The Representation of Indonesia in an Australian Newspaper
Sydney Morning Herald Online 2015 Covering the Case of Andrew Chan and Myuran Sukumaran’s Death Penalty: A Critical Discourse Analysis

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Abstract

The death penalty issue of Andrew Chan and Myuran Sukumaran, two out of nine drug dealers caught in Bali in 2005 of whom well known as the ‘duo Bali nine’, had increased tension in the diplomatic relation between Indonesia and Australia several months ago. At that time, the issue caught the attention of media all over the world, including one of the most popular daily newspapers in Australia, Sydney Morning Herald (SMH), especially its online version. As an Australian media, SMH’s representation of Indonesia in its news articles during the tension indicated the presence of a certain ideology construction, particularly Orientalism. Thus, this study intends to examine SMH online’s news articles during the case of the death penalty of duo Bali Nine to look for the representation of Indonesia as well as the assumed ideology constructed inside. This study uses Critical Discourse Analysis (CDA) proposed by Norman Fairclough as the method, making this a qualitative type of study. Meanwhile, the main theory used is Orientalism by Edward Said. The result of the study is that SMH online’s news articles about the death penalty of duo Bali Nine show Indonesia as merciless, thoughtless, immoral, and silent barbarian. Moreover, Indonesia is assumed as powerless and having poor economy and law system. On the contrary, Australia is pictured as the opposite; the powerful one. Thus, Indonesia is depicted to be inferior to Australia. In conclusion, SMH online’s representation of Indonesia in its news during the death penalty issue of duo Bali Nine, Andrew Chan and Myuran Sukumaran, contains the ideology of Orientalism which positions Indonesia, an Eastern country, under Australia, a Western country.

Keywords: critical discourse analysis, duo bali nine, orientalism, representation, sydney morning herald

Introduction

Recently, the tension between Indonesia and Australia has increased due to the case of duo Bali Nine, Andrew Chan and Myuran Sukumaran. Both are Australians as well as criminals who illegally brought more than eight kilograms drugs to Bali on April 17th, 2005. They were, then, sentenced to death by the Indonesian court on February, 13th, 2006 (Liauw/Kompas). The death penalty issue of these duo was raised its peak in 2015 when the new Indonesian president, Joko Widodo, refused to give amnesty and insisted on death the execution. This case was internationally responded and many news articles about the death penalty were written by several international media. One of them is a popular Australian media, Sydney Morning Herald (SMH), which intensively paying attention to the case through its official website, smh.com.au. What is worth noting from the news is the way SMH represents Indonesia that is suspected as bringing a particular ideology construction, especially the ideology of Orientalism. Orientalism, as proposed by Edward Said in 1978, is a conception that reveals the one-side representation of the East (the Orient) created by the West (the Occident) for the sake of maintaining power and authority over the world. It is forming and formed by the universal culture which tends to sharpen the difference between the two parts of the world: “the European” the advanced, and “the Asian”, the backward. It creates what so-called as ‘binary opposition’ which bring the assumption that the West is the dominant power holder that possesses many good qualities rather than the East (Said 311 - 313). This ideology is possibly inserted in the news by looking at the status of Indonesia as the largest Muslim country in the world (part the East/ the Orient) and Australia as a member of the British Commonwealth (part of the West/the Occident) respectively. Following this situation and having the intention to verify, the writer is
interested in analyzing how the news is discussed and how Australian media represents Indonesia (including the government, the institution, the president, and the people) during the case.

For that intention, the writer takes Critical Discourse Analysis (CDA) as the main tool in analyzing SMH news. CDA analyzes discourses by focusing on its linguistic elements to show up the hidden connections between language, power, and ideology in the system of social relationships (Fairclough 5). In media, language becomes the main performer that usually shows the ‘real’ intention of the media itself. It is for the reason that language essentially holds power, and is a tool in gaining authority while containing a particular ideology (Fairclough 19). Well, media often uses power on the consumer since they are the one who owns the right to produce texts. They decide which one is written and removed, how the event is presented, and even the subject positions of the text participants. Thus, in media discourses, there is what so-called as one-sidedness (Fairclough 57). However, Fairclough’s CDA scrutinizes not only the language used in the news, but also the situation surrounding that may be influential. For that reason, not only the representation, but also the reason behind the production of the news can be obtained. By this way, this study used Critical and Qualitative approach.

A study of CDA on Australian media had done by Peter Teo and Mitchell Hobbs in their journal entitled Racism in the news: a Critical Discourse Analysis of news reporting in two Australian newspapers (Discourse & Society Vol.11 (1) pg.7-49, Sage Publications, 2000). The journal stated that media in Australia, such as SMH and The Daily Telegraph have political bias in positioning themselves when dealing with particular issues. Moreover, media is thought as a watchdog and contains political agenda underneath. Meanwhile, a CDA study concerning the relationship among countries is contributed by Fatemeh Barzin and Ali Samiei entitled The Role of Media Discourse in Diplomatic Behavior (International Journal of Business and Social Science Vol. 4 (17) pg. 200-205, December 2013). The authors argued that in the political area, especially in diplomacy matter (in this case an eastern country versus a western country) media plays a big role in the representation of that diplomatic behavior through its discourse. Media nowadays becomes the representative of what is thought by an institution, government, or even a country. Hence, from those studies, it can be realizes that the news of Australian media possibly own ‘political bias’ as well as the thought of its people. This makes the writer to be more interested in analyzing the news of Australian media using CDA, moreover, due to the sensitive times as both Indonesian and Australia are involved in a conflict. The suspected ideology construction can be avoided. Hence, by using Said’s Orientalism as the main theory and other supporting theories, this study aimed to analyze how Indonesia is represented in Australian National Newspaper, Sydney Morning Herald, during the case of duo Bali Nine’s death penalty.

Methodology

Data Sources

The primary data of this study were all news articles about the duo Bali nine’s death penalty published by SMH around three months before January 13th, 2006 until three months after April 29th, 2015. The news articles were taken from SMH accessible official website: www.smh.com.au. January 13th, 2006 was the time when the duo Bali nine were sentenced to death by Indonesian court; meanwhile April 29th, 2015 was the time when they were executed. The previous three months before the court judgment was taken to consider the possibility of the death penalty discussion that might occur earlier in the public. Meanwhile, the later three months after the execution were taken to consider the effect of the punishment that might take times and bring influence to the society, especially for Australian people. The secondary data of this study was the interview with one of the SMH journalists, Jewel Topsfield. She is the Indonesia correspondent journalist for two Australian newspapers, The Age and Sydney Morning Herald, which belong to FairFax Media, one of the biggest media companies in Australia. The interview was conducted via mobile phone due to the distant location of the journalist and the time limitation of this study that made it impossible to arrange a meeting. The other supporting data were journals, books, and some videos which supported the analysis of the study.
Sample and Population

The population of this study was 166 news articles about the duo Bali nine’s death penalty posted in SMH’s official website around three months before January 13th, 2006 until three months after April 29th, 2015. Those articles were selected through one criteria, the most commented news article. One was the most commented article during three months before January 13th, 2006, two were the most commented articles during January 13th, 2006 until April 29th, 2015 (because this is the longest period), and the other was the most commented article during three months after April 29th, 2015. The first was the news article entitled “Bali nine: Tony Abbott urges Indonesia to ‘reciprocate’ for Australia’s tsunami assistance and aid generosity”. This article was written by Latika Bourke, National political reporter of SMH, on February 18, 2015 and got 322 comments. The second news article was entitled “Bali nine executions: Julie Bishop offers prisoner swap to spare lives of Andrew Chan and Myuran Sukumaran”. It was also written by Latika Bourke and published on March 5, 2015, with 396 comments. The last data sample was a news article entitled “Why Andrew Chan and Sukumaran Never Stood A Chance”. It was written by Waleed Aly, a columnist of SMH, on May 1, 2015 and got 458 comments.

Technique of Data Collection

In collecting the primary data, first, the writer visited SMH official website, www.smh.com.au. Then, the writer looked for the news articles by typing the keyword, “duo bali nine”, in the search engine. Then, the writer chose and classified the resulted articles based on their posting date. Then, the writer picked news articles based on the amount of the comment. Finally, because there was no news article intended in the period before the court punishment, there are only three news articles were selected and used as the data samples of this study. Then, the writer conducted an in-depth interview with the SMH’s journalists via mobile phone on September 20th, 2015. The interview questions were about the journalist opinion about duo Bali nine’s death penalty, Indonesia, and Sydney Morning Herald (SMH). After that, the writer collected journals, books, and videos related to the study.

Technique of Data Analysis

The analysis or the discussion was divided into three steps based on Norman Fairclough’s CDA. The first one was textual analysis or the descriptive level. The text is analyzed in linguistic level by looking at the words, semantic aspect, and sentence structures. Second was discursive practice or the interpretation level. It determines how the text is formed through the analysis of the production and the consumption of the text. Three important aspects are the individual or personal side of the journalist, the relationship between the journalist and the organization structure of his/ her media, and the media routines in producing news. The last was socio-cultural practice or the explanation level. In this practice, there are three levels explained: situational level which concerns with the context or situation or event when the text is produced; institutional level that sees how certain institutions influence the practice of discourse production; and social level that gives attention in the politics, economics, and cultural systems of the society as a whole (Eriyanto 286-325). In General, the writer divided the analysis or the discussion into two parts; finding (textual analysis) and interpretation (discursive and sociocultural practices).

Finding

Indonesia is seen as merciless

Merciless is an act by showing no kindness or pity or mercy towards something or someone (Oxford and Cambridge Dictionary). In the first news article entitled “Bali Nine: Tony Abbott Urges Indonesia to ‘Reciprocate’ for Australia’s Tsunami Assistance and Aid Generosity”, the image of Indonesia seems turn into a country that has no mercy or merciless. This can be drawn through several elements of the text below:

<table>
<thead>
<tr>
<th>Element of text</th>
<th>Meaning</th>
<th>Significance</th>
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<tbody>
<tr>
<td>Urge (verb)</td>
<td>To try hard persuade somebody to do something (Oxford)</td>
<td>Australian government finds a difficulty to get the clemency for the duo from Indonesian government thus makes them have to persuade harder.</td>
</tr>
</tbody>
</table>
Table 1: the elements of text showing merciless image in the first article

<table>
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<tr>
<td>Encouraging straw in the wind (metaphor)</td>
<td>A slight indication of how things may develop (Oxford)</td>
<td>A fake hope for the duo Bali nine to be forgiven by the Indonesian government</td>
</tr>
<tr>
<td>(many direct speeches of Australian government)</td>
<td>-</td>
<td>The author seems have the same idea with the Australian government and want to point up what the government said</td>
</tr>
</tbody>
</table>

Table 2: the elements of text showing merciless image in the second article

<table>
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<th>Significance</th>
</tr>
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<tbody>
<tr>
<td>Two Australians, these two men, these man, crimefighters, assets (nouns)</td>
<td>The people (of Australia), not criminals</td>
<td>Labelled in the positive way</td>
</tr>
<tr>
<td>Brought up, hoped, was waiting, are seeking (verbs)</td>
<td>-</td>
<td>Emphasize the ‘endless’ effort of the Australian government in convincing Indonesia to revoke the death penalty.</td>
</tr>
<tr>
<td>A last ditch attempt, final call (noun phrases) every option that might be available, every avenue that might be available (clauses)</td>
<td>-</td>
<td>This Australian effort has reached its climax</td>
</tr>
</tbody>
</table>

Those elements imply that the author did not represent them as criminals, but as Australian people, as human. By treating them in this way, it makes the image of Indonesia who had sentenced them to death seems negative. Furthermore, it makes Indonesia is indicated as a merciless country by still insisting to execute the duo over the big effort of the Australian government.

Meanwhile in the third article entitled “Why Andrew Chan and Myuran Sukumaran Never Stood a Chance”, the word chance emphasizes the image of Indonesia as merciless. This word is one of the keyword used by the author in the text as it is put in its title. Chance or ‘a possibility of something happening, especially something desirable’ (Oxford Advanced Learner’s Dictionary) is an impossible thing the duo can have from Indonesian government as the way to spare their lives. This is stressed by the word “never stood” before “chance”. It means that Indonesia seems completely want those duo to die. This indicates that Indonesia have no pity or kindness to show to Chan and Sukumaran. It points out the representation of Indonesia as a merciless country.

Indonesia seen as thoughtless

Thoughtless means ‘showing a lack of concern about the possible consequences of one’s actions’ (Oxford Advanced Learner’s Dictionary). There are most apparent words in the first and second articles as follows:

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<tr>
<td>warned (verb)</td>
<td>‘to be advised or alerted’</td>
<td>emphasizes Indonesia as if now in a great danger and will be given a bad result due to the case of the duo Bali Nine’s death penalty</td>
</tr>
<tr>
<td>‘tough guy’ ‘hardiness’ (noun)</td>
<td>‘strong or hardheaded’ (refers to Jokowi)</td>
<td>stresses the image of Jokowi as inconsiderate and selfish for insisting on the execution</td>
</tr>
</tbody>
</table>
Moreover, the effect of the word *warned* becomes stronger and effective due to the active sentences used by the author in the text, as the subject and the object are obvious. By this way, the sense of Indonesia as a thoughtless country that ‘lack of concern’ thus has to be warned and threatened by bad consequences which should be afraid of is visible. It appears that Indonesian government is lack of concern on this matter thus seen as being thoughtless.

**Indonesia seen as amoral**

Based on *Oxford Advanced Learner’s Dictionary*, ‘moral’ is standards of behavior; principles of right and wrong. Meanwhile, ‘amoral’ has a meaning ‘not based on moral standards; not following any moral rules’. The representation of Indonesia as amoral in the first news article is due to Indonesian behavior which seems showing no gratitude towards Australian, or being unthankful.

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<tr>
<td>‘failure’</td>
<td>‘do not understand the point’ (refers to Jokowi)</td>
<td>lead to the representation of Indonesia as a thoughtless country</td>
</tr>
<tr>
<td>‘had no idea’ (adj)</td>
<td></td>
<td></td>
</tr>
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Table 3: the elements of text showing thoughtless image in the first and second article

By looking at the explanation above, it is kind of a shame that Indonesia has to be reminded intensely by Australia in returning the debt, and moreover, gives Australian people a punishment to death. It is obviously a kind of disgrace and dishonour, the sense of being amoral.

In the third article, What Indonesian stuff that being considered as amoral by the author here is the Indonesian President, Joko Widodo, as well as the Indonesian politics. Several words that represents president Jokowi are obsessed, toughness, his own, searching for authority, fighting perception, ordered Vietnamese to be sunk, and pledges executing drug convicts. It seems that the president does not mind to use everything to build his authority as a new president. It looks like his actions are not based on moral rules, but on his own way whatever he likes. Besides Jokowi, here, the duo Bali nine is called as ‘pawns, collateral damage in our War on Terror’. *Pawn* can be understood as ‘a person or group whose actions are controlled by others’ (Oxford). The author seems want to emphasize that both Chan and Sukumaran ‘in fact’ are the ‘pawn’ or the ‘hostage’ of a kind of political action. It signifies the image of Indonesia as amoral country by sacrificing human for political interest. The author seems want to say ‘what a shame to do this kind of dirty politics’.

**Indonesia seen as the ‘silent barbarian’**

Barbarian means to ‘a person who behaves a rough or cruel manner and is ignorant of culture and good taste’ (Oxford Advanced Learner’s Dictionary). The writer senses the representation of Indonesia in the articles starting from the title, “Why Andrew Chan and Myuran Sukumaran Never Stood A Chance”. The question word ‘why’ used without question mark means that instead of making a question, the author seems want to make a confirmation. This confirmation implicitly tells that there is something
behind their death penalty that should be explained. How the author gives meaning to the death penalty can be noticed from some words used. The suspected words are:

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<tr>
<td>Victims (noun)</td>
<td>‘Injured, killed or destroyed as the result of crime, bad luck, an accident, etc: murder/rape victims’ (Oxford)</td>
<td>Signify that the death penalty is a wrong decision to take.</td>
</tr>
<tr>
<td>A sadly corrupted judicial process (noun phrases)</td>
<td>Unfortunate, not following accepted standards law process</td>
<td>The death penalty is tragic and not fit in the people standards</td>
</tr>
<tr>
<td>Debris (noun)</td>
<td>‘Scattered pieces, especially of something that has been destroyed’ (Oxford)</td>
<td>The death penalty is merely the weapon, a tool to ‘destroy’ the duo.</td>
</tr>
</tbody>
</table>

Table 5: the elements of text showing the ‘silent barbarian’ image in the third article

Thus, drawing the conclusion of the three examined words, the death penalty of the duo Bali nine is represented as in negative way, definitely ‘a mistake’ taken by the Indonesian government. It is ‘a crime; a weapon to destroy people. This kind of representation makes an assumption that Indonesia is seen as cruel, brutal, and violent, seems similar to the barbarians. And by using the death penalty as a punishment, it means that the Indonesian act of being barbaric is being covered. Hence, this makes Indonesia looks as if they are the ‘silent barbarian’.

Discursive Practice

Labelling Indonesia as ‘the Other’

From the textual analysis, the Australian media, *Sydney Morning Herald* (SMH) represents Indonesia as merciless, thoughtless, amoral, and also as ‘the silent barbarian’ regarding to the case of the duo Bali nine’s death penalty. It leads to the image of inferiority of an Eastern country by a western country that can be indicated as part of Orientalism. The perspective in seeing Indonesia as the inferior one seems emphasize the labelling of Indonesia as ‘the other’. Bressler and College (240) states that the East is believed as the altered ego of the West, as the Western stresses, “They are not like us..... “the other”, the “not me”. It brings the issue of binary opposition. It refers to the assumption that the West is the dominant power holder that possesses many good qualities rather than the East (Said 313). Thus, by giving inferior images to Indonesia, the Australians, especially the authors of the text, seem agree with the perception - thinking Indonesia as ‘the other’. To confirm the representation found, Fairclough states that the authors or the journalist along with their belief, political preference, and circumstances should be discussed as well (Eriyanto 318).

The news articles used in this study are written by two journalists, Latika Bourke and Waleed Aly. Latika Bourke is the author of the first and the second news articles. She is the National Political Reporter of *Sydney Morning Herald*. In an interview section with Studio Ten, one of Television channels in Australia, entitled ‘from Slumdog to Success’ on May 21st, 2015, she revealed that she originally came from India and was adopted by an Australian family from an orphanage when she was still eight months and has lived in Australia since then. Thus, she lives in the way of Australians. This can be seen from her photos (kid until adult) shown in the interview section. She dresses like them, eats what they eat, studies at their schools, works at their company, and gets the same nationality. It seems that she truly belongs to them, as part of the Australian people. She even admitted that she had forgotten her original root. Asking about her relation with India, she stressed that she had no connection with it. Since Australia has given her a new home and a national identity, the sense of loyalty to the country due to the kindness obtained ought to be deeply rooted in Bourke’s heart and mind. The feeling of respect and pride of Australia – nationalism - might be planted greatly in Bourke’s mind along with the sense of defending her beloved country. Thus, for the Indonesian government who had put her government in a ‘chaos’ by giving the death penalty and refusing the amnesty for the duo Australians, there is a possibility that Bourke saw them through a negative point of view and put such representation of the Indonesians.
This Bourke’s point of view is also the same as the Indonesia correspondence journalist for SMH and the Age (the same company, Fairfax), Jewel Topsfield. In the interview with the writer, Topsfield shows her concern about the death penalty of the duo. It seems that she completely disagrees with the decision of the Indonesian government. Topsfield emphasized that she, along with her media, has the same idea with the government who is against the capital punishment, since she said, “... I think we (Topsfield and SMH or even Fairfax) have the same idea... opposing the death penalty...”. Moreover, the feeling of despising the Indonesian President, Jokowi, is sensed. Her answers as “lack of concern” and “just let them die” show her annoyance and disappointment on Jokowi’s final decision. She thinks Jokowi only wants to create a ‘tough guy’ image in his first year of presidency through the execution of the duo. Thus, the representation of Jokowi as the merciless one is drawn here.

Apart from the SMH journalist like Bourke and Topsfield, a columnist in SMH and the author of the third article, Waleed Aly, seemed to have the same views in representing Indonesia in his news article. Aly was originally born in Australia to Egyptian parents (Crane/Daily Mail). As cited by Daily Mail, Aly’s parents had raised him in the way that he would not feel as an outsider in Australia. His parents had made him attend Wesley College and he had grown up playing cricket and footy (which is culturally western). Well, due to his religion journey to Egypt, he owns an opinion that the muslim and the Australian are the same. There is no difference between them. Aly has become a role model in showing the depiction of a good muslim of Australian as it is said by Andrew Denton in an interview. This makes Aly well integrated with the Australian people. It persuades his sense of belonging to the Australian, as part of a western country. It is possible that in responding to the death penalty given to the duo Australians, Andrew and Myuran, the non-whites as him, his feeling of similarity as well as nationalism as an Australian was triggered, which further made him defend the duo in the case.

From what has been explained above, it can be concluded that the journalists of SMH attach some negatives images to Indonesia in their media texts due to the feeling of defending their country and fellow Australians. This feeling is as the result of their life experiences which lead them to be the ‘real’ part of a Western developed country, Australia. The representation created leads to the issue of Orientalism of which the Eastern is shown as the inferior one and the Western is supposed to be positioned higher or superior. This binary opposition underlines the labelling of Indonesia as “the other”, not “the self”, and Australia as “us”, “me”, or “the self”, the superior one.

Legitimating Australia as ‘the Powerful One’

By thinking that Indonesia as the inferior one, in consequence, Australia is thought as the superior. All Australian images in the media text will be the negation of the Indonesian images. Thus, the images of merciful, thoughtful, moral, and civilized are supposed to be attached to Australia. The image of Australia as the merciful one appears in the news articles. It looks like without having a lot of consideration in the criminality done by the duo Bali nine, the Australian government put a big effort in the begging-for-clemency campaign for the duo. The hard effort is also admitted by Topsfield in the interview as she said that “they had tried hard to cancel the punishment”. The duo are likely considered as the fellow Australians as the way the journalists call them in the text, which is not as the criminals or drug dealers, but as common people of Australia. Thus, their crime seems to have been forgiven as Topsfield said that “they do not deserve the punishment..” and “they should not be executed..”. Therefore, the image of mercifulness represents the Australians in the text. Thinking about the possible consequences of the execution of the duo seems make the thoughtful image of Australia is sensed. Topsfield also stressed in the interview that “the diplomatic relationship between two countries was being affected”. By this way, Australia seems to think further on the consequence, while Indonesia does not, by still running the capital punishment. Australia is really concerning the worth of the duo lives thus even offering the idea of a prisoner swap as told in the second article. It looks like Australia is the one who is truly thoughtful regarding to the case; on the contrary, Indonesia seems really thoughtless.

The images of morally good and civilized are also tied to the Australians in the articles. The reason of ‘humanity’ becomes the main motivation of these images. In the first article, the tsunami aid is called
assistance and generosity as if Australia has done high-level moral action. The text wants to point out the kindness, sympathy, and the concern of Australia toward humankind. On the contrary with a barbarian country, Australia is seen as a civilized country by saving people, whether it is the victims of the tsunami disaster or the duo Bali nine. These images probably appear for the reason that the author, Bourke, may have a tendency to defend her country; moreover, her media, SMH, tends to give support to the government. Thus, the good image of Australia such as morally good and civilized as well as merciful and thoughtful are embedded in the news articles. Looking at the representation of the superiority of Australia in the news articles, the authors of the text possibly want to legitimize the image of Australia as the ‘powerful one’. Australia is tied to the images of merciful, thoughtful, moral, civilized, powerful, good economy, and having a fair law system. Meanwhile, the ‘powerless one’, Indonesia, is tied to the images of merciless, thoughtless, amoral, silent barbarian, weak, poor economy, and having a corrupted law system. Thus, Indonesia is supposed to be weaker than Australia and the one that should be guided and helped by Australia. It supports the main idea of orientalism, that is, the Eastern is positioned under the Western, especially in the field of politics, economy, and thought. For those reasons, the writer points out that this ideology is inserted in the SMH news articles about the duo Bali nine’s death penalty.

Sociocultural Practice

Ambivalent Attitude of Australia

Well, If it is seen at the situation when the news articles were written, the heated up relation between Indonesia and Australia is due the death penalty given to the duo Australian. It may become the influential aspect in the way the Australians see Indonesia in the period of the conflict. If we see the Indonesia-Australia relations in the past time, we may acknowledge the ‘ambivalent attitude’ of Australia towards Indonesia due to some conflicts happening. The first is the conflict of the West Irian. Australia, who at first thought that Indonesia had become ‘greedy’ and ‘stubborn’ by wanting and insisting on the West Irian, at the end, supported the final decision of the conflict of the West Irian for the reason of their political circumstance safety. It also happened in the same way when Indonesia had a confrontation with Malaysia. Supporting the Britain in build an Asian Commonwealth, Australia opposed Indonesian president, Soekarno, who was disagree with the plan. However, in the end of the conflict, Indonesia and Australia had a good bilateral relation after Soeharto, the one who did not oppose the plan and had a good relation with the Western countries – especially USA - became the president of Indonesia. Their relations changed again in the conflict of Timor Timur. Australia accused Indonesia as if Indonesia was ‘barbarian’ due to humanity issues. Thus, the image of Indonesia in Australia became negative.

Hence, it is possible that the attitude of Australia toward Indonesia in the conflicts mentioned above is for the reason of political circumstance. Moreover, it is known that Australia has a preference to support Westerners instead of the people of an Asian country. Thus, it seems that the ambivalent attitude of Australia to Asian countries is due to the effort to identify theirselves as part of the Western, not the Eastern. Moreover, the political circumstance in Australia is unstable. The public policy of Australia often changes along with the swap of the leading party due to the different ideologies possessed. The Coalition Party (Liberal-National) holds an ideology which supports individual rights and freedom (capitalism). Meanwhile, the ideology of Australian Labor Party established by labor union is Democratic Socialism (Hamid 127). This causes the public policy in Australia to be changeable, especially toward the Eastern. It makes the position of Australia in Asia as well as its attitude toward Eastern countries such as Indonesia becomes ambivalent. Therefore, in the range of time of the duo Bali nine’s death penalty case, the negative representation of Indonesia in Australian media texts may appear due to the bad political circumstance considering their ambivalent attitude toward Indonesia, as what happened in the previous conflicts. The position of Coalition Party which becomes the party of the government at the time possibly influences the attitude as well.

The Influence of Political Campaign

In sociocultural dimension, the aspect of institutional context is also being examined. It is about institutions that have power or authority to put their thoughts in the media text. It is usually related to the political preference of the media, where its ‘endorsement’ goes on. According to one of its Editorial, SMH
was known ‘endorsing’ one party in 2013’s Federal Elections, the Coalition Party - the union of Liberal Party (Tony Abbott’s Party) and Australia National Party. It is embedded in one Editorial of Sydney Morning Herald entitled “Editorial: Australians deserve a government they can trust” on September, 6th, 2013. It is said that:

“Australia is crying out for a stable government that can be trusted to deliver what it promises. The Herald believes only the Coalition can achieve that within the limited mandate Tony Abbott will carry into office should he prevail on Saturday.”

Thus, it may be told that SMH is a media which supports the government since the Coalition Party won the election and Tony Abbott became the Prime Minister of Australia then. Thus, there is a possibility of one-sideness or subjectivity in the news created. Fairclough mentions that language are related to social institutions, and ideologically formed from the power relation of the institution and the society (19). In this case, due the ideology and power owned by SMH along with its relation with the government, may affect its way of delivering news. In the news article about the duo Bali nine’s death penalty which includes the government, this subjectivity may come up as part of the ‘endorsement’. Thus, the representation of Indonesia in the news articles of SMH about Bali nine is supposed to be a ‘political campaign’ due to the preference.

Rationalization on the Intervention

The Australians, as an ex-colonized country and part of the British, tend to adopt British (combined with US) system of government along with the Western capitalist ideology. Thus, they belong to the Westerners, as part of the world’s biggest civilization right now. This makes the position of Australia is presumed higher than Indonesia. Moreover, Australia has a good economy compared to Indonesia as they gave the tsunami aid to Indonesia. This probably makes Australia is often being involved in Asian countries’ affair - doing intervention – such as Indonesia. Thus, there is a possibility that in the case of the duo Bali nine’s death penalty, Australia feels the country needs to do an intervention. In the name of humanity, saving their people, they believe that they have the right to be involved in the case. As the government takes this way, the journalists and SMH seem to support. It looks like that their support on the intervention ends up with the ‘supposed-subjective’ representation of Indonesia in the articles published. Hence, the representation of Indonesia in the news article may bring the idea of rationalization on the ‘humanitarian’ intervention of Australia in the case of the duo Bali nine’s death penalty.

There is a possibility that Indonesia is represented as inferior to make the intervention is seen as important or necessary thing to do by the Australian (who is superior one), for the sake of humanity, saving (their) people from the unfair law system. This is perhaps to show what they do is the right one (the intervention, the clemency campaign, and else), and what is done by Indonesia is the wrong one. Thus, the Indonesian decision in the case needs to be guided and argued, in other words, should be interfered. As the result of this intervention, the authority of Australia is supposed to increase, whereas, the sovereignty of Indonesia is lessened. It makes Indonesia is positioned under Australia. It seems that Australia has more power than Indonesia. This makes Indonesia, the East, is identified as dependent society that should be helped and ruled by Australia, which is included to the West who has the greatest power in the world. This points out the conception of Orientalism of which revealing the one-side representation of the East (the Orient) created by the West (the Occident) for the sake of maintaining power and authority over the world. Hence, those explanations show that the Orientalism value is embedded in the Australian media text, especially in SMH news articles concerning the duo Bali nine’s death penalty.

Conclusion

All the explanations bring the idea of the inferior image of Indonesia and the superior image of Australia. It leads to one theme of orientalism, the oriental inferiority, as well as to the binary opposition in the Orientalism ideology. It includes the representation of the East by the West in which the East is positioned as weaker than the West. The West is altered ego of the East, and vice versa. The journalists of SMH seems labelling Indonesia as ‘the other’ and legitimizing Australia as the powerful one. The
representation is come up due to the reason of ambivalent attitude of Australia which tend to support westerners, the influence of political campaign, and for the reason of rationalizing the Australian intervention in the case. Hence, this creates a conclusion that the representation of Indonesia in SMH during the case of Bali nine’s death penalty carries the ideology of Orientalism.

**Works Cited**


