



# A CRITICAL SOCIAL SEMIOTICS APPROACH ON TEXT-IMAGE RELATIONSHIP

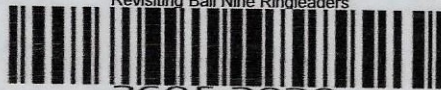
Revisiting Bali Nine Ringleaders

AWAN LIBRARY  
T UNIVERSITY

2.2  
ER  
C

**Abhirama S. D. Perdana**

A Critical Social Semiotics Approach on Text-Image Relationship:  
Revisiting Bali Nine Ringleaders



2605.2020



PRESIDENT UNIVERSITY

ID : 2605.2020  
Subjek: Komunikasi

302.2  
PER  
C

# A CRITICAL SOCIAL SEMIOTICS APPROACH ON TEXT-IMAGE RELATIONSHIP: Revisiting Bali Nine Ringleaders

by

ABHIRAMA SWASTAYANA DIAN PERDANA

Faculty of Education  
Jember University

Revisiting Bali Nine Ringleaders  
A Critical Social Semiotics Approach  
by Abhirama Swastayana Dian Perdana  
Jember University

President University  
Jember Education Park  
Jember, East Java, Indonesia 66155



PRESIDENT UNIVERSITY

A Critical Social Semiotics Approach on Text-Image Relationship:  
Revisiting Bali Nine Ringleaders



2605.2020

**A Critical Social Semiotics Approach on Text-Image Relationship:  
Revisiting Bali Nine Ringleaders**

President University, 2020

© Hak Cipta ada pada Penulis

**Penulis:**

**Abhirama Swastayana Dian Perdana**

**Foto sampul:**

[www.slon.pics](http://www.slon.pics) (attribution)

**Rekomendasi kutipan:**

Perdana, A. S. D. (2020). *A Critical Social Semiotics Approach on Text-Image Relationship: Revisiting Bali Nine Ringleaders*. Bekasi: President University.

**Penerbit:**

**PRESIDENT UNIVERSITY**

Jababeka Education Park

Jalan Ki Hajar Dewantara, Cikarang Utara, Bekasi 17550

## TABLE OF CONTENTS

<b>PREFACE .....</b>	<b>v</b>
<b>TABLE OF CONTENTS .....</b>	<b>vi</b>
<b>ABSTRACT .....</b>	<b>viii</b>
<b>ABSTRAK.....</b>	<b>ix</b>
<b>INTRODUCTION .....</b>	<b>10</b>
<b>CRITICAL DISCOURSE ANALYSIS, SOCIAL SEMIOTICS, AND VISUAL GRAMMAR .....</b>	<b>17</b>
CRITICAL DISCOURSE ANALYSIS: FAIRCLOUGH'S THREE-DIMENSIONAL MODEL.....	18
SOCIAL SEMIOTICS .....	21
VISUAL GRAMMAR .....	24
<i>The Representational Metafunction .....</i>	<i>25</i>
<i>The Interactional Metafunction.....</i>	<i>27</i>
<i>The Compositional Metafunction .....</i>	<i>31</i>
<b>BALI NINE RINGLEADERS NEWS PHOTOGRAPHS.....</b>	<b>35</b>
VISUAL DISCOURSE: DECONSTRUCTION OF THE IMAGES AND THEIR INTERPRETATIONS.....	38
<i>Paired images 1 .....</i>	<i>40</i>
<i>Paired images 2 .....</i>	<i>43</i>
<i>Paired images 3 .....</i>	<i>46</i>
<i>Paired images 4 .....</i>	<i>49</i>
<i>Paired images 5 .....</i>	<i>52</i>
<b>TEXT-IMAGE RELATIONSHIPS: INTERPRETATIONS AND SOCIAL PRACTICES .....</b>	<b>61</b>
NEWS IMAGES AND THE ACCOMPANYING TEXTS: DESCRIPTION, INTERPRETATION, AND EXPLANATION.....	62
<i>Key News Event 1: The Bali Nine Ringleaders appeal for clemency.....</i>	<i>63</i>
<i>Key News Event 2: The Bali Nine Ringleaders in Kerobokan and the move to Nusakambangan .....</i>	<i>65</i>
<i>Key News Event 3: People's reaction on the event leading to the moment of the death penalty .....</i>	<i>68</i>
<i>Key News Event 4: Government's reactions and responses on the event leading to the moment of the death penalty.....</i>	<i>71</i>
<i>Key News Event 5: The moment of the Bali Nine Ringleaders executions.....</i>	<i>74</i>
SOCIAL PRACTICE ANALYSIS: EXPLANATION OF SOCIAL CONTEXT BASED ON THE ANALYSIS OF THE NEWS IMAGES AND THEIR ACCOMPANYING TEXTS.....	77

**CONCLUSIONS** ..... 08

**REFERENCES** ..... 33

**APPENDIX: NEWS PHOTOGRAPHS LIST OF SOURCES** ..... 08



# A CRITICAL SOCIAL SEMIOTIC APPROACH ON TEXT-IMAGE RELATIONSHIP

## Revisiting Bali Nine Ringleaders

The interplay between photographs and texts mostly has been studied in analysing advertisement discourse through the application of both Fairclough's three dimensional discursive framework of Critical Discourse Analysis (CDA) in combination with Kress and Leeuwen's ground-breaking social semiotic framework of Visual Grammar Analysis (VG). However, despite the apparent existing connection of visual and verbal texts in both printed and online news stories, the intersemiotic meaning analysis of a news photograph combined with its accompanying texts such as headlines and captions remains under-researched. Therefore, this book aims to address this gap and add to the growing body of knowledge through analysing the discourse of news photographs and their accompanying texts, since it is paramount to analyse news discourse as it has considerable power to shape and influence our values and beliefs as we live as members of our social groups through watching, reading, and sharing the news. Taking the context of 'Bali Nine Ringleaders' that was causing tensions between Indonesia and Australia, this book examines the competing discourse related to the capital punishment of the Bali Nine in the news stories of Indonesian and Australian news outlets, *Jakarta Globe* and *The Australian* respectively. Employing the combined theoretical frameworks of CDA and VG, the analysis of text-image relationship (multimodality) between the news photographs and their headings and captions reveals that each of the two news outlets made active choices to position the two Bali Nine Ringleaders and the two governments in relation to the audience.



Abhirama SD PERDANA has a Master's Degree in Communication & Media Studies (MComn&MediaSt.) and a Master's Degree in Education (M.Ed.), both from Monash University, Australia. Currently, he is a Faculty Member in Communication Studies Undergraduate Program and President University. His main research interests are: Critical Discourse Studies, Social Semiotics, Multimodality, Critical Public Relations, Photojournalism, Media Literacy, Cultural Studies. Abhirama is also an Edupreneur. He sets up Swastya & Co. and ASCAdemi (Translation-Proofreading-Editing Services) to assist students and academicians in reviewing their scientific/academic paper. He is also serving as Australia Award Editor with Monash University, where he provides editing support to Australia Award Scholarship Awardees.

ADAM KU  
PRESID

ISBN 978-623-92798-6-8



9 786239 279868