World Maritime Axis: Media and Indo-China Discourse

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Abstract

This paper deals with the study on both the Indonesian and Chinese media in covering the same event, i.e. some Chinese fishermen who were considered entering the Indonesian territorial waters. The Indonesian media that is studied is the daily newspaper *Kompas Online*, and the Chinese media is the daily newspaper *The People's Daily English Online*. Three aspects related with the coverage in each daily newspaper are studied. They are (i) the view reflected in the news (ii) the readers' responses towards the view, and (iii) the dialogues among readers. The theory used to analyze these two aspects is critical discourse analysis of Van Dijk's and Saifullah. The result of the analysis on the first aspects shows that *Kompas Online* regards the event as a violation to Indonesia's sovereignty, while *The People's Daily English Online* considers it as non-violation matter. Concerning the second aspect, the result of the analysis shows that the readers' responses in *Kompas Online* are more diverse than those in The People's Daily English Online. As for the third aspect, the result of the analysis shows that *Kompas Online* contains more wide- ranging dialogues than those in *The People's Daily English Online.*

Keywords: Chinese fishermen, media, Indonesian water territory, maritime axis, Media and Indo-China Discourse

Introduction

Indonesian maritime territory is a symbol that is closely related to various aspects of Indonesian community life. The dynamics of the economic, social, cultural, and political development are becoming such a complex life mechanism in Indonesian maritime territory. Therefore, now the Indonesian sea is no longer seen merely as an empty area in itself, but as a representative symbol of Indonesian life and Indonesian state identity.

With its vast sea area reaching 5.8 million square kilometers and 95 thousand kilometer long coastline, Lapian (2009) stated that the development in Indonesia should be based on the maritime culture, not on land culture. Unlike the continental Europe, Indonesia is united by the sea, not separated by the sea. As we know, the Dutch colonial government is the one that has geared Indonesian people to be *land minded*. Their being land minded people is reflected in the Indonesian development, i.e. mainland-oriented.

The fact shows that marine area has such a strategic position in various aspects of life such as geopolitical and geo-economic aspect. Economic development, cultural exchanges, and social mobilization in Asia rest on the sea. It is not surprising that the countries belong to the Southeast Asian Organization, where Indonesia is one of its members, have positioned the maritime industry as a pillar of their economy. They also regard marine area as the main backbone in showing their existence as states. Therefore, they all decided to make international maritime traffic in this region.

However, some countries of the Association of Southeast Asian Nations, including Indonesia, are having sea territorial disputes with China concerning the claim of the marine territory in the South China Sea. The disputes between Indonesia and China are not only related with the maritime territory but also related with Chinese fishermen who often do their fishing activities in the Indonesian waters located in the South China Sea.

This, of course, has caused controversy, especially among the people of Indonesia. Moreover, at this time, the Indonesian President, Jokowi, has a policy, called world maritime axis, which aims to lead Indonesian society to have sea minded orientation. Discourse on maritime world axis has constantly been repeated in the Indonesian political and democratization process, especially in the cyber world.

In Indonesia, media has become the main wheel to manage the issue of maritime world, especially in creating a resistance to China's maritime boundary claims. Therefore, it is interesting to examine how the media represent issues on the world maritime axis and the Indonesia's resistance to China's maritime boundary claims. This article is going to answer the following research questions:

1. how media construct the issues on the world maritime axis and the resistance to China's maritime boundary claim?

2. What symbols and images were reflected in the discourse of the world maritime axis and in the resistance of Indonesian people to China's maritime boundary claim in Indonesian waters?

Research methods

In this analysis, a semiotic approach proposed by Van Dijk is used with the objective is to know what discourse that is constructed by the media regarding the issue of the maritime world axis. Then, we try to analysis how the reader response toward the discourse (Saifullah, 2016). The data used is the media coverage about the violation to Indonesian maritime territory by Chinese fishermen which was published on March 19, 2016. In this analysis, the data source used is two online news portals: *Kompas online* and *People's Daily Chinese English online*. The objective of the analysis is to see how the issue is built by the two countries. Each news portal is the largest newspaper and has the largest number of readers in its own country.

Van Dijk Discourse Analysis

Van Dijk is known as one of the pioneers in the study of discourse. At first, critical discourse analysis is widely used in studying the language. However, the current critical discourse analysis has penetrated many fields, such as design, gender, semiotics, and others. In this analysis, the discourse of a text is deemed to never present by itself, but it is always accompanied by a context. Dijk (1993: 250) stated *critical discourse analysts want to know what structures, strategies or other properties of text, talk, verbal interaction or communicative events play a role in discourse reproduction* and affects a text. In the end, the motif/ideology hidden in the text will be known. Van Dijk, as described Eriyanto (2001), reveals that in analyzing a text, there are three dimensions that can be analyzed: text, social cognition, and social context.

According to Van Dijk on the analysis text dimension, there are three structures/levels in the analysis of the text. They are macro structure, superstructure, and microstructure.

1. Macro Structure or thematic analysis.
2. Superstructure (Schematic/Flow)
   In this level, a text or discourse generally has a flow from the introduction to the end. The flow shows how the parts of a text are arranged and sorted so as to form a unity. A piece of news consists of two major schemes. The first scheme is the *summary* that is marked with the title and lead. The second scheme is the *story,* i.e. the content of the news as a whole.
3. Microstructure

   This structure consists of:
   a) Semantic Analysis, which includes background, detail, illustration, goals and assumptions contained in the discourse.
   b) Analysis of sentence (syntax), which consists of coherent sentences, denial implicit meaning, sentence formation, usage of pronouns.
   c) Analysis of Lexicon (Meaning of Words), which consists of the use of Writing Style and Graphic

At the level of social cognition, the production process of a news text, which involves the cognition of either an editor or journalist, is studied. The aspects of the social context study a

discourse construction that thrives in the public on an issue that is affecting a particular discourse. In this case, I will only analyze the text construction only.

Comparative Analysis on the news coverage about the violation of Indonesia's maritime territorial by Chinese Fishermen

Thematic Structure Analysis

Thematic element is the global meaning of the discourse. The theme is a general overview of the opinions or ideas presented by a person or a journalist. A scene shows the concept of a dominant, central, and most important of the content of news. One of the things that can indicate whether news gets a major attention of the public is through the search engines on the internet. Within a period of four months, from the time Chinese fishermen were deemed 'violating' the Indonesian sea waters, there is some difference in the number of news coverage in both countries on the issue. From the data, it can be seen that *Kompas online* regards the issue as an important thing, because it is continuously reported.

In terms of theme, there is a significant difference between the two news portals in depicting the same event. *Kompas online* constructs the event as a precarious situation, because its country's sovereignty was violated. *The People's Daily English online* constructs the event as a matter of ignorance of ordinary fishermen concerning the boundary of a country's maritime territorial. In terms of theme, there are significant differences

In addition, if seen from the analysis of the text, there is some difference of the two dailies in constructing the same event. *Kompas online* tends to feature the interviews of Indonesian military officials of various levels and the Indonesian foreign ministry, while *the People's Daily English online* shows only the interview of the Chinese foreign ministry's spokesperson. This example can be seen through the images in the following interview:

The Chinese coast guard ship did not enter the Indonesian territorial waters, and it went to assist the Chinese fishing vessel being attacked in traditional Chinese fishing grounds while the vessel was carrying out normal operations, said China's Foreign Ministry Spokesperson Hua Chunying during a regular press conference on March 21, 2016, answering to the alleged "protest" from Indonesia on a dispute between a Chinese fishing vessel and Indonesian coast guards.	JAKARTA, KOMPAS.com - Indonesian Navy Chief of Staff Admiral Ade Supandi was sure that the fishing vessels flagged China as well as its coastguard ship was in Natuna waters, encroaching on the area. The two ships entered Indonesia illegally

Through a pattern of news writing like that, *Kompas* construct that Indonesia was in a precarious state. Conversely *People's Daily China* considers that this as something normal (not a big issue). Besides having different writing patterns, problems and conflicts raised by both media have significant differences. *Kompas Daily Online* explores the issue of sovereignty and geopolitical state. Kompas daily for it is an important issue because it involves national pride. Kompas daily put China as an enemy that must be resisted. *The People's Daily English online* portray the incident as a normal international relation. From this, it can be seen that *Kompas online* uses black and white journalism, which puts China as an enemy.

However, based on the analysis of discourse process analysis (Saifullah, 2016), it was found that the dialogue/discourse battles between the readers and information sources (media) as well as between the readers and the readers. In other words, the battles among discourses occur. The public is invited to participate in the process of discourse construction, especially in determining the direction of a foreign policy.

The result of the analysis also shows that even though a media constructs an event in such a way, the readers of the media do not immediately accept the construction; they can present some resistance to the discourse construction by giving counter-arguments, providing alternative information, and expressing aspirations. The examples of the resistance can be seen in the following readers' comments.
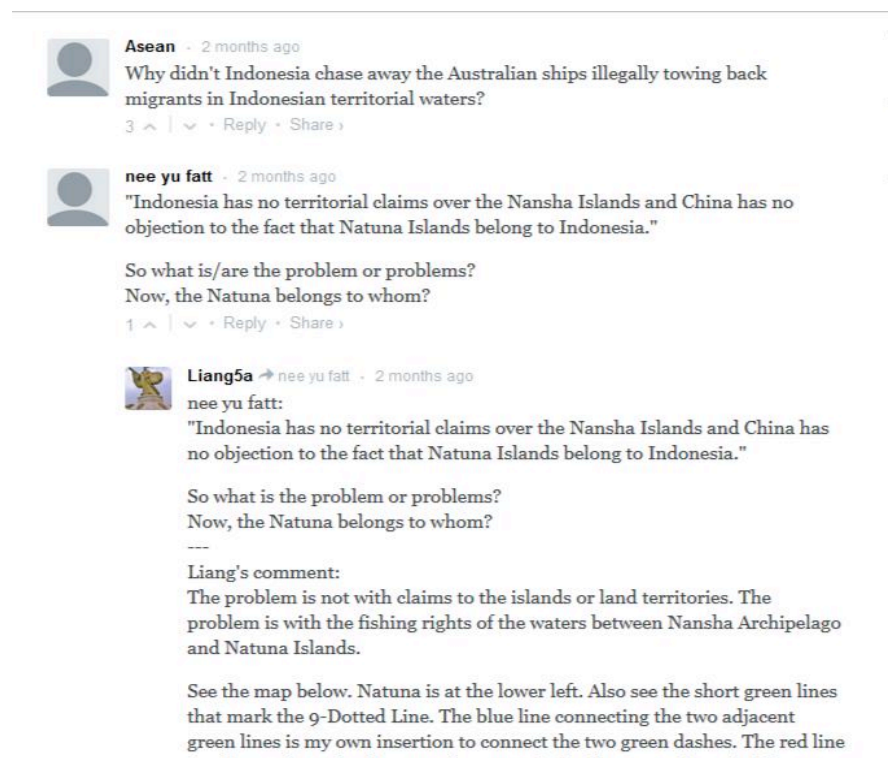

Display: KOMENTAR PEMBACA

The excerpts of the readers' comments above show that the readers do not easily agree with what is constructed by the media. They can freely express their own opinions on the event. The excerpts also show that the readers expand the scope of the issue to which they are commenting. Also, in this case of "dialogue" among the readers, they can freely express

disapproval of what was constructed by the news. For example, in one of the excerpts, a reader addresses his complaint directly to Jokowi, while Jokowi is not mentioned in the news. The public are no longer discourse consumers of what has been constructed, but they become a part that spread the domination of a discourse towards a authority and power construction (Saifullah, 2016).

Nevertheless, compared with the Chinese readers, the Indonesian readers seem more democratic. Based on the comments given by the readers of *People's Daily English online*, the readers immediately agree with the discourse construction given by the media without any resistance. Besides, there are no interactive dialogues between the readers in which the readers show their resistance against the discourse construction given by the media. The comments of the Chinese readers can be seen in the following display.

The above mentioned differences could be caused by the repressive policy that Chinese government adopts in controlling its citizens. Thus, the interactions between Chinese readers tend to be not dynamic. Based on the analysis of readers' interactions, both in Indonesian media and in Chinese media, some obvious difference is also found, i.e. how the readers imagine their own state. In Indonesia, nationalism is characterized by a clear and certain space. For Indonesian people, nationalism is regarded as something that is very important and valuable.

Conclusion

In Indonesia, the channel of information is opened so widely that people become unfocused. This has implications to the Indonesian mentality, such as unclear, incomplete, and unfocused in following any case. Another result of the analysis also shows that there has been a change in the structure of power in spreading a discourse. In the past, a media's readers often agreed on the discourse construction given by the media. But today, consumers can participate in giving their resistance to, spreading, and constructing a certain discourse.

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Corrigendum: World Maritime Axis, Media and Indo-China Discourse

The following corrections apply to the above paper on the version of proceedings:

1. The author list on the page 207-214 was different with the table of contents on the version of proceedings. Thus, the author list of the article should read as follows:
   Asep Wawan Jatnika, Prima Roza, Dicky R. Munaf, Ferry Fauzi Hermawan, Tri Sulistyaningtyas

2. There was an error in an in-text citation and a missing reference. The first sentence of the second paragraph on page 211 should have read as follows:
   "However, based on the analysis of discourse process analysis (Saifullah, 2016)..."
   The last sentence of the fourth paragraph on page 211 should have read as follows:
   "....domination of a discourse towards a authority and power construction (Saifullah, 2016)."
   This missing reference has been added to the reference list as follows:
   Saifullah, A. R. (2016). Issues of Terrorism on the Internet in the Wave of Democratization of Post-Reform Indonesia : A Semiotic Analysis. *Indonesian Journal of Applied Linguistics*, *5*(2), 307–315.

3. The title of T. A. Van Dijk on the reference list should have read as follows:
   Dijk, T. A. Van. (1993). Principles of critical discourse analysis. *DISCOURSE & SOCIETY*, *4*(2), 249–283.

The online version of the paper has been updated. The authors would like to apologize for any inconvenience caused and state that this does not change the scientific conclusions of the article in any way.