

Abstract

Akbar, Dimas Alif. 2014. *Ideological Construction on JawaPos News Report about DBL East Java Series 2012*. A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of English Department, Faculty of Humanities Airlangga University Surabaya

This study aimed to reveal the ideological construction of news reports on DBL East Java Series in Jawa Pos. DBL was a renown student's basketball league that held in most part of Indonesia. This study applied the qualitative approach since the method gave the way to understand how the media delivered ideology through news report about DBL East Java Series. The data of this study were obtained from Jawa Pos newspaper in May and June 2012. In analyzing the data, the writer used Critical Discourse Analysis that proposed by Van Dijk. The theory was known as socio cognitive approach, which is based on three levels: Textual Analysis, Social Cognition and Societal Analysis. Using qualitative approach and purposive sampling, the writer intended to select the data from Jawa Pos news report about DBL, by applying Textual Analysis, the writer found the theme of the news reports in Jawa Pos, and then revealed the social cognition of the news since mental awareness of the journalist that affect in news making. Finally, the writer applied societal analysis in order to learn the relation of texts with the development of social structure and public knowledge of the phenomena. The result of this study shows that Jawa Pos successfully created an awareness that DBL event was spectacular and exciting by exposing positive sentences and images to enhanced the idea. Jawa Pos major purpose was to assure public that DBL was a prestigious event; it was such an exciting, spectacular, and awaited event that represented through linguistic elements such as adjectives, nouns, conjunctions, pronoun, quotes from influential people and attractive photos in their news. In summary, Ideological Construction on DBL News Report on Jawa Pos was to seeking profit or capitalism.

Keyword: Ideological Construction, Critical discourse Analysis, Socio Cognitive Approach, News Report, Development Basketball League (DBL)