

AN ANALYSIS OF POLITICAL CARTOONS IN JAKARTA POST E-PAPER (A SEMIOTIC DISCURSIVE APPROACH)

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ABSTRAK

This study is a research about interdisciplinary study that scopes semiotic and Critical Discourse Analysis (CDA) in Susilo Bambang Yudhoyono political cartoons of the Jakarta Post e-paper 2009-2011, in which the researcher tried to unhook the messages and explain the linguistic tools that construct the hidden message and ideology of the cartoons. In conducting the research, the researcher used Peirce's semiotic (1931-1935: 228) and Van Dijk's ideological square model (1998: 130). The researcher used purposive sampling in taking data. The total of the data that were analyzed was five cartoons.

From the Jakarta Post e -paper, The message that was conveyed in the first cartoon is criticism to SBY's cabinet which is rated as liar, unseriousness, and incompetence government. The second and the fourth cartoon also criticize about SBY's failure in leading the country. By presenting beggars in the cartoons, the cartoonist wanted to alert the readers to realize the poverty of the people and demolish the authority of SBY as the president. The president authority demolishing efforts also appear in the cartoon of third and fifth. By 'playing' the text and the exaggeration of image, the cartoonist successful in shaping the SBY as being a liar, coward, weak, intolerant and melancholy. By Van Dijk's CDA theory, the researcher also got the linguistic tools used to convey the message such as the choice of figure of speech. The dominant rhetoric among five cartoons is forms of irony which functions for satirizing. The researcher also found that almost all sentences in the cartoons have false proposition because of the signs existence (non verbal) which function as a denial of the sentences. Moreover, when the sentences come into true proposition, the cartoonist is pretty smart by focusing on beneficial tool like non verbal exaggeration.

Kata Kunci :

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Keyword :