

Discourse analysis (DA) is an analytical framework used to study text and words in a communicative context. DA is also considered a common methodology, theory and critique related to social construction and social power. However, the presence of CDA provides its own style in understanding the media based on the integration of text analysis, production process, consumption and distribution of text and sociocultural analysis (Fairclough, 1995: 24). The understanding of CDA through visual media is based on the linguistic analysis of the text that are contained therein, because visual analysis has traditionally been the domain of media and cultural studies (Machin and Mayr, 2012: 1). Textual analysis in CDA involves linguistic and intertextual analysis, both of which are closely related to discourse media order which belongs to the domain of cultural power (Talbot, 2007: 15).

Domain of cultural power is seen in Ahok's speech which can be analyzed based on CDA by viewing discourse - the use of language in speech and writing - as a form of social practice (Fairclough and Wodak, 1997: 258 in Bazzi, 2009: 72). Therefore, the description of social practice in the discourse implies directly the dialectical relationship between certain discursive events and the situation, in this case (at that time) related to the election of the governor of Jakarta which involves in understanding the religion of the surrounding community against the verses of the Qur'an in the letter of Al-Maidah verse 51. Therefore, the study of Ahok's speech can be categorized into two discussions as linguistic discourse and discourse practices (Georgakopoulou and Spilioti, 2016: 362).

2.2. Discourse Analysis

2.2.1. Understanding of Discourse Analysis

Human speech may become an interactive activity which may have some characteristics to be discussed seriously in order to understand and know the purpose of speech. So that, human speech may influence people's understanding, perception, social and culture, even religion. This perspective to interpret and understand human speech is able to be understood by using discourse analysis, even though discourse analysis is not implemented in human speech only, but there are many kind of aspects that may be able to use it such as politic, social, culture, art and others.

However, the important term is to know the understanding of discourse analysis in order to be able to relate and intergrate some discussion so the expected purpose can be achieved well. Eriyanto (2006:2) presents some understanding of discourse, *firstly*, discourse is communication of verbal, speech and conversation. *Secondly*, subject formal treatment in speech or text, and *thirdly*, the unit of text that's used by linguist to analyze more units of sentences. While Crystal (1992:25) as cited in Tauschel (2004:2) defines it as a continuous intensifying of language that is larger than a sentence.

According to Brown and Yule (2003:1), discourse analysis is required to analyze the usage of language. This creates the value of language usage to transmit factual and proportional information and be

able to describe as transactional. It is also applied to approach analysis of language in order to know language pattern which relates to cultural and social contexts because this discourse analysis can pursue some one to make option and choose it as wanted in social context or cultural context (Paltridge,2012:1-3).Language analysis naturally occurs to connect the speech or written discourse, but the discourse analysis focus on language use in social context and in part of interaction. While Laclau and Mouffe does not limit the discussion of discourse in language only, but it may be studied in activities, texts and other objects so discourse simply mentions and relates to both of linguistics aspect and non-linguistics aspect (Laclau, *et.al.*,1985:100).

The relation between linguistics and non linguistics aspect is explained by Norman Fairclough in analyzing news in mass media into three parts; text, discourse practice, and cultural social practice (Fairclough, 1995:97). Fairclough's manner of analysis consists of describing linguistic from language text, interpretation of relationship between different processes and text, explanation of relationship between different processes and social processes.

Furthermore, Fairclough (2003) explains about the manner to apply discourse that may relate to analysis. According to him, there are three manners, firstly, language is a part of social community, secondly, language is social practice, and the last is usage discourse as noun that gives meaning through the manner of delivering words or speaking. The

first manner explains that discourse may relate to certain field of knowledge such as politic, economic or other scientific discourse. Hence, discourses meet flexibility to be understood and practiced so the analysis involves to suitable method of discourse that relates to purposed knowledge. While the second manner explains that discourse does not arrange the social structure only, but arranged, moreover if the discourse is critical discourse analysis usually has relationship with power and politic. Then, the last is to determine meaning that is created from people experience to analyze discourse in some perspectives or aspects such as environment, politic ideology and others.

Based on Fairclough's thought, it may be concluded that discourse analysis may be understood in two aspects namely linguistics study and politic. In linguistics, it is defined as reaction from formal linguistic form which pays attention more to words unit, phrases, or sentence without doing more attention to the relationship of those element each others. While discourse analysis in politic is defined to the application of language, because language is fundamental aspect of describing subject, and the ideology can be absorbed from language (Halwati,2013:153).

However, discourse analysis initially may refer to discourse that's defined and limited as language as social practice form. While analysis refers to user or group of discourse. Hence, discourse analysis is study of multiple aspect in interpretation of language use which relates to social practice and communication (Taylor,2013:16).This relation involves the

research or investigation toward language, its meaning, practices and resources that can be operated in critical language study such as sociolinguistic, communication, semiotic and others.

Implementation of discourse analysis generally in many various of knowledge give flexibility of powerful way to observe and study many related knowledges because it is important development to understand about linguistic and social sciences deeply. The importance of discourse analysis is found in Wood and Kroger (2000:29-30) statement that's cited by Philips and Hardy (2002:10) as below:

Thus the task of discourse analysis is not to apply categories to participant's talk, but rather to identify the ways in which participants themselves actively construct and explore categories in their talks. Further, all categorization is provisional: analysis requires constant reflexive attention to the process of categorization of both the participant and the analyst.

The statement above explains that discourse analysis is complex science that all of the aspects can not be studied or understood well because it requires text, context, discourse and capability of researcher to reveal the study by using discourse analysis, because of understanding of discourse is not enough by using verbal media but it is used to all processes of social interaction where language becomes a part of social interaction. That is way, Halliday (as cited from Canepari,2011:83) states

two intentions of discourse analysis namely to understand the text which is studied and to evaluate it and effectiveness of text evaluation. These two intention and achievement give sign that interpretation of text is not the fundamental thing in discourse analysis, but it must be supported by others such as context of culture, social and situation. So text and context are two things which are difficult to be separated in discourse analysis.

Analysis of text is on major approach of discourse analysis. Because language can not be reduced from existence of social life, interconnection with social life elements, that all of it may receive development and be able to distinguish one discourse to other discourse (Fairclough,2005:2-3). Of course, the text which is based on language have to be analyzed to know the objectives of the text in social life so this analysis becomes part of social life. This distinction in discourse analysis that relates to social life distinguish discourse analysis that shows about function of language use in a goal to show and interpret the relationship between order or pattern with purpose that is expressed from unit of language only (Purbani,2009:3).

Thus, according to expert of social linguistics such as Norman Fairclough, Teun Van Dijk, Ruth Wodak, the understanding of discourse analysis is not to interpret and represent only, but it also constructs and makes form of social entity and relationship, hence, this development of discourse analysis in social term is called with 'order of discourse' as Norman Fairclough's statement (Fairclough,2005:3). Furthermore, the

order of discourse how that language is not the only one in discourse analysis, but language is social practice so the position of analyst here has to be put into account. Thus, the model of discourse analysis that is developed into critical discourse analysis which may be implemented in various of knowledge discipline such as politic, educational and others is needed. Therefore, Fairclough determines three-stage critical discourse analysis model involving description, interpretation and explanation (Baker and Ellece, 2011:191).

2.3. Critical Discourse Analysis

2.3.1. Understanding of Critical Discourse Analysis

Critical Discourse Analysis (CDA) in cultural sciences is recognized one of textual analysis form and development of linguistic analysis of text as resource for research and social analysis (Fairclough, 2005:3). CDA is development of discourse analysis that is used by Fairclough in order to enable power analysis of social relationships and social change analysis (Christie, 2002:8). So, CDA can be a political relationship with the practitioners acting which has power to change a world avoiding discrimination because of age or social class, colour and others (Caldas, *et.al.*, 2003:9). Thereby, it's implemented to written text and speech by using critical theories to reach for the purpose of CDA to identify and analyze ideologies and relationship or involvement of power (Beaudry and Miller, 2016:89).

Van Dijk (1995) in Ulinuha (2013:262) stated that CDA is special approach that still includes in discourse analysis, but it concentrates to certain situation and condition, elements and group or institution behavior which have created power abuse. In other words, this critical discourse analysis is an attempt at the disclosure of matters related to social and political contexts by using written texts as well as words to counter or reproduce them, such as the expression of power, power, injustice done, dominance develops.

Thus, it shows that critical discourse analysis is the development of discursive analysis that involves social, cultural, and even political context. Therefore, to study it required three frameworks as steps that must be done as an analysis, namely the analysis of verbal and written text, practical discourse analysis that is to express a text so that it can be produced, distributed and even consumed, and discursive analysis of events namely analysis to socio-cultural problems or things that occur in the midst of social society (Fairclough, 1995: 24). The three frameworks are critical application of critical discourse analysis that is interpreted as language, either verbally or in writing, is seen as an action, so it aims to detect some social problems that occur, especially relates to power and discrimination. In short, this discourse study is interpreted as a reflection of the relation or linkage of power that occurs in society (Renkema, 2004: 282).

The use of critical discourse analysis can combine social and language theory and describes how both of them are applied and used not

as usual and the methodology of language analysis has production source in-observation deeply that exceeds ordinary experience (Dolon and Todoli, 2008: 132-133). Based on this, critical discourse analysis means (Titscher, et.al., 2000: 149-150 in Richardson, 2006):

The analysis of relationships between concrete language use and the wider social cultural structures. He attributes three dimensions to every discursive event. It is simultaneously text, discursive practice-which also includes the production and interpretation of text-and social practice. The analysis is conducted according to these three dimensions.

The statement is seen in the important perspective of CDA closely relates to the idea of power through the language approach as the basic unit of communication which is a central condition in social life (Weiss and Wodak, 2007: 12). This linkage is attempts to develop the theory of real language, because language can be implemented in various ways such as expressing social and cultural forces and ideologies contextually (Wodak and Meyer, 2009: 10). Because CDA aims to change linguistics and other areas of language learning by introducing critical perspective on language, the critical theory is then integrated into social science that completes the shortcomings of discourse analysis (Norman Fairclough and Isabela Fairclough, 2012).

This distinguishes CDA from Saussure's stretched discourse because it only focuses on the discussion of the context of spoken

CDA model which's applied by Teun Van Dijk (1993: 249) is seen from definition by limiting the social and political context to counter the flow of discrimination and social injustice. This is in contrast to the understanding of CDA by Jorgensen and Philips (2007: 1-3) who believe it as an approach in social constructivist. Therefore, Van Dijk's model of understanding of CDA is not merely an analysis of the text, but an understanding of the text that becomes results of social production to get result and comprehensive understanding about the background and purpose of the text is created. Thus produces the description of discourse dimension by Van Dijk (as cited from Eriyanto, 2006: 225) that is divided into three dimensions those are texts, social cognition and social context. Meanwhile Fowler et.al. (1979) in Seidlhofer (2003: 127) describes his analysis model in the form of critical linguistic (CL) which is the development of concept and method of Halliday's functional-systemic grammar, which emphasizes the structure and function of language to know an ideological practice. Therefore, the elements of study are vocabulary and grammar.

In contrast to Fairclough's (2003) model of understanding which focuses on CDA targets toward spoken and written texts, furthermore both of them are used as discourses to produce desired outcomes. Therefore, Fairclough (cited from Joseph and Robert, 2004: 45) develops CDA theory through his concept of analysis called three-dimensional discursive in the form of text, discursive practice (production, distribution and

And text structure (defined by the nature of word settings on a large or large scale) (Joseph and Robert, 2004: 45).

In addition to these four things, Fairclough (1992) adds 3 other dimensions in the textual, it's form of acts speech, constitution and intertextuality. However, some dimensions in the textual dimensional can be concluded textual analysis that's used by Fairclough into two characters. First, interdiscursive analysis, it is discourse, genres and style, are analyzed and then described in a text so that all three can be articulated. It is understandable that each of these three has the text as the main part of it that can be articulated together. Second, linguistic analysis, or analysis on some texts that must have multimodal analysis of different semiotic modes such as language, visual image (body language). At this stage, the text is not only limited to be articulated but also the analytical level of orders of discourse so that social practices of moments, social organizations and institutions can be recognized as well (Fairclough, 2010).

Furthermore, Fariclough (1989: 110) explains that the inquiry items used for analyzing texts should not be used entirely, but rather on open alternatives to be discussed and developed in such a way. Some of these items are: the first, vocabularies include experiential values, relational values, expressive values and metaphors used. the second, grammar of the same scope, only removes the metaphor and adds how the

sentence to each other is connected. The third, the textual structure includes the form of interaction and the larger structure of the text.

2.3.4. Discursive Practice (Interpretation)

This second dimension is a dimension closely relates to the production process and the consumption of the texts. Furthermore, Fairclough explains that interpretation can be created through a combination of texts and its meanings, based on the use of sources for interpretation. Therefore, there are levels in the depiction of how interpretations are implemented, those are utterance surface, utterance meaning, local coherence and text and point (integrity of discourse) (Fairclough, 1989: 142). Thus, it can be concluded that the results of interpretation are derived from the determination of the meaning of specific features of text that has a close relationship with specific contextual factor (Litosseliti, 2010: 208).

These four levels are the stages in sequence to implement interpretation (Beautiful, 2009: 8-9). The first level deals with the process and expertise of the interpreter in performing the process to identify words, phrases, clauses and speech phrases. The second level is the determination of meaning is part of the texts. This is done by integrating the meaning of words and information that's based on grammar, then processed in such a way as to obtain the implicit meaning to be overall meaning of proposition. While the level when this level is further interpretation that creates a meaning relationship between the sentence at

