which appears in the article is *existential*. This process appears once and brings a positive sense toward Joko Widodo.

(o) there was another campaign team playing dirty tricks by disseminating hateful propaganda with the help of a foreign consultant

The excerpt (o) uses the word "there" and "was" as the notion of existential process. The participant inside this sentence is "another campaign team playing dirty trick". To create a better understanding, here is another clause that brings a different sense but have a similar meaning: "there was disseminated foreign consultant hateful propaganda". The clause brings a similar meaning without any circumstances involved, but the author chooses to use the clause as in the article rather than the example clause that researchers mentioned. The author wants to show "another campaign team playing dirty trick" to the reader. This word then evokes a negative sense toward Prabowo's team since the only one Joko Widodo's rival in the election is Prabowo. It also brings a negative polarity toward Prabowo since this clause focuses on a dirty trick embedded inside Prabowo's team.

CONCLUSION

In summary, the article entitled *"Jokowi accuses Prabowo's team for enlisting foreign consultant"* published by *The Jakarta Post* through the process of editorial, had a political

leaning toward Joko Widodo and supported Joko Widodo as a presidential candidate in the 2019 Indonesian presidential election. The article also depicted Joko Widodo positively. Joko Widodo's party also played as the dominant social actor in this text. The positive polarity toward Joko Widodo can be seen in the transitivity system in the excerpts (a), (b), (e), (f), (h), (k), (l), (m), and (o) that contained positive values toward Joko Widodo.

Moreover, this study found that Joko Widodo was depicted as a person with no relation and no fear toward a foreign party. Joko Widodo was also pictured as a great leader who prioritized the state's interests over personal interests and delivered facts as argumentation. Furthermore, the editor of this article tended to erase Joko Widodo's involvement by using the inanimate object in the sentence that has negative polarity toward Joko Widodo and uses good attitude word choice to be paired with Joko Widodo's party. Joko Widodo's domination in the article would also bring an understanding of the main concern in the article.

This domination can be seen through the percentage of social actors in the text. Joko Widodo's party, labelled as the accuser in this study, appears for 40.70%. The article also takes Joko Widodo's party opinion as the majority opinion since the agent of saying process, which frequently occurs in the article after the *material process*, is mostly from Joko Widodo's party. It is clear then that the article used in this study puts Joko Widodo to a higher degree than Prabowo as a presidential candidate. The election itself only put two persons as presidential candidates: Joko Widodo and Prabowo. During the presidential election campaign, there was a lot of fake news and defamatory news about foreign party involvement.

Moreover, the representation of each candidate in the article can be helpful to improve or worsen a particular presidential event. These strategies to represent the candidates at least affect the election result. The positive polarity aimed at Joko Widodo in the article is used to improve the voting result for Joko Widodo and bring impairment toward Prabowo in the presidential election.

Critically speaking, *The Jakarta Post* supported Joko Widodo as a presidential candidate, stood for pro-democracy, and strongly related to the government. Joko Widodo, at that time, was also an incumbent candidate who diverse groups supported. On the other hand, Prabowo was supported by conservative Muslims in Indonesia.

Besides, the article in *the Jakarta Post* showed the involvement of the foreign party in the political election process as a nasty thing to do. The article delivers the information mainly on the *material process* and the event since the most participant used *goal,* which has a big difference in appearance value from an actor. The article also uses *place circumstances* frequently to enhance the social event by unfolding the place of the event, which creates a sense of factual information and legalizes the information as truth. In addition, both presidential candidates have similar opinions toward the involvement of the foreign party in electoral matters. Even though both presidential candidates have negative views toward the involvement, this article has shown the political leaning toward Joko Widodo since Joko Widodo's party takes the dominant role in the article and has positive experiential value.

In addition, the findings also show that the use of language in the form of discourse that appears in the article plays a powerful tool in constructing reader paradigms toward certain entities. Critically speaking, *The Jakarta Post* seems to construct the readers' mindset to follow the company's perspective in seeing Joko Widodo as a good presidential candidate.

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