

ABSTRACT

Soedjarwo, Gabriella Novianty (2017). **Igor's Ideology of Being The Winner as Portrayed in Paulo Coelho's *The Winner Stands Alone: A Critical Discourse Analysis***. Yogyakarta: English Language Studies, Graduate Program, Sanata Dharma University.

This study takes Paulo Coelho's *The Winner Stands Alone* as the object of the study to reveal what Igor's ideology of being a winner is and how Igor shows his ideology in his life. This study employs a critical discourse analysis since CDA allows this study to find out the ideology from the language use. The data used in this study is Igor's language use which is taken from his monologues, dialogues, and author's description about him.

This study focuses on finding Igor's concept of being a winner and how this ideology is manifested through the language use. In order to achieve those objectives, there are three research questions: (1) *What is the meaning of being the winner in Igor's perspective as seen in Coelho's The Winner Stands Alone?* (2) *How does Igor show his perspective of being the winner?* (3) *What language features reveal Igor's ideology of winning?* There are four theories used in this study; Systemic Functional Grammar (SFG), seven building tasks of language (SBT), and Bourdieu's habitus and capitals.

This study finds out that being a winner means being able to utilise all material things such as wealth and position to gain something more divine such as love and determination. Another meaning of being a winner is dare to stands by himself.

SFG analysis shows the most frequent process in transitivity is material process followed by relational, mental, verbal, existential, and behavioural processes. Igor clearly states that he needs to do something in order to take back what has been taken from him. Further, he states that he is worth to take an action to change the society. This finding is supported by textual metafunction which shows Igor uses unmarked theme more often than marked theme in order to put a focus that he is the one who can take an action.

SBT analysis shows how Igor puts a high value to non-materialistic thing. Igor directly and indirectly shows his practices through his language use. He intends to take his love back and to fix the society. He also puts his identity as the resistance since he has the quality to be one. Lastly, Igor puts a better judgement to divine things than materialistic one, thus he is willing to use all his capitals in order to accomplish his mission.

As the conclusion, Igor successfully takes a role as a resistance towards the Superclass. He proves that by pursuing something more divine and not being attached to materialistic things, can lead someone to have a better life. He shows his ideology through his language used which is proven by SFG analysis. His ideology of being a winner is formed due to his experience of losing his love and seeing the phenomena how spoiled the society is. This conclusion is drawn after employing SBT theory.

Keywords: ideology of being the winner, CDA, SFG, SBT

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Penelitian ini mengambil data dari novel Paulo Coelho berjudul *The Winner Stands Alone* untuk mengungkap makna menjadi pemenang berdasarkan perspektif Igor dan bagaimana dia menunjukkan ideologi tersebut dalam kehidupan sehari-hari. Penelitian ini menggunakan metode analisa wacana kritis (AWK). AWK dipilih karena mampu membongkar ideologi dari penggunaan bahasa oleh penutur. Data penelitian ini diambil dari dialog, monolog, dan narasi pengarang.

Fokus penelitian ini adalah menemukan arti menjadi pemenang dan bagaimana Igor menunjukkan ideologinya. Ada tiga pertanyaan yang dijawab: (1) *Apa arti menjadi pemenang berdasarkan perspektif Igor seperti yang diceritakan di novel Paulo Coelho The Winner Stands Alone?* (2) *Bagaimana Igor menunjukkan sikap sebagai seorang pemenang?* (3) *Apa saja aspek kebahasaan yang menunjukkan ideologi Igor sebagai pemenang?* Tiga teori yang digunakan adalah fungsi grammar terpadu (SFG), tujuh tugas pembentukan bahasa (SBT), dan teori kapital dan habitus oleh Bourdieu.

Berdasarkan analisis, menjadi pemenang berdasarkan perspektif Igor adalah mampu menggunakan semua kapital yang dimiliki untuk mencapai sesuatu yang lebih religius seperti cinta dan kebulatan tekad. Menjadi pemenang juga berarti berani berdiri sendiri.

Dari analisis SFG, Igor mewujudkan pemikirannya dalam perbuatan. Hal ini terlihat dari *material process* dalam *transitivity analysis* menempati posisi pertama sedangkan *verbal process* sedikit kemunculannya. Dia secara jelas menegaskan bahwa dia harus melakukan sesuatu untuk mendapatkan cintanya kembali dan juga membawa perubahan dalam masyarakat. *Textual metafunction* mendukung analisis tersebut dengan menunjukkan Igor lebih banyak menggunakan *unmarked theme* dibandingkan *marked theme*.

Hasil analisis SBT menunjukkan Igor menilai hal-hal surgawi lebih tinggi. Dia menunjukkan tindakan yang diambil baik secara langsung maupun tidak serta menunjukkan identitasnya sebagai pemenang dan penentang. Penilaiannya tersebut membuatnya mampu menggunakan kekayaan dan kedudukannya untuk memperoleh hal-hal yang lebih surgawi.

Kesimpulan yang dapat diambil adalah Igor mampu menjadi penentang terhadap *Superclass*. Dia juga membuktikan bahwa dengan mencari hal-hal surgawi, hidup akan lebih bermakna. Igor ideologi dapat dilihat dari bagaimana dia memilih kata tertentu; kesimpulan ini didapat dari hasil analisis SFG. Dari analisis SBT, dapat disimpulkan bahwa ideologi Igor dibentuk oleh pengalamannya dalam kehilangan cinta dan bagaimana dia melihat masyarakat yang rusak oleh hal-hal duniawi.

Kata kunci: ideologi menjadi pemenang, analisa wacana kritis, fungsi grammar terpadu, tujuh tugas pembentukan bahasa