

ABSTRACT

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Linguistics, accordingly, needs to accommodate broader views so as to go in line with the broader views of social culture as the home base of linguistics. In this case, linguistics needs to build on the assumption that (1) language is not innocent (neutral), (2) language deals with the issue of representation, and (3) language has to do with power. Therefore, this research is based on the concept of language above. Text or discourse is not standing in the vacuum space. Discourse contains ideological intention of its speaker or writer. In this research, Obama's speech is part of discourse that contains his own ideologies.

Obama's speech at Universitas Indonesia is a set of discourse containing certain ideological purposes and intensions. Therefore, to reveal the ideologies of Obama's speech, this research is divided into two parts of problem questions. They are (1) What kind of ideologies that appear in Barrack Obama's speech at Universitas Indonesia?, and (2) How do the ideologies appear in Barrack Obama's speech at Universitas Indonesia?. Ideology is the central concept in this analysis. Statements are examples of practical form of ideology. Critical Discourse Analysis is used to reveal the hidden ideology in those statements. It examines how ideology is maintained and reproduced within specific social, political and historical contexts.

This research is conducted by descriptive qualitative method. According to Creswell, qualitative research claims to describe 'life-worlds' from the 'inside out', from the point of view of people who participate. By so doing it seeks to contribute to a better understanding of social realities and to draw attention to processes, meaning patterns and structural features. In addition, this research is analyzed by using Critical Discourse Analysis in van Dijk's perspective. According to van Dijk, analysis of the research is not only merely based on the text itself, but also based on how the text is produced. Van Dijk's discourse has three dimensions such as: text, social cognition, and social context. In text analysis, the text is examined from linguistic features inside the text. In socio cognitive and societal analysis, the elements that need to be examined is one that closely related to the production of the text. Van Dijk introduces those elements in an access, setting, and participant's positions and roles.