

Social Actors' Representation at Chaka Zulu's Press Conference: Critical Discourse Analysis

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19320002@student.uin-malang.ac.id**ABSTRACT**

In June 2022, people in the United States, especially celebrities were shocked by the news of the murder. The manager of actor and rapper Ludacris, Chaka Zulu, was accused as a murderer. With that accusation, he received various negative reactions from the public. Chaka's legal team immediately held a press conference to sway public opinion. The press conference could be examined as social actor representation. Regarding this, the study aimed to investigate exclusion and inclusion strategies used by Chaka Zulu's lawyers when representing social actors in press conference. This study used van Leeuwen's social actor representation theory (2008). It used descriptive-qualitative method to ensure clear data analysis. The data obtained from the FOX 5 Atlanta YouTube channel revealed that lawyers used exclusion and inclusion in the press conference. The lawyers used more inclusion than exclusion. Moreover, the most frequent sub-inclusion strategy found was role allocation, as active and passive roles allowed lawyers to show who was guilty and who was not. Meanwhile, the most frequent exclusion strategy found was suppression, which allowed lawyers to eliminate actors and emphasize others. Future studies are recommended to explore other van Leeuwen approaches as well as use other spoken discourses as research topics, for example press conference with public relation or others.

Keywords: *exclusion, inclusion, press conference, representation of social actors*

INTRODUCTION

On June 26, 2022, the public was shocked by the case of Chaka Zulu, the manager of an American rapper and actor Ludacris. He was the shooter that killed Artez Jamin Benton outside Atlanta's APT 4B restaurant (Andy Rose and Tina Burnside, CNN, 18 September 2022). However, Chaka's shooting was an attempt to defend himself against an attack (TMZ, 22 September 2022). As part of the ongoing investigation, the police issued an arrest warrant

on September 13, 2022 (FOX 5 Atlanta, 22 September 2022). It disappointed Chaka's lawyers with APD for quickly arresting Chaka without carrying out critical investigations, such as interviewing eyewitnesses at the scene.

On the other hand, several reports portrayed the deceased as an innocent actor. As a result, the incident generated various responses from the public on social media. In response, Chaka's lawyers produced an affidavit on September 18, 2022. They also held a press conference at the Atlanta Music Executive on September 22, 2022 (FOX 5 Atlanta, 22 September 2022). The lawyers utilized this to influence public opinion. Every speech and piece of information released during the press conference was based on how lawyers shape their client's speech of innocence. However, the portrayal of social actors behind the discourse reveals an alignment with the social actors in the background. This statement is consistent with the claim, based on Evayani and Rido (2019), that press conferences help exposing specific representations of the actors giving the speech. Press conference speeches have much influence in presenting certain actors based on their own goals and worldviews (Utama et al., 2020; Yuliyanti et al., 2021). It substantially affects how language is created in speech (van Leeuwen, 2008).

Previous studies had explored how social actors were portrayed. The media and newspapers were examined in a few works (Suprihatin et al., 2020; Sofyan & Zifana, 2019; Cahyaningsih & Pranoto, 2021). The alignment of the media with particular actors was explicit in previous papers. For example, Hermaji (2018) and Jendeya (2020) had researched media bias toward victims. Research done by Yuliyanti et al. (2021) also revealed that the press represented the dismissed KPK employees (victimized). In addition, the result of Prastika's research (2021) showed that the press absolved the government of its duty to uphold the law. Another study conducted by Irawanto (2022) explored how social players were portrayed in the Russia and Ukraine crises and the tactics the CNBC news media employed to describe them. The results found that a favorable impression of Ukraine was presented. In addition, some of the studies i.e. Simanullang and Pangaribuan (2021), Purwaningsih and Gulö (2021), Evayani and Rido (2019) explored the sexual assault case of Reynhard Sinaga and identified the use of exclusion and inclusion strategies to exclude and present social actors. Similarly, Rahmayati et al. (2018) discovered many applications of inclusion strategies to represent social actors. Previous studies examined how social actors were described in news texts; while this study focused on examining how social actors were described through oral discourse in press conference.

This study demonstrated a unique linguistic strategy the lawyers used to speak on behalf of social actors. The lawyers carefully chose their words to influence public's attitude during the press conference. It could be seen in the way the lawyers presented themselves or left out particular actors from the discourse. The inclusion and exclusion strategies are the term used to describe this strategy. The exclusion strategy is used to marginalize or exclude agents in context, whereas the inclusion strategy is used to showcase agents in context. It is a linguistic tactic employed to accomplish the objectives of the speech presented during a press conference. Therefore, this study observed what were the exclusion and inclusion strategies used by the lawyers and how social actors were represented during press conference. Thus, practically, this study was designed to update previous findings that used other objects. The results of this study were predicted to work as a model, for example, for future academics interested in carrying out related research in

various ways. Then, this study also sought to assist the society in expressing the loyalty of a particular individual or group.

Critical discourse analysis was used in this study to explore discourse, power, representation, exclusion, and inclusion. This study used van Leeuwen's (2008) Social Actor Representation theory which includes exclusion and inclusion strategies. This study examined the various strategies used to represent actors during a press conference. There has only ever been one official news conference held by the Atlanta Music Executive. As a result, the researcher could only find one press conference video from the official FOX 5 Atlanta YouTube channel, which was broadcast live on September 23, 2022 with a duration of about 40 minutes (<https://youtu.be/IP1-PsP7bJM>). The researcher only looked at utterances of the lawyers from a video transcribed into text. Expressions and other forms of representation was not studied.

RESEARCH METHOD

Because this research required precise and in-depth data, the researcher used descriptive qualitative research methodology in this study (Syarah et al., 2021). Qualitative method was used because the research investigated the characteristics of individuals, circumstances, or symptoms of particular groups (Moleong, 1994, p. 6 cited in Kusno, 2019). This research was also categorized as descriptive to give exploratory data on the portrayal of social actors in press conference using van Leeuwen's theory (Cahyaningsih & Pranoto, 2021). The researcher was the research instrument in this study. The only person who chose the pertinent data before analysis was the researcher herself. Additionally, the researcher used observations, data collection, selection, research, and interpretation to arrive at the final results.

The data source for this study came from a video of Chaka's lawyers' press conference, which was streamed online by the FOX 5 Atlanta YouTube Channel on September 22, 2022 (which can be accessed at this link: <https://youtu.be/IP1-PsP7bJM>). Additionally, the research data were in the form of text. The text was obtained from the transcription of the utterances as a whole. However, the data of this study were mainly obtained from the lawyers' speeches in the form of oral texts, including all utterances indicating inclusion and exclusion strategies to represent social actors at a press conference with lawyers.

The researcher took several steps when collecting the data in several stages. The researcher first obtained a press conference video from the FOX 5 Atlanta YouTube account. Second, the researcher watched the whole video more than twice. Third, the researcher turned the video into text using a YouTube automated engine transcribing. Fourth, the researcher examined each text in the form of speeches made by the lawyers, including the surrounding discourse regarding the case of Chaka Zulu concerning van Leeuwen's exclusion and inclusion strategies (2008).

The data analysis method was carried out in stages by the researcher. In order to respond to the first research question, the researcher identified various inclusion and exclusion strategies based on van Leeuwen's (2008) Social Actor Representation Theory. By describing how social actors were portrayed in related to the social practices, the researcher then responded to the second research question. The researcher then went over the rationale behind the most popular strategies, the goals to be achieved with those strategies, and the actors that the lawyers tended to support. The researcher also compared and contrasted the results with previous studies and relevant theory. Finally, the

researcher made conclusion and offered recommendations for further study using the same theory or subject.

FINDINGS & DISCUSSION

In this section, the researcher presented data analysis according to van Leeuwen's (2008) theory of Social Actor Representation including exclusion and inclusion strategies used by Cha Zulu's lawyers during press conference. In this case, a table of how the lawyers represented each social actor in a press conference was presented. In addition, the findings related to exclusion and inclusion strategies used by the lawyers to represent social actors during press conferences are also presented below.

Table 3.1. Social Actors

Social Actors	Representation	Frequency
Agent	The decedent	16
	Chaka's assistant	3
	Chaka Zulu	1
	Corey Crawford	4
	Mr. Benton	4
	Mr. Treymon Robinson	18
	Mr. Bitten	1
	Mr. Stronger	1
	Victim	Chaka Zulu
A single individual		1
A man who was a businessman		1
Apparatus	APD	16
	The chief of police	3
	Superiors of the Atlanta Police Department	1
Others	TMZ	3
	Eyewitnesses	6
	The Benton family	2
	His family and his friends (Chaka)	1
	This family of the deceased	1

It could be inferred that lawyers frequently cited social actors like the decedent and Robinson as "agents" for these occurrences. In addition, they played on a squad with Benton and Corey Crawford. Thus, the lawyers here treated them all as agents. Following that, the lawyers represented social actors as victims. Chaka Zulu held this post and had appeared in it 9 times. Then, the lawyers frequently mentioned social actor like APD, which was an apparatus. Furthermore, the lawyers criticized the APD 16 times for its appearance in the inquiry, claiming that they were careless and irresponsible. In order to demonstrate that they were as they were accused, Chaka's legal team conducted important investigations in order to gather evidence and demonstrated Chaka's innocence. Then, the lawyers frequently mentioned social actors during press conference like "eyewitnesses", which was seen 6 times.

Types of Exclusion Strategy

The exclusion strategy is the study's first indication. This technique was applied to remove or eliminate social actors from the text. The followings are some elimination techniques used by Chaka Zulu's lawyers.

Table 3.2. Types of Exclusion Strategy

Type of Exclusion Strategy	Sub-type	Number of Utterances
Suppression	Passive agent deletion	1
	Non-finite clause	1
	Nominalization and process nouns	3
Backgrounding	-	4

Suppression

There were 5 data included in the suppression found in this study. Below, the researcher presents 1 analysis of each suppression strategy for explanation.

Passive agent deletion

Excerpt 1

*"It was a man that was fighting for his life because he was **attacked** from behind."*

The lawyer used the expression "a man that was fighting" to describe that Chaka was forced to return the attack as a defense "for his life" because he was attacked from behind. The perpetrator who "attacked" Chaka was hidden because the lawyer wanted the public to focus on Chaka's social actions trying to save himself. The discourse that the lawyer wanted to display was aimed to reverse public's opinion by suggesting what happened and what to do if they were in that position. Representation occurred because of the elements of social practice which included participant and action.

Non-finite Clause

Excerpt 1

*"We felt compelled to have this press conference because there was some **reporting frankly depicting** the decedent as an innocent bystander."*

In this case, he used a non-finite with gerund which does not indicate the person in "reporting". The lawyer hid the actor involved as perpetrator who reported and how these reports were also hidden. This was done because the lawyer wanted to emphasize the importance of responding to false reports circulating rather than reporting on the perpetrators of these reports. Representation occurred because of the elements of social practice, namely eligibility of resource. It is a condition or reason behind a situation. Here, the lawyer said that the press conference was held for a reason, namely that there were reports that frankly portrayed the decedent as an innocent actor. Therefore, the lawyers could not allow such situation so a press conference was held to clarify this to the public.

Nominalization and process of nouns

Excerpt 1

*"**Shooting** and that their story would include certain aspects of the video footage that was captured that evening, and some analysis to that footage."*

The excerpt above showed that suppression can be realized by changing verb into noun or called nominalization and process nouns. In the words of the lawyer, the word

“shooting” indicated that there was a fight between social actors with shooting weapon (such as pistol) and victim for this act. However, the social actors involved in the battle are not mentioned.

Backgrounding

There were 4 data included in the backgrounding found in this study. In the following, the researcher presents 2 analysis of background strategy for explanation.

Excerpt 1

“And begins to hit the decedent in the head and about the head so much so in an effort to defend his life.”

In that sentence, the lawyer said that someone hit the deceased in the head in an attempt to defend his life. This sentence made the audiences wonder who hit whom? Who was defending himself? This strategy used by the lawyer to hide social actors because they were not clearly stated in the clause, but the existence of social actors could be identified in other clauses. It could be seen from the discourse when the lawyer wanted to present that the actor hit the victim’s head as an act of defending his own life. Even so, the presence of social actors was predictable. This representation occurred because of the elements of social practice, namely participant and action. The participant as a subject who performed the action of “hit” was “he” which was referred as Chaka Zulu.

Excerpt 2

*“There was certainly no back story whereby Mr. Zulu had any beef with **any of these individuals** as it concerns the crew and the decedent having issues about parking and not being able to get into the club or get a table at the club that certainly is information that we have learned from the witnesses why this escalated to the point that it did was that a part of it yes is that the rest of the story I don't believe so.”*

The excerpt was another example of using the backgrounding strategy embodied in a paratactic clause. The lawyer did not directly say who had the fight with Chaka Zulu. The lawyer used the term “any of these individuals” instead of identifying them specifically. That of course made the audience wonder who these people could be? Although he did not specifically provide an answer, the lawyer provided a clue in the next clause that what was meant by “any of these individuals” were people who were part of “the crew and the decedent”. The representation occurred because of the elements of social practice, namely participant and location.

Types of Inclusion Strategy

In addition to the exclusion strategy, the lawyers used the inclusion strategy to present social actors in the text. The lawyers used several ways of inclusion strategies which were demonstrated during the press conference as follows.

Table 3.3. Types of Inclusion Strategy

Type of Inclusion	Number of Utterances
Role Allocation	9
Genericization – Specification	7 – 3
Assimilation – Individualization	2 – 1

Association – Dissociation	2 – 2
Indetermination – Differentiation	4 – 4
Nomination – Categorization	6 – 2
Functionalization – Identification	8 – 5
Personalization – Impersonalization	2 – 6
Overdetermination	4

Role Allocation

There were 9 data included in the role allocation found in this study. In the following, the researcher presented 3 analysis of this strategy for explanation.

Excerpt 1

“The decedent and other members of his crew viciously and violently attacked Chaka from behind before a single gunshot was fired.”

In this sentence, the lawyer represented a social actor using an inclusion strategy. In giving a statement that Chaka was not a guilty actor, then in that sentence the lawyer applied an activation-passivation strategy. Lawyer activated actors in the phrase “the decedent and other members of his crew” committed the act of “attacked”. Whereas “Chaka” here is passive as an object or actor who accept to the action “attacked” by “the decedent and the crew”. In this strategy through activated and passive actors it creates a good perspective for certain actors. The audiences will know who is the actor who committed the bad deed and who is the actor who accepts the action. The representation occurs because of the elements of social practice, namely participant and action.

Excerpt 2

“That is when Chaka was confronted by one of the crew members of the decedent that crew member's name is Treymon Robinson.”

In this sentence the lawyer used an inclusion strategy to present the actor. This was manifested first through “Chaka” who was passive as a victim, while “Treymon Robinson” plays an active actor who carried out “confront” actions against Chaka. Through this strategy, the lawyer deliberately created great attention for Chaka, who seemed to be the victim. Thus, the representation occurs because of the elements of social practice, namely participant and action.

Excerpt 3

“At which time Chaka grabbed Mr. Robinson and pushed him up against the car and in an effort to ensure that he could not reach for his firearm.”

In another statement, the lawyer gave Chaka an active role as the person who “grabbed” and “pushed” while Robinson here played a passive role as the object of the action. Even though Chaka was given an active role by the lawyer as the perpetrator, uniquely, the lawyer still tried to present or highlight Chaka as a victim trying to save himself. It can be observed that even though Chaka was the “attacker” because of his action taken against Robinson, the lawyer instead wanted to show that the action was carried out as an “effort to ensure that he could not reach for his firearm”. So “Chaka grabbed Mr. Robinson and pushed him up against the car” was solely done because “in an effort to ensure that he could not reach for his firearm.” Instead, the lawyer brought in

Robinson as the assailant because he was in possession of a gun. Thus, the representation occurs because of the elements of social practice, namely participant and action.

Genericization – Specification

There were 7 data of genericization and 3 data of specification found in this study. In the following, the researchers present 2 analysis of genericization strategy and 1 analysis of specification for explanation.

Genericization

Excerpt 1

*“And we are now in a protective posture of him being forced to protect him right because **APD** did the wrong thing.”*

In the excerpt above, lawyers represented social actors using an inclusion strategy, in the phrase "APD did the wrong thing", lawyer uses a genericization strategy. Actors were represented unspecified by lawyer. In this strategy, lawyer named actors in general. The public cannot know specifically who the actor who made the mistake is because as was known, there were different positions within the police. As a result, the public only understood the actions taken by the actor without knowing the specific identity of the actor. On the other hand, it also has a big impact on APD itself because it means APD has to bear the impact because it is labeled as having made a mistake as a whole. Here, representation only occurs and is focused on one element of social practice, namely participant.

Excerpt 2

*“Shortly after **the decedent and his crew** exited the restaurant, Chaka along with a friend exited the restaurant.”*

In the excerpt above, the lawyer recounted the beginning of Chaka's meeting with the decedent and the crew. Interestingly, lawyer used a genericization strategy to present actors in general. As a result, the public is only made aware that the actor has an identity, namely as the decedent and the crew without being specifically explained. Even though it has been shown, the public is still made to wonder because the actors involved are not just individuals, but groups. Therefore, who is meant by the deceased here? Who are the people in the crew? The representation occurs because of the elements of social practice, namely participant, action, and location.

Specification

Excerpt 1

*“Unfortunately, that didn't work, an independent eyewitness cooperates. This fact that **independent witness was one of the valet attendees** doesn't know Chaka, doesn't know Tremaine Robinson.”*

In the excerpt above, lawyer presented social actors through specification strategy, in the phrase "witness was one of the valet attendees". In this case, lawyer used a specification strategy by clearly displayed social actors with their identities, namely one of the valet attendees. The specification occurred because the lawyer specifically

mentioned the social actor, namely an independent witness who did not know Chaka. The lawyer provided this identity so that the credibility of her testimony could be trusted. That means she gave a statement based only on the facts of what she witnessed is not in doubt because she did not know Chaka. So the testimony given is natural without coercion or demands from anyone. As is known above, representation occurs because of elements of social practice, namely participant.

Assimilation – Individualization

There were 2 data of assimilation and 1 data of individualization found in this study. In the following, the researchers present 1 analysis of assimilation strategy and 1 analysis of individualization for explanation.

Assimilation

Excerpt 1

*"We've also had the benefit during the course of our investigation of interviewing **several** critical eyewitnesses, who were at the scene that day actually saw what went down what was said."*

It is shown in the use of the assimilation strategy through aggregation techniques, in which social actors were represented by equating individuals with groups. This can be seen in the phrase "several critical eyewitnesses". The word "several" denotes a form of plurality, and lawyers pointed out that regardless of the number of individual actors who become eyewitnesses, they are still a group of "eyewitnesses". This had a huge impact on the public's perspective because the lawyers had eyewitnesses to prove Chaka's innocence. Witnesses are valid evidence that is owned to achieve that. Thus, the representation occurs because of the elements of social practice, namely participant and action. Participants as subjects namely "we" which refers to the lawyer himself doing something "interviewing" on participant as object namely several critical eyewitnesses.

Individualization

Excerpt 1

*"And so all of this energy is absolutely misdirected at **a man who was a businessman.**"*

The phrase "a man who was a businessman" shown the use of an individualization strategy because social actors clearly stated their identities, namely a man who was a businessman. That means the actor was a grown man because given the phrase "a man" and he is a businessman, obviously not a doctor or other profession. Here it can be seen that representation is formed with one element of social practice, namely participant.

Association – Dissociation

There were 2 data of association and 2 data of dissociation found in this study. In the following, the researchers present 1 analysis of association strategy and 1 analysis of dissociation for explanation.

Association

Excerpt 1

"The APD, the chief, works for the mayor, and at this point APD has to be reeled in clearly the way they've moved in this case absolutely requires some oversight."

The strategy used by lawyers is association, that is, individual or group form or join a group. In this case, social actors were associated to become a group to take action "works for the major". Uniquely, the lawyers also demonstrated the use of another strategy, namely the dissociation strategy, as will be discussed below. The APD is a plurality, the chief is also a plurality because it is impossible for there to be only one head in the police considering that in the police there are several divisions based on their duties. So these groups merged into a group that worked for the majors. This representation occurs because of the elements of social practice, namely participant and performance.

Dissociation

Excerpt 1

"The APD, the chief, works for the mayor, and at this point APD has to be reeled in clearly the way they've moved in this case um absolutely requires some oversight. They cannot manage this themselves fairly and justly."

In the excerpt above, lawyer represented social actors with dissociation strategy that are more inclined to individual representation and are not related to other groups. Previously, lawyer used the association strategy to unite social actors into groups, namely "the APD, the chief" became a group that did "works for the major". So, in the dissociation strategy, lawyer represented actors who were more inclined towards individuals, namely the APD in the next clause "at this point APD has to be reeled in clearly the way they've moved in this case um absolutely requires some oversight." Thus, APD takes action independently which "absolutely requires some oversight". The representation occurs because of the elements of social practice, namely participant and performance.

Indetermination - Differentiation

There were 4 data of indetermination and 2 data of differentiation found in this study. In the following, the researchers present 1 analysis of indetermination strategy and 1 analysis of differentiation for explanation.

Indetermination

Excerpt 1

*"It's not lost on Chaka that **someone** lost his life that evening."*

In the excerpt above, the lawyer displayed an anonymous social actor in the phrase "someone". It is an indetermination strategy. The lawyer did not mention social actors specifically or in general, but anonymously. So that the public did not know who the actor who has lost his life is. In the sentence above, if it is changed to a strategy specification, it will become "It's lost on Chaka that Benton lost his life that evening." Thus, the elements of

social practice that build the representation are participant and time. The participants were the actors involved, namely Chaka and someone, which happened at night.

Differentiation

Excerpt 1

"Mr. Robinson began to reach for his waistband. Chaka in an effort to try to de-escalate the situation told the young man don't reach for that on more than one occasion. Essentially trying to keep the peace and de-escalate the situation."

In the excerpt above, lawyer represented social actors by using an inclusion strategy. Here, the lawyer applied the use of a differentiation strategy in which social actors are distinguished from other similar social actors to distinguish "self" and "other". First, the phrase "Mr. Robinson began to reach for his waistband" is a lawyer's way of describing Mr. Robinson as a striker or a bad actor, in the phrase "reach for that on more than one occasion". Meanwhile, the other actor, namely Chaka, was described by the lawyer as having an act that contrasted with Mr. Robinson, where Chaka is a good (peace-loving) actor, in the phrase "Chaka in an effort to try to de-escalate the situation."; "Essentially trying to keep the peace and de-escalate the situation." From the two events, it can be concluded that the lawyer wanted to mention two different representations in an opportunity as a form of comparison between them. This representation occurs because of the elements of social practice, namely participant, action, performance.

Nomination – Categorization

There were 6 data of nomination and 2 data of categorization found in this study. In the following, the researchers present 2 analysis of nomination strategy and 1 analysis of categorization for explanation.

Nomination

Excerpt 1

*"That is when **Chaka** was confronted by one of the crew members of the decedent that crew member's name is **Treymon Robinson**."*

In the excerpt above, the lawyer mentioned the specific identity of social actors through the naming process. That is one of the strategies used to present social actors through the use of the nomination strategy. Interestingly, the lawyer mentioned the names of the social actors differently, one in an informal way, namely just the first name for "Chaka", while for the other social actors, they stated the full name for "Treymon Robinson". This distinction is given by lawyer to generate understanding for the public to obtain information about the complete identity and actions taken by these actors. Thus, it can be seen that there are elements of social practice that form this representation, namely participant and action.

Excerpt 2

*"But rather Chaka was attacked by **Mr. Bitten** from behind on that night."*

Again, in another excerpt, lawyer represented actors using an inclusion strategy. It is used to display social actors in reporting by giving identity to the actor, called the nomination strategy. The identity given is usually in the form of a name, but in the Excerpt the attorney provides a unique identity. He named the actor according to the action taken, namely "Mr. Bitten". As a result, the public knows that the actor is an adult man because he is given the title "Mr." and knowing the actor's action on the phrase "Bitten". Through this strategy, attorneys provided brief but clear information that can be understood and remembered easily. Thus, it has the effect of providing a perspective for the public to provide an assessment of actors through memorable identities. The representation occurs because of the elements of social practice, namely participant, action, time.

Categorization

Excerpt 1

*"And it's really deeply unfortunate that **this family of the deceased** is being used in the way they're being used."*

In the excerpt above, the lawyer also applied the categorization technique to represent social actors. In the phrase "this family of the deceased" lawyers presented social actors by showing their specific identity categories. That means the actor is the family of the deceased, in this analysis "the deceased" referred to Benton, so the conclusion is the Benton family. Through this strategy, the lawyer provided a specific identity, meaning the Benton family, not the Chaka family, or other actor's families. This way of categorizing aims to show that lawyer did not judge victim as guilty or anything, only to be legally fair. Here there is an element of social practice that you want to emphasize in building representation, namely the participant.

Functionalization – Identification

There were 8 data of functionalization and 5 data of identification found in this study. In the following, the researchers present 3 analysis of functionalization strategy and 2 analysis of identification for explanation.

Functionalization

Excerpt 1

*"Fortunately, **Chaka's assistant** sees this violent assault against Mr. Zulu and she runs to his Aid."*

In the excerpt above, lawyer presented social actors through the use of functionalization strategies. Social actors are represented by how they act. There are many ways that can be used to implement this strategy. In this case, the lawyer presented a social actor through a noun which is produced from a verb (assist) with an -ant ending, in the phrase "Chaka's assistant". Through this strategy the public can find out what actions the actor took.

Excerpt 2

*"Milliseconds later the **shooter** Corey Crawford who has yet to be apprehended or arrested shot Chaka in the back."*

In the excerpt above, lawyer presented social actors through the use of functionalization strategy. Social actors are represented by how they act. There are many ways that can be used to implement this strategy. In this case, the lawyer presented a social actor through a noun resulting from a verb (shoot) ending in -er, in the phrase "shooter Corey Crawford". Through this strategy the public can found out what actions the actor took. Thus, this representation is formed with one element of social practice which is participant, namely the subject who does something and the subject who receives it.

Excerpt 3

*"She was an **employee** of the city of Atlanta Police Department."*

In another excerpt, attorney displayed social actors through nouns resulting from the verb (employ) with the ending -ee, in the phrase "employee of the city of Atlanta Police Department". Through this strategy the public can found out what actions the actor took. The element of social practice that occurs in this representation is participant.

*Identification**Excerpt 1*

*"**Chaka has been a son of Atlanta since he came here to go to college.** He is well known in this community his character speaks to it for itself. And he has always done what is right."*

In the excerpt above, lawyer presented social actors through identification strategies. The lawyer did this by showing the existence of actors who determined who they were, not what they did, namely Chaka. Then the lawyer mentioned an explanatory sentence that aims to explain or described the actor's position in the sentence "He is well known in this community his character speaks to it for himself. And he has always done what is right." From this analysis, the representation occurs because of an element of social practice, namely participant.

Excerpt 2

*"This is **a middle-aged man who was attacked by 23 year old men as young as one of his own children, absurd.**"*

In the excerpt above, lawyer represented social actors by mentioning the existence of social actors by using their identities. Lawyer highlighted social actors by representing them through the mention of age to provide public understanding of who the actors are involved. Lawyers call the first social actor a "middle aged man" and provide a description of the actor in terms of "who was attacked." Then the lawyer also called the other actors "23 year old man" and "as young as one of his own children" to describe the actor.

Personalization – Impersonalization

There were 2 data of personalization and 6 data of impersonalization found in this study. In the following, the researchers present 1 analysis of personalization strategy and 2 analysis of impersonalization for explanation.

Personalization

Excerpt 1

*"So **these men** were upset that they couldn't get in and they came back out upset wanting to refund wanting their money refunded."*

In the excerpt above, lawyer represented social actors using an inclusion strategy through the use of a personalization strategy. The phrase "these men" is a representation of who the actors were involved in. Through this strategy, the lawyer made the subject appear like a noun but he used the personalization to show the phrase as a human. That is what lawyers said by using nouns in general categories like "men" which describe humans. Here, the lawyer formed this representation with an element of social practice, namely participant. He wanted to emphasize that "these man" had a bad temper, annoyed just because he couldn't enter the restaurant.

Impersonalization

Excerpt 1

*"Given that the video of the shooting is now circulating on the internet, we felt compelled to have this press conference because there was **some reporting frankly** depicting the decedent as an innocent bystander."*

In the excerpt above, lawyer presented social actors through the use of abstract nouns that do not refer to human attributes. The impact is that the public can only guess which actor is the actor represented by the noun because it is abstract. The phrase "some reporting frankly..." mentioned that there were reports that are in favor of the victims, but it doesn't say how many reports there are? what is the form of the report? Through this strategy, lawyer implicitly displayed actors by providing clues through the use of these abstract nouns.

Excerpt 2

*"This is a situation where it appears to Atlanta Police Department for **some reason** made a very quick decision."*

In the excerpt above, lawyers represented social actors using impersonalization strategy. As previously explained, this strategy uses abstract nouns. The phrase "some reason" is an abstract noun that represents a social actor, namely the Atlanta Police Department. In this case the lawyer wanted to show that APD made a decision very quickly for certain reasons, not on the basis of valid evidence, we will never know for what reason.

Overdetermination

There are 4 data of overdetermination found in this study. In the following, the researchers present 2 analysis of overdetermination for explanation.

Excerpt 1

*"**She jumps on the back of the decedent as he is kicking and stomping and punching Chaka, and begins to hit the decedent in the head and about the head** so much so in an effort to defend his life."*

In the other excerpt above, the lawyer displayed social actors simultaneously at the same time in a sentence. This strategy was used by lawyers because they wanted to focus public attention on what actions the actors took in the event. Thus, lawyers represented actors in a complex way in the actions they take. The first action shows that "She jumps on the back of the decedent", the pronoun "she" refers to Chaka's assistant. The second action is "the decedent as he is kicking and stomping and punching Chaka" showing that the actor, namely the decedent, takes several actions at the same time. The phrase "...to hit the decedent in the head..." is an action taken by the actor, namely Chaka in an effort to defend his life. It can be concluded that the lawyer gives the role or all the actions carried out by the actor. It aims to provide an understanding to the public regarding the events of the event. So that the public can provide an assessment based on facts that occur in the field, not based on individual reports. From this analysis, it can be seen that lawyers form this representation by emphasizing the elements of social practice, namely participant and action.

Excerpt 2

*"And in fact **the decedent is the second one to punch and kick and stomp Chaka as he falls to the ground.**"*

In the excerpt above, the lawyer represented social actors using an inclusion strategy. Lawyer presented actors by depicting actors with more than one activity at the same time. This strategy is called the overdetermination strategy. In a sentence above, the lawyer showed that the actor performs several actions. The first is to show that "the decedent punch Chaka"; the second is "the decedent kick Chaka"; the third is "the decedent stomp Chaka"; the last one is "Chaka falls the ground." Through this strategy the attorney told the chronology briefly and clearly. It gave an understanding to the public about what actions the actor was took. From the analysis above, it can be seen that this representation because of the elements of social practice, namely participant and action.

After analyzing the data in the form of the lawyer's utterances taken from a video press conference with lawyers on September 22, 2022 on the official FOX 5 Atlanta YouTube channel, the researcher found two Social Actor Representation strategies based on van Leeuwen's framework (2008). The inclusion strategy is a technique used to display or demonstrate the presence of social actors in news, in this case means during press conference. While the exclusion strategy is a technique used to exclude or exclude actors at press conference.

CONCLUSION & SUGGESTION

This research is presented to investigate what and how social actors are represented during a press conference regarding the Chaka Zulu case which was broadcast on the FOX 5 Atlanta YouTube channel on September 22, 2022. This study focused on what strategies are used to represent social actors during a press conference based on the theory put forward by van Leeuwen (2008). Based on the findings and discussion described in the previous chapter, it was found that social actors were presented by lawyers during press conferences through both exclusion and inclusion strategies. This shows that social actors can be hidden and featured in news coverage during press conferences. This strategy is used by lawyers with their own goals to achieve

certain goals. In the exclusion strategy, lawyers used suppression and backgrounding strategies. In this study, suppression is realized by lawyers through the use of passive agent deletion, non-finite clauses, nominalization, while for the backgrounding strategy lawyers use it to reduce the presence of actors.

In addition, lawyers presented social actors by using inclusion strategies. This is realized through various strategies, including role allocation, genericization – specification, assimilation – individualization, association – dissociation, indetermination – differentiation, nomination – categorization, functionalization – identification, personalization – impersonalization, and overdetermination. The use of this strategy aims to present social actors clearly, but in certain inclusion strategies the actors are presented unclearly.

By conducting this research, the researcher was able to find out that social actors can be described positively or negatively based on the perspective of text producers in representing the actors involved in reporting, such as press conferences in the case of Chaka Zulu. In addition, researcher is also able to know that in representing social actors in a report, there are two types of strategies that can be used to exclude or present social actors. It is a strategy of exclusion and inclusion, a theory of representation of social actors put forward by van Leeuwen (2008). This strategy is often used because there is a certain discourse, namely the goals to be achieved based on the ideology that the producer has. In this research is how lawyers want to protect Chaka by forming a positive image of Chaka.

Based on the findings, discussions, and conclusions presented in this study, the researcher makes the following suggestions. First, this study used the theory of Social Actor Representation put forward by Leeuwen (2008). Therefore, further research can further investigate van Leeuwen's other approaches, such as Representation Social Action, The Visual Representation of Social Actors, and Representing Social Actors with Toys. Because this research used oral discourse media in the form of press conference as an object of research, future research is expected to use other spoken discourse which can be used as research objects to dig deeper into this theory. Second, this study examines how social actors are represented by lawyers during press conference. So future researchers interested in conducting similar research in this context can use other data such as press conference with public relation or others to present different results from previous studies.

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