



## POSITIVE REACTION TOWARD TRADE AND ECONOMIC PARTNERSHIP BETWEEN INDONESIA AND AUSTRALIA GOVERNMENTS IN *THE JAKARTA POST*

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### *Abstrak*

*Artikel ini mengeksplorasi representasi aktor sosial pada pemerintah Indonesia dan Australia mengenai Kemitraan Perdagangan dan Ekonomi melalui pendekatan Analisis Wacana Kritis dari Leeuwen. Permasalahan kemitraan yang merupakan fokus kedua pemerintahan selama kurun 2014-2018 terpublikasi dalam media berbahasa Inggris the Jakarta Post. Analisis Wacana Kritis digunakan sebagai pendekatan untuk mengkaji strategi media terkait eksklusi dan inklusi aktor sosial. Dengan menggunakan metode deskriptif kualitatif, hasil menunjukkan bahwa strategi inklusi lebih dominan dipergunakan. Penggunaan strategi inklusi mengarah kepada spesifikasi, individualisasi dan kategorisasi reaksi positif dan dukungan the Jakarta Post terhadap pemerintah Indonesia dalam masalah kemitraan perdagangan dan ekonomi antara Indonesia dan Australia. Sementara, penggunaan strategi eksklusi bertujuan untuk menyembunyikan aktor sosial dalam pewacanaan dan cenderung mengarahkan perhatian pembaca lebih pada objeknya, daripada subjek pewacanaan.*

**Kata Kunci:** Analisis Wacana Kritis, aktor sosial, kemitraan Indonesia-Australia

### **Abstract**

This study explores the representation of social actors, both in the Indonesian and Australian governments on the Trade and Economic Partnership through Critical Discourse Analysis approach. The issue focuses on both governments partnership published in the Jakarta Post during 2014-2018. Using Critical Discourse Analysis as an approach, this article analyses the media exclusion and inclusion strategies of social actors. By applying descriptive qualitative methods, result shows that the dominant strategy is the inclusion strategy. The use of inclusion strategy indicates specifications, individualization and categorization of positive reaction and support of The Jakarta Post towards the Indonesian government on trade and economic partnership between Indonesia and Australia. However, the use of exclusion strategy is aim to hide the social actors in the discourse and to divert reader's attention to the object rather than the subject discourse.

**Keywords:** Critical Discourse Analysis, Indonesia-Australia partnership, social actor

## Introduction

Bilateral relations between Indonesia and Australia governments have been ongoing since 1949. The idea of a good-neighbor relationship is concretely carried into the commitment by leaders of the two countries. Melissen (2005:13) stated that the aim of public diplomacy is to increase direct relations of people in a particular country and reach national interests and values. The strategic geographical position of the two countries influences the ties between the Indonesia and Australia. As Foreign Minister of Australia, P.C. Spender, stated that *“every country’s foreign policy must be first and foremost related to its geographical situation and our unchanging first interests must be the security of our homeland, as well as the maintenance of peace in the region where we are geographically located”*.

Since the beginning of Indonesia’s independence, Australia has become one of the countries that supported the sovereignty of Indonesia; this action is perceived positively by Indonesia. However, despite the increasing development of bilateral relations between both countries, various kinds of issue and problems are unavoidable. For instance, when John Howard elected as Prime Minister of Australia in 1996, the relations between the two countries experienced a significant setback, particularly regarding Timor Leste’s independence. This issue appeared because of changing visions between Keating’s and Howard’s administration toward bilateral relationship between the two countries (KBRI Canberra, 2019).

The good visions which have been established since the Keating administration began to look vague. In addition, the decision of Howard administration of Australia at that time which was considered to intervene in internal issues between Indonesia and Timor Leste resulted in the unilateral termination by Indonesia in Australia-Indonesia Agreement on Maintaining Security (AMS) formed by President Soeharto and Prime Minister Paul Keating in 1995. Australia’s attitude during Howard’s administration marked the transformation of the country as a major supporter of Indonesia’s sovereignty over Timor Leste, to becoming the leader of international intervention. However, the effort of both countries in normalizing their bilateral relations has been ongoing by collaborating in various fields, particularly during the Susilo Bambang Yudhoyono’s

administration although some issues could not be avoidable (Brown, Frost & Sherlock, 2004).

In the era of President Joko Widodo's administration in 2014, the political relation between Indonesia and Australia continue to improve. On several occasions, President Joko Widodo and Prime Minister Tony Abbot held meetings, such as the Group of 20 (G-20) Finance Ministers and Central Bank Governors meeting in Brisbane on November 14, 2014, and Corridor Meeting on November 15, 2014 (Farmer, 2004). During the five-year presidential term, the governments under Joko Widodo and Turnbull continued to establish good relations and have actualized numbers of cooperation and bilateral agreements. Examples of the cooperation established by both governments are: (1) a joint communiqué on cooperation to overcome Illegal, Unregulated, and Unreported (IUU) Fishing; (2) Memorandum of Understanding between the Government of the Republic of Indonesia and Australia on overcoming international terrorism in 2015; (3) Forum on the Australia-Indonesia partnership in the field of disaster risk management in Jakarta in 2016; and (4) Joint Declaration on maritime cooperation and Trade and Economic Partnership Agreement between the two countries in 2017. However, Trade and Economic Partnership Agreement is highly discussed by both countries during President Joko Widodo's regime (Bayuny, 2017).

As reported in the Jakarta Post on April 27, 2017, Indonesia and Australia governments agreed to set the Indonesia and Australia Comprehensive Economic Partnership Agreement (IA-CEPA) and Trade Cooperation which officially legalized at the end of 2017. IA-CEPA is considered as the most pressing issue since Joko Widodo inaugurated as the president of Indonesia in 2014. The partnership was also discussed during the visit of the new Prime Minister Australia, Scott Morrison, to Indonesia in 2018. The two leaders officially declared two agreements which are trade and economic partnership (The Jakarta Post, 2018). This issue is conceived in order to obtain more profitable business and mutual interest for both countries. Moreover, it is also intended to form a framework for tighter trade and economic engagement between both governments, opening new opportunities and markets for Australia and Indonesia exporters (Bayuny, 2017).

Understanding that the issue cannot be separated from the role of media in reporting the information, the perception received by the public depends on the way each

media constructs and presents the information. According to Wibowo (2009), media becomes a symbol of interaction between power and language. It also indicates the structure of a new reality construction which reflects the ethical values of journalist that may influence the meanings, images, values, and public opinions. In constructing and rewriting the information, the writer's ideology cannot be separated. Furthermore, due to the importance of Indonesia and Australia partnership, a number of mass media set their attention towards the continuation of the agreement. A number of news articles covering the issue are published not only in Indonesia but also in Australia - The Jakarta Post in Indonesia and Sydney Morning Herald in Australia. However, this article only focuses on the covering of The Jakarta Post. To understand how The Jakarta Post reacts and constructs their ideology, it can be observed from how they describe the social actors which was involved in the issue. Critical Discourse Analysis (CDA) can be implemented in this case since it examines the language use in order to provide linguistic evidence to reveal the procedure of the text and the ideology representation.

### **Theoretical Outline**

To reveal how the social actors are represented, this study employs the CDA approach proposed by Leeuwen (2008). In line with Dijk (1998), Critical Discourse Analysis (CDA) is one of the analytical methods of the research in examining the discourse of how social power, dominance, and inequality are used or produced in the texts with social or political context. Leeuwen (2008) stated that a discourse is part of social cognition specifically in knowing social practices and it is also functioned as resource to represent the social practice in text. Leeuwen framework intends to provide comprehensive and detail analytical tool in classifying or analyzing the representation of the social actors in the discourse which influenced by sociological and linguistic theory. Leeuwen presents two majors of social actors in the discourse which are exclusion and inclusion. This strategy can be directly used to conduct the readers' interests and opinions for whom they are directed.

The first strategy is known as the strategy of exclusion which is when the social actors or participants in the discourse are radically excluded or hidden. According to Bernard (2016), in this strategy, the social actors can still be known since it leaves the trace in the text and the readers may readily summarize it by asking questions towards

the actors or events and connecting the information based on the process of inference. Exclusion strategy can be divided into two kinds, suppression and backgrounding. Suppression is the more radical strategy in excluding the social actors because there is no reference of the social actor(s) in the text. However, it can likely be indicated through such as passive agent deletion, infinitival clauses, nominalization, and deleting beneficiaries. On the other hand, for backgrounding, this strategy is less radical since the social actors can still be traced elsewhere in the text even though they are not stated in relation to a provided action.

The second strategy in representing social actors is the strategy of inclusion where the social actors are included in the discourse. It indicates that the readers directly know who is doing the action and who takes the responsibility toward the issue discussed in the text. There are some ways in representing the social actors through inclusion strategy such as role allocation, personalization-impersonalization, genericization-specification, indetermination-determination, association-dissociation, differentiation, nomination-categorization, overdetermination, abstraction-objectivation – which is broadly discussed in the data analysis below. Furthermore, implementing this strategy also needs to help the readers to interpret the ideology of media toward the issue existing behind the text.

Relying on the mentioned phenomenon, some previous studies regarding similar field with this research need to be stated. Milawaty (2016) analyzed how Indonesia as the social actors represented in an Australian Newspaper and concluded that Indonesia is considered as the powerless and poor economic country which also has a poor system of law compared to Australia which is powerful. It shows that the ideology of orientalism is adhered to the writer since the position of Indonesia is put under Australia. Furthermore, Amalia & Hakim (2017) studied the similar issue and revealed that using appraisal theory in exploring how the writer evaluates the issue through their personal attitudes, positive representation is provided to Indonesia and Australia bilateral relations in 2013 in media conference. It indicates that the writer supports the issue by choosing some positive meanings of words. The article shows that the media conference between the government of Indonesia and Australia, proposed similar positive appraisal, which relates to the cases under President Susilo Bambang Yudhoyono period. The result shows that there is no negative appraisal found within the media conference. It is parallel with the purpose of the media conference itself; namely to discuss, restore, and normalize the bilateral

relations between countries. Both representatives use more appreciation to show their commitment to continue the bilateral relations by moving forward to implement the joint understanding on code of conduct.

Amalia, Citraesmana & Saefullah (2018) conducted a study regarding the Indonesia and Australia bilateral relations through politeness strategy. The study revealed that there is positive appreciation attitude provided by Australia government with direct positive manner toward the two countries' bilateral relations. However, this study conducts different approach and issue in order to fill the gap from previous researches. The issue is focused on the bilateral relations between Indonesia and Australia government during the five-year of Joko Widodo's regime, mainly Trade and Economic Partnership issue. In analyzing this issue, social actor of Van Leeuwen (2008) approach is used, in which The Jakarta Post is observed to gain the information. Afterwards, how the ideology of the media in reporting the issue is also represented in order to know either the media provides positive response or negative tendency toward the issue.

### **Methodology**

Data for this article was obtained from the Jakarta Post online articles focusing on the trade and economic partnership agreement of Indonesia and Australia governments during President Joko Widodo first period. This issue is highlighted during the five-years of President Joko Widodo's period to advance the social relations between both countries. It can be seen from eleven different articles published by the Jakarta post which mainly elaborate on the partnership. Data are analyzed by using Van Leeuwen's theory of Critical Discourse Analysis (CDA) on the social actor strategy analysis shows what type of social actors were used by the Jakarta Post in representing the bilateral relations between Indonesia and Australia regarding trade and economic partnership.

The article implements qualitative research with descriptive technique. Qualitative research is a catch-all term for a large variety of approaches and methods for social research (Saldana, 2011). Creswell (2012) mentioned that qualitative research is a proper way to direct a problem of the research which the variables are unknown and need to be explored. This approach is also used to guide the writer to describe the social relations between the researcher and object of the research. In this case, this approach is



used to explore how the bilateral relation between Indonesia and Australia is represented through the social actor strategy and to seek the ideology behind the discourse.

### **Positive Reaction toward Trade and Economic Partnership between Indonesia and Australian Government**

The findings of this article are presented in two parts, which are exclusion strategies and inclusion strategies. There are 54 occurrences of exclusion strategies and 173 occurrences of inclusion. Exclusion strategies refer to the strategies used to eliminate the presence of social actors from the text. In order to eliminate the presence of social actors, the text producer can choose between two options: suppression and backgrounding. Meanwhile, inclusion strategies highlight the involvement of social actors found in the text. Inclusion strategies further focus on the roles that social actors play in the text and how they are represented. Moreover, how the social actors are presented or eliminated in the text later signify the ideology of the text producers along with the ideology of The Jakarta Post.

#### ***Suppression Strategies***

As previously mentioned, suppression is a part of exclusion strategies that were used to exclude the involvement of social actor within text without leaving a trace of the actor. This type can have critical comparisons of different representations on the same social practices, such as representation found in mass media. Regarding from the analysis of social actor in Jakarta Post, there are 47 suppression strategies found in the text, and most social actors are deleted through nominalization. There are 29 actors are specifically deleted through nominalization and 18 actors deleted through passive agent deletion. The realization of suppression strategy can be seen in excerpt 1 and excerpt 2.

Excerpt 1 *Various activities that **will be implemented** under the agreement include bilateral visits, conferences, workshops, joint studies, internships (officials' exchanges) and a scheduled annual cooperation event, the press statement says.*

As illustrated in excerpt 1, the text producer discussed the bilateral agreement and also mentioned what kind of activities that will be executed based on the agreement itself.

Excerpt 2 *The agreement was important because the majority of international transactions used US dollars, he said, adding that **the extension of the agreement** was made on the sidelines of the Central Bank's Executives' Meeting of East Asia-Pacific (EMEAP) in Manila on Aug. 5.*

Yet, the person who will manage the activities is never mentioned. The social actor is eliminated through passive agent deletion in that sentence. Thus, the passive agent deletion gives the impression that it is not important to know who will conduct and lead the activities since the focus is the outcome of the bilateral agreement between Indonesia and Australia.

Excerpt 2 shows how the social actor in the text is deleted through nominalization. Nominalization strategy indicates a verb conversion process from a verb into noun, in this sense from “extend” to “extension”. Thus word “extension” refers to the action of extending the agreement. Since the activities are changed into a noun, the existence of social actors in the sentence above is not needed. Through nominalizations strategy, the process of omitting the social actor appears to be more natural. Two examples above illustrate the suppression strategy found in the news articles. Meanwhile, another strategy of omitting social actor, known as Backgrounding will be presented in the next subheading.

### ***Backgrounding***

Backgrounding is known as partial exclusion since the strategy only deletes direct references of the social actors in the text. That is to say, the reference related to the action is excluded, but it can be found elsewhere in the same text. In order to use backgrounding strategy, it is possible for the text producers to use passive agent deletion and nominalizations. Yet, it is crucial to leave a trace referring to the social actor. Another way, they can use non-finite clause “-ing” to apply backgrounding strategy. In the analysis, there are seven backgrounding strategies found in the text. The realization of backgrounding strategy can be seen in excerpt 3.

Excerpt 3 ***Following the ceremony***, Morrison and Jokowi held a *tete-a-tete* meeting at the palace's veranda, after which they joined the two countries' high-level delegations for bilateral talks.

As presented in excerpt 3, the backgrounding strategy is indicated through the non-finite clause “-ing”. The social actors are omitted in the previous sentence; thus, the available information is limited to the fact that there is ceremony held in the palace. However, the social actors that are involved in the ceremony are omitted. The exclusion



of social actors in the previous sentence indicates that social actors are less important than the event itself. Yet, the text producer mentions the actors who joined the ceremony in excerpt 3. The non-finite clause “-ing” is used as a bridge to connect the backgrounded actor with the references. According to Van Leeuwen (2008), backgrounding strategy may use to hide the involvement of social actors, since the text producer wants to emphasize the importance of the action. He further mentioned that in some cases the use of backgrounding strategy and suppression strategy can be free from political agenda. However, before finding out whether there is hidden motive behind the representation of the social actors, the analysis concerning the inclusion strategy found in the articles will be presented below.

### ***Role Allocation***

Basically, role allocation concerns with the choice of representing social actor as an active or passive agent. Representing social actor as an active agent is known as activation. In activation, the actors are represented actively as the subject of the processes. Meanwhile, representing social actor as the object of the processes is known as passivation. There are two types of passivation (passivated actors): subjected and beneficialized. Subjected actors refer to the role of social actors as the objects in the representation, while beneficialized refers to

the condition where the social actor becomes the person who got advantage or disadvantage from the processes. Based on the analysis, most social actors are represented through activation with 154 occurrences. The example of how the social actors are represented in activation is illustrated in excerpt 4.

Excerpt 4. *Bank Indonesia (BI) international director Erwin Haryono said in Jakarta on Thursday that the extension of the agreement was needed by Indonesia and also Australia to strengthen the central banks' foreign exchange reserves.*

The social actor found in excerpt 4 is *Bank Indonesia (BI) international director Erwin Haryono*. He is represented as an active agent since he becomes the subject of the sentence in terms of grammar and he is the person who delivers the statement (the actor of the verbal process). Regarding this, Leeuwen (2008) said that activation is used when the social actor becomes the active dynamic force of activity, or become the actor in transitivity processes, such as actor in material process and speaker in verbal process. Thus, Bank Indonesia (BI) international director Erwin Haryono is classified as active

social actor. On the other hand, there are 19 occurrences of passivation strategy. The realization of passivated social actor can be seen in excerpt 5.

Excerpt 5 *President Joko "Jokowi" Widodo received Australia's new prime minister, Scott Morrison, at Bogor Palace on Friday*

There are two social actors found in excerpt 5. The first actor is President Joko "Jokowi" Widodo. As implied in the explanation above, President Joko "Jokowi" Widodo is represented through activation, since he is the subject of the sentence and the actor who is doing the 'receiving' action. Meanwhile, the other social actor, Australia's new prime minister, Scott Morrison is mentioned through passivation. The prime minister is represented as the object of 'receiving' process that is executed by President Jokowi. After the roles of each social actor are discovered, the next category will cover how the text producer represented the identity of the social actor.

### ***Personalization and Impersonalization***

Identity of the social actor is mentioned through personalization. Personalization, as stated by Leeuwen refers to representational options that represented the social actors as human beings. On the other hand, impersonalization refers to the strategy used by the text producers to represent social actors through abstract noun or concrete noun. There are 40 occurrences of impersonalization and 133 occurrences of personalization. Additionally, personalization strategy includes several different strategies that will be further elaborated in the next sub-point. Meanwhile, the example of impersonalization strategy can be seen in excerpt 6.

Excerpt 6 *Indonesia started working on the CEPA four years ago under then trade minister Mari Elka Pangestu, but it was shelved.*

As presented in excerpt 6, the social actor is known to be engaged in the material process (working). However, instead of representing the social actor as literally Indonesian government, the text producer uses the strategy to represent the actor based on a place that closely associated with the actor. Thus, the Indonesia government is substituted by Indonesia, in the sentence above.

### *Genericization and Specification*

Genericization and Specification refer to inclusion strategy that classified social actors based on general classification or specific classification. In general classification, the social actors are treated as a part of the common group without identifying their identities. That is to say, they only have one general label that is used to refer to all of the members. To apply genericization strategy, Leeuwen mentioned that the text producer can use plural without article or utilize the singular with the definite article or indefinite article. In contrast, specification strategy is used when the social actor refers to specific reference. Therefore, the social actors that represented through specification are identifiable. Based on the analysis, specification strategy has higher number of occurrences compared to generalization with 171 occurrences. Meanwhile, there are only two times of genericization found in the articles. The realization of specification and genericization can be found in excerpt 7 for specification and excerpt 8 for genericization.

Excerpt 7 *Trade Minister Enggartiasto Lukita has said negotiators of the Indonesia-Australia Comprehensive Economic Partnership Agreement (IA CEPA) will meet to settle the differences that could not be resolved in previous meetings.*

Excerpt 7 shows Trade Minister Enggartiasto Lukita and negotiators as the social actors found in the sentence. As a social actor, Trade Minister Enggar is represented actively as the actor of verbal process (said). In terms of genericization and specification, the social actor found in excerpt 7 is identifiable. The actor is represented specifically as individual and represented through concrete words that depict his identity including his name which is Enggartiasto Lukita and his occupation as Trade Minister.

Excerpt 8 *He said, asking journalists to be patient and to wait for the results.*

As previously mentioned, genericization refers to the strategy used to represent social actor as general entity. In excerpt 8 taken from the Jakarta Post, the general social actor is journalist. The journalist is considered as the general actor since the text producer does not include further information concerning the identities of the journalist, such as

information concerning the total number of the journalist, and where they come from. Due to the use of genericization, the identity of the journalist is discreet to the readers.

### *Assimilation Vs. Individualization*

After finding out the actors are represented as fully identifiable participants, the next step is to discover whether the actor is represented as an individual or part of a group. The strategies to represent social actors whether they are included in the text-based on individuality or conformity in a sphere of society are known as assimilation and individualization. Essentially, assimilation refers to how social actors are represented as a group. Assimilation strategy consists of two different strategies: aggregation and collectivization. The characteristic that differentiates aggregation from collectivization is that aggregation concerns with the quantity of the social actors, so the social actors are treated as statistics, while collectivization does not. In the analysis, there are 39 of assimilation strategies found in the text. The example can be seen in excerpt 9.

Excerpt 9 *The two leaders are expected to discuss economic partnership and other bilateral issues.*

The social actors found in excerpt 9 are Indonesian president and Australian prime minister. Yet, both of them are represented as a group despite their important position as the president and the prime minister. Otherwise, there are parts where the president and the prime minister are represented individually. The strategy to represent a social actor as an is called individualization. Individualization is used frequently in the articles with 80 occurrences. The realization of individualization is illustrated in excerpt 10.

Excerpt 10 *President Joko "Jokowi" Widodo received Australia's new prime minister, Scott Morrison, at Bogor Palace on Friday.*

Different from excerpt 9, the social actors which are Jokowi and Scott Morrison represented individually in excerpt 10. They are mentioned in the text as the participant and the object of the process of "received". Individualization strategy is used to emphasize that there are more than one social actors in a sentence and all the social actor has important roles in the context of the sentence. The use of the individualization strategy further indicates that the text producer wishes to highlight the identity of the actor. Based

on the explanation, one may predict that the difference between assimilation and individualization lies between the use of plurality or singularity. Yet, regarding this, Leeuwen states that assimilation can be realized through the use of mass noun, for example the nation.

### *Association and Dissociation*

In addition to the assimilation strategy, Leeuwen presents another choice to mention the participation of social actors as a part of a group. The strategy is known as association. Unlike assimilation, association refers to the group of social actors without giving specific label to name the group. In this context, the group is formed based on the connection between each social actor. Thus, this makes association tends to be less stable than a group formed through assimilation process. The results point out that in the articles, there are only 10 association strategies found in the news articles. The example is shown in excerpt 11.

Excerpt 11 *The Australian and Indonesian governments have agreed to conclude the Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA) by the end of this year.*

As mentioned before, the alliance between social actors is based on their involvement under a particular activity. In excerpt 11, the social actors are Australian and Indonesian governments. They are further associated as a group of nation that concerns with the economic partnership agreement. However, the text producer does not give any label to the alliance between Australia and Indonesia.

As the group of social actors can be formed in the text, they can also be unformed. When the alliance of social actor is unformed, it is where the text producer uses the dissociation strategy. The dissociation strategy is commonly used when the focus of the attention is no longer given toward the alliance. In order to disband the association, the text producer can mention each social actor separately in the next sentence. As 10 of association strategy found in the articles, there are only 5 dissociation strategies used in the articles.

Excerpt 12 *Barracrough said the talks should explore profitable businesses and mutual interests for both countries*

The association of Australia and Indonesia concerning the economic agreement is disbanded right after it is formed when the text producer focusing on the statement of Barraclough, an Australia's minister-counselor of economic. In excerpt 12 above, the social actor is Barraclough without mentioning Indonesia.

### *Nomination and Categorization*

As referred to earlier, mentioning the identity of certain social actors may play a big role in representing the actors in the articles. The identity itself covers not only name but also the profession and even the label given by society. Relating to this, there are two strategies that cover the issue. First is nomination, a strategy that is used by text producer to include the participation of the social actor based on their distinctive identity that differentiates them from other social actors found in the text. As explained by van Leeuwen (2008) nomination strategy can be realized through the use of proper name including formal (surname with or without honorifics), semiformal (given name and surname), and informal (given name). Another way to use nomination is through using the name based on the function of the social actor. Yet, this type of nomination somehow closer to categorization strategy, unless there is only one person called as the title in the entire text. Nomination strategy is frequently used in the articles with 57 of occurrences. The way the text producer used nomination strategy in the articles can be seen in excerpt 13.

Excerpt 13 *President Joko "Jokowi" Widodo received Australia's new prime minister, Scott Morrison, at Bogor Palace on Friday.*

The social actors found in excerpt 13 are Indonesia's president Joko Widodo and Australia's prime minister Scott Morrison. Both social actors are represented by mentioning their given and surname. On the other hand, in excerpt 13 we can also see how both social actors are represented through their position in the government. The strategy to mention the social actors based on their function in society belongs to categorization strategy. There are two different types of categorization strategy, functionalization, and identification. Functionalization is used when the social actors are mentioned based on what they do, such as profession. Meanwhile, identification refers to the strategy used to represent social actor based on who they are. Commonly, it emphasizes the relationship between the actor and the other actors. The examples of



identification strategy are nickname and family terms such as aunt, granddad and so on. Categorization strategy has higher number of occurrences compared to nomination with 88 occurrences. To illustrate, the underlined part in excerpt 13 points out the representation of Joko Widodo and Scott Morrison in terms of their function in society. Joko Widodo is mentioned alongside his position as Indonesia's president and also his nickname Jokowi. On the other hand, in terms of categorization strategy, Scott Morrison is represented through his position in the government as Australia's Prime Minister.

Based on the analysis utilizing exclusion and inclusion strategies proposed by Leeuwen, it was found that Indonesia and Australia government are mostly represented through inclusion strategies rather than exclusion strategies. The small number of exclusion strategy used in the articles means that the producers do not aim to discriminate one party to avoid negative consequences that may happen in the future, especially when the news focusing on the bilateral relationship between two countries. Thus, exclusion strategies are used to shift reader's attention towards the issue or the event rather than to the actors involved in the event. In this matter, it can be said that when reporting such agenda, the text producer wishes to emphasize the identity of both parties to show that they are equal in power.

Additionally, in the matter of inclusion strategies, the Indonesia and Australia government are mostly represented through specification, individualization, and categorization. Representation of social actors through specification strategy indicates that people who involved in the articles are real and the readers can find more about the actor and the event if they want. Moreover, specification strategy also helps the readers in understanding the content of the news since the references are clear. When the readers can understand the news, it means that the text producer is able to present the nature of the news as the product that is used to transmit information from the source to the audiences (Fishman, 2014). Meanwhile, individualization and categorization strategy emphasize the power that is held by each individual in the articles as the interviewees. It is in line with Leeuwen that said high-status actors are always represented based on their function in society. Moreover, due to the fact that the interviewees mostly come from the government, it can be said that the claims and the statements included in the news articles are trustworthy since high-status actors can increase the credibility of the text. That is to say that the Jakarta Post does not provide misleading content to its readers.

In addition to the representation of social actors in news concerning Trade and Economic agreement between Indonesia and Australia, the ideology of the Jakarta Post towards Jokowi's governance is highlighted. The result of the analysis indicates that the Jakarta Post still provide their support towards Jokowi governance despite their political swift from positive to negative not long ago due to the KPK issue (Kurniawan & Utami, 2017). Concerning this, the Jakarta Post appears to be in the same line as the government if the issue related to economy sector. Beside the Jakarta Post's support given to the Trade and Economic agreement, they also react positively towards the issue of tax amnesty in 2017 as revealed by study conducted by (Shofaa, 2017). Accordingly, it is appropriate to say that the Jakarta Post adheres to left-wings political view.

### **Conclusion**

This study sought to examine the representation of the bilateral relations between Indonesia and Australia, particularly the Trade and Economic Partnership issue in the Jakarta Post. Specifically, this study focuses on analyzing how inclusion and exclusion strategies are used by the Jakarta Post in presenting Indonesia and Australia. Additionally, it also ought to reveal the ideology of the media in reporting the issue. According to the analysis, exclusion strategies are less frequently used compared to inclusion strategies in the news articles. Exclusion strategies are employed when the text producers want to highlight the object rather than people involved in the issue. On the other hand, the subject or people involved in the issue are emphasized through inclusion strategies.

Moreover, the inclusion strategies particularly categorization is employed to inform the position of the social actors and their roles on the issue. It is also used to enhance the credibility of the information delivered by the Jakarta Post. Through the way in which social actors are represented in the Jakarta Post, the political stance of the Jakarta Post towards the government is revealed. Despite their shift in 2017, the Jakarta Post shows positive reaction toward Indonesia and Australia bilateral relations, particularly on economic agreement. Moreover, the Jakarta Post seems to give its full support towards the government's policy since it is in line with their value that supports inclusive growth.

In diplomatic field relates to bilateral relations between Indonesia and Australia, the results give perspective how media brings influence to the readers, especially the readers from both countries. It is such a good recommendation to both countries how they

position themselves into bilateral relationship. These results may be a basis from both countries to act into their foreign political policy.

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