



## Indonesian representation in South Korean media during the Asian Games Jakarta – Palembang 2018

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### ABSTRACT

In August 2018, Indonesia hosted the Asian Games Jakarta – Palembang 2018. After hosting in 1962, Indonesia has had the theme "Asia's Energy", meaning that Indonesia is expected to be a source of energy support for some Asian countries on the world stage. The study aimed to discover the similarities and differences shown on the articles and how Indonesia is represented through lexicon, grammar, discourse practices, grammar, and discourse practices in online news articles written by the Korean Republic's media. This study used a critical discourse analysis theory of Norman Fairclough with a descriptive qualitative method, developing critical discourse analysis based on formal-systemic linguistic assumptions. Based on the study results, it is observed that the published news articles during the opening were the articles giving a primary focus on Indonesia compared to the published articles during the event and closing, data was collected based on online news articles during the 2018 Jakarta Palembang Asian Games using a literature study of 15 articles. There is also a finding regarding text production in articles of Asian Games Jakarta-Palembang 2018 that were not influenced by outside intervention other than the media itself. Then, based on the text analysis results, it is discovered that Indonesian representations were divided into the viewpoint of a country and the viewpoint of the host of the Asian Games Jakarta Palembang 2018. In addition, the implications of this research are to find out Indonesia's representation in the news media of the Republic of Korea during the 2018 Asian Games.

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## 1. INTRODUCTION

In August 2018, Indonesia organized the second-largest multi-sport event globally and the largest in Asia, the 2018 Jakarta-Palembang Asian Games. After previously hosting it in 1962, Indonesia carried the theme 'Energy of Asia', meaning *Indonesia is expected to be an energy supporter for several countries in Asia on the global stage*. Indonesia has begun to be under the spotlight since Vietnam stepped down to host it in 2014. International media has also responded positively to the Asian Games Jakarta-Palembang 2018 event. From the New Indian Express, while the opening of the Jakarta competition on a large scale showed rich Indonesian cultural traditions, the closing concept was about the strong bond among members of Asian countries. It is a reflection of peace, stability, togetherness, and prosperity. One example is the emergence of the Republic of Korea and the Democratic People's Republic of Korea (RRDK) in a contingent called "Korea," representing the two countries desire to be united and peaceful again.

As explained by Hall in the book entitled *Representation: Cultural representations and signifying practices* in 1997, representation is the fundamental part of the process, which means producing and making exchanges between members of a culture, i.e., language, symbols, and signs that represent or show objects. Representation, in general, can be said to be the process of producing meaning using language. As explained by van Dijk in the book entitled *News analysis: Case studies of international and national news in the press* in 1988 cited in Monarizka in the research entitled *Representation of Indonesia in the 2015 Southeast Asia's haze in the Guardian and the New York Times* in 2016, representation in news is usually created based on assumptions of reporters and readers in a community, class, or culture. According to Fowler in (Sivandi and Dowlatabadi, 2016), a newspaper is a report which is reported from a certain point of view so it is not necessarily neutral. Therefore, in the media representation analysis process and fundamental ideology of the news, critical discourse analysis is considered the appropriate method.

Discourse analysis is the most sophisticated method of analysis. As explained by Fairclough in the book entitled *Critical discourse analysis: The critical study of language* in 1995, presented a critical analysis based on Halliday's (1978) linguistic theory that language and text perform three simultaneous functions: representing experience in the world, mediating social interactions between participants in speech, in writing, combining text and context. Critical discourse analysis deals with the three-dimensional understanding of discourse in linguistics and goes into its characteristics through critical discussion (Park, 2007). As explained by Anshori in the book entitled *Metodologi Penelitian Kuantitatif* in 2017, the main assumption of critical discourse analysis is that the text contains something implicit and transcendent. The text cannot be seen only on the basis of a series of sentences, but also in terms of what should be considered in terms of the meaning of the text. This hypothesis indicates that in a speech there is an ideology of the speaker, which is the main message of the text from which it is produced. The next assumption is that language is not just a simple empty tool, but can be used with specific

goals and purposes. Therefore, he argues that the study of speech is the study of the speaker's message. As explained by Talbot in the book entitled *Media discourse: Representation and interaction* in 2007, the main point of critical discourse is to seek to discover how discourse is constructed from the point of view and to observe that what matters as a matter is essentially a matter of nature. ideology. As explained by Riyanto in the book entitled *Metodologi Penelitian Pendidikan* in 2001 suggests that in critical discourse analysis, discourse is understood not only in terms of language but also in relation to context. Context here means that language is used with purpose and purpose, especially in the exercise of power. As explained by Bushi and Badrih in the book entitled *Linguistik Indonesia: pengantar memahami hakikat bahasa* in 2018 critical discourse analysis can be positioned as a multi-level analytical research method, linking micro-level (text) analysis with macro-level analysis. They argue that critical discourse analysis is not only a set of formal methods or an analytical framework for performing discourse analysis, but also contains an important theoretical framework about the various happen in society.

The Republic of Korea is one of the countries with a stable level of internet connectivity, which ultimately also have impact on household internet usage (Moon, 2019). Furthermore, he revealed that the highest numbers of internet users have an age range around twenties. As a result of the use of the internet to access news, Republic of Korea once ranked the highest among OECD countries in 2010. Moon (2019) reveals that one of the reasons could be because of Republic of Korea's culture, namely the culture of 'ppali ppali' (빨리 빨리). This culture refers to activities that are all done quickly. Therefore, with the emergence of news that can be accessed through the internet, people of the Republic of Korea tend to be more interested in reading news online rather than other intermediaries.

This paper discovered phenomena regarding how Indonesian representation can develop through activities in the Asian Games Jakarta-Palembang 2018; for instance, the media focused on opening activities and linked them with Indonesian culture. It was evident in President Jokowi's appearance using a motorbike, where Kotra online media wrote a particular article regarding motorbike utilization in Indonesian daily life. This news mostly appeared during the Asian Games 2018 event. It triggered the researchers' curiosity regarding how the South Korean media represented Indonesia in the news during Asian Games 2018. So far, there has not been much research that discusses how the representation of a country can be seen based on the news that was made during the period when an international event took place. This research needs to be done for several reasons, namely, to add to research that discusses the representation of a country in international sports events. Because every country has an established image in its international audience, whether it be a strong or weak image, a clear or unclear Fan (2006).

Researchers used several research references in conducting this research. First, research conducted by Lee (2019) entitled Olympic Ceremony and Diplomacy: South Korean, North Korean, and British Media Coverage of the 2018 Olympic Winter Games' Opening and Closing Ceremonies discusses the existence of three components in diplomacy that appear at the opening ceremony and the closing of the 2018 Winter Olympics. The mass media of the Republic of

Korea, DPRK and the UK use reporting to convey messages of peace, present representations of the identity of the United Korea and Korean Cultural Heritage, and communication tools for negotiations between the Republic of Korea and the DPRK.

Second, [Rowe \(2019\)](#) research entitled *The Worlds That Are Watching: Media, Politics, Diplomacy, and the 2018 Pyeongchang Winter Olympics* discusses the 2018 Winter Olympics. The analysis conducted focuses on English-language media articles compared to the Olympics. The news articles that were published discussed more about the political relations that emerged in it, especially since the DDDK suddenly announced its involvement in this international event.

The third research was conducted by [Sinclair \(2000\)](#) entitled *More Than an Old Flame: National Symbolism and The Media in The Torch Ceremony of The Olympics* which focuses on the symbolization of the torch relay and ceremonial ceremonies at the Olympics, especially at the 2000 Sydney Olympics. This research suggests that this tradition is an expression of the culture and politics of the national identity of the host city. This can be seen from how the activity planning considers what national symbols and values will appear in the torch ceremony. The 2000 Sydney Olympics. This consideration was closely disguised by media coverage, especially the national press which would bring up symbols and values, while continuing to relate them to social problems currently occurring.

## 2. METHODS

This study used a qualitative study type where data employed were soft data (words, sentences) in discourse, specifically by analyzing in depth the facts and reality of data sources from the media of the Republic of Korea. As explained by [Raco](#) in the book entitled *Metode penelitian kualitatif* in [2010](#), the purpose of a qualitative study is to find a deep understanding of a symptom, fact, or reality. Research from [Yusanto \(2019\)](#) states that qualitative research has a variety of approaches, so researchers can choose from this variety to adjust the object to be researched. Furthermore [Yulianty & Jufri \(2020\)](#), in qualitative research, data analysis must be carried out carefully so that the data that has been obtained can be narrated properly so that it becomes a feasible research result. This research uses the descriptive research method that involves development of a coding framework and qualitative coding framework ([Snelson, 2016](#)). As explained by [Bungin](#) in the book entitled *Penelitian kualitatif* in [2007](#), revealed that the use of descriptive methods aims to describe and summarize various conditions, situations, or social reality phenomena in a society that is the study object. This method also attempts to draw that reality to the surface as a feature, character, nature, model, sign, or description of a particular condition, situation, or phenomenon.

Data sources in this study were news articles from several online news portals of the Korean Republic. The news articles analyzed were published after the opening of the Asian Games 2018, i.e., 18 August 2018, to the closing of the Asian Para Games 2018, i.e., 13 October

2018. These articles were classified in general based on the opening event, during the event, and the closing event.

Data analysis consisted of finding similarities and differences in South Korean media news articles representing Indonesia during the Asian Games Jakarta-Palembang 2018. Data was collected from online news articles during the 2018 Jakarta Palembang Asian Games with literature study and then grouped based on criteria so that data can be analyzed language text analysis using the critical discourse analysis of Norman Fairclough.

### 3. RESULTS AND DISCUSSION

In the opening news article group, the Republic of Korea media gave much attention to the opening ceremony. Most of the articles discussed how the Indonesian opening ceremony amazed the audience with the various actions, the magnificent decorations, and the many surprises, such as President Jokowi's appearance on a motorbike. It gives the impression that Indonesia can package the opening ceremony into a spectacle enjoyed by many.

In the activity article group, there were limited representations. Neither vocabulary nor grammar can clearly be said to provide a strong representation of Indonesia. The sentences in the activity article also provided more neutral written facts. The matters discussed were more about how people use language in their daily activities and whether the Asian Games is a fortune that Indonesia gets and does not influence the country itself.

From the three groups of news articles, similarities and differences emerged regarding the articles written. The difference that can be immediately seen is the focus of the news that appears in the articles of each group. In the opening news article group, the Republic of Korea media discussed the opening ceremony more, while in the news group the activity articles discussed were more inclined toward Indonesian culture in everyday life. Likewise the news group closing articles discussed more the parts of their country that appeared in the event, such as the emergence of the iKON and Super Junior groups as guest stars, as well as the 'Korean' contingent, namely a combination of the Republic of Korea and DPRK athletes who walked hand in hand in the closing ceremony.

Indonesia and the Republic of Korea have been in diplomatic relations since September 1973. Cooperation had become closer when President Moon Jaemin visited Indonesia in November 2017 to increase partnerships through the "Republic of Korea-Republic of Indonesia Joint Vision Statement for Co-Prosperity and Peace," i.e., cooperation in the fields of defense and foreign relations, bilateral trade and infrastructure development for people-to-people exchanges, and regional and global cooperation. Besides, in other fields such as tourism, for example, during the last five years, as quoted from the Indonesian Embassy website to the Republic of Korea, tourists from the Republic of Korea have experienced a significant increase. It is due to a large number of South Korean media that focuses on tourist attractions in Indonesia, attracting enthusiasts.



In general, South Korean media can be categorized based on their viewpoints, i.e., conservative and liberal. Conservative media is defined as media supporting governmental programs. Meanwhile, liberal media marches forward to criticize policies that are perceived as harmful to the community. Despite these differences, overall South Korean media agencies is under the Ministry of Tourism and Sports of Korean Republic; hence, content produced are under government monitoring.

In this study's data sources, the mass media that have been published as the source of the news were News1, Dailian, Yonhap News, Segye Ilbo, Kukmin Ilbo, Herald Corp Hani, Single List, Newspim, and Jongang Ilbo. Overall, all South Korean media are under the Ministry of Sports and Tourism of the Korean Republic.

News1, Yonhap News, Segye Ilbo, Kukmin Ilbo, Herald Corp, Hani, and Jongang Ilbo are the top media in the Republic of Korea that have a good reputation in the eyes of the public. Furthermore, Single List and Dailian are media portals based on the internet. Meanwhile, Newspim is a media that focuses on business and marketing.

Based on the analysis of literacy practices, it can be observed that these media provide a good representation of Indonesia. However, some have included criticisms and comments about Indonesia as a country and host of the Asian Games Jakarta-Palembang 2018. It is influenced by the tighter relationship between Indonesia and the Korean Republic. As explained above, despite criticisms and comments about how Indonesia is viewed as a country and host, they were constructive. Therefore, they did not lead to negative things. Even though news articles cannot be written entirely based on objectivity, in this case, all articles focused on different news discussions regardless of various backgrounds. Everything returns to the diplomatic language where every word will affect the relations between the two countries, i.e., Indonesia and the Korean Republic.

The text's target audience was the Korean Republic people because all articles were produced in Korean. The news article aimed to provide information to the public about the things that happened during the Asian Games Jakarta-Palembang 2018.

### *3.1 Opening articles of Asian games Jakarta – Palembang 2018*

Generally, the opening article of Asian Games discussed interesting activities occurred during the opening event. In their articles, South Korean media authors used words stating admiration, such as flaming Indonesia 뜨거워진 인도네시아 and a unique spectacle 독특한 공연 in writing the article title.

Vocabulary representation in the sentences focused on the event execution; for instance, data 1 below.

이날 개막식은 무대에서부터 관중들의 눈길을 사로잡았다.

The opening ceremony draws the audience's attention starting from the stage (opening article 4)

- Data 1

In this sentence, the author describes how the opening program attracted the audience's attention who watched it. This sentence represents that the opening ceremony of the Asian Games Jakarta-Palembang 2018 has succeeded in making a positive impression on the audience.

Furthermore, the grammatical representation can be seen from the form of the action process and the form of the event process. Grammar analysis used Korean grammar, where a sentence consists of a material or sensor and phenomenon, is shown in data 2 below.

특히 (Subject) 교통 정체로 악명이 높은 자카르타가 개최식으로 인해 더욱 (Object) 몸살을  
(Predicate) 앓고 있다.

Moreover, Jakarta, which is notorious for its bad traffic, ran into more trouble due to the opening ceremony (opening article 2) - *Data 2*

The sentence above shows an event process in which sentences are analyzed based on the subject, predicate, and objects that appear in the sentence. The form of action above represents how the traffic situation in the Indonesian capital, Jakarta, has been bad since the beginning, made worse by the holding of an opening ceremony. The sentences in data 3 below included in the action process that represents Indonesia as a country with a high level of congestion in the city of Jakarta, as well as how the opening ceremony that was held managed to amaze the audience with the appearance of Indonesian elements such as the Saman dance, its natural beauty, and not forgetting to highlight the theme of the Asian Games 2018 is 'Energy of Asia.'

영상에 이어 (Subject) 유네스코 세계무형문화유산으로 지정된 인도네시아의 전통춤인  
'사만춤' 공연이 (Predicate) 펼쳐졌다.

Following the video, the "Saman Dance," a traditional Indonesian dance designated as a UNESCO World Non-Object Cultural Heritage, was held (opening article 5) - *Data 3*

In the form of events, the subject's elements and predicate or object appear in the sentence. As in the example above, it can be seen that Indonesian representation was about the holding of the Saman Dance where UNESCO has recognized it as a non-object World cultural heritage. Another Indonesian representation that emerged was regarding the parts of the opening ceremony, such as the torch's lighting, the theme of nature which was focused on as the theme for the opening of the Asian Games Jakarta-Palembang 2018. This representation can be seen on data 4 below.

성화 주자가 천천히 성화를 들고 산을 타고 올라가 꼭대기에서 마지막 주자인 인도네시아  
배드민턴 스타 수지 수산티에게 넘겨주자 수산티가 꼭대기에 있는 화산 분화구 모형에 불을  
붙였다.

As the torch runner slowly climbs the mountain with a torch and hands it over to Indonesian badminton star Suji Susanti, the last runner from the summit, Susanti lights up a model of a volcanic crater at the top (opening article 4) - *Data 4*

The sentence above discusses how Susi Susanti, as the last torchbearer, lit the volcano crater's summit as a sign of the opening of the Asian Games 2018. This sentence is an example of Indonesian representation in the form of actor participants as actors. In this section, Indonesian representation was raised by discussing how the overall performance, such as performers, creative teams, and other sections, managed to provide exciting events. Next, data 5 presents Indonesia as a victim.

인도네시아의 탄생과 문화를 담아낸 공연은 자연을 그대로 옮겨놓은 듯한 대형 무대를 배경으로 펼쳐졌다.

A show of the birth and natural culture of Indonesia that seemed to be moved to a big stage backdrop (opening article 4) - *Data 5*

The sentence above describes a performance show that displays the birth and natural culture of Indonesia as if moving the whole thing onto the stage of the performance. In the form of participant actors as victims, parts of the program that received positive reactions and attention from many parties were presented.

### *3.2 Activity articles of Asian Games Jakarta – Palembang 2018*

Overall, the articles released during the Asian Games Jakarta-Palembang 2018 had various focuses with limited Indonesian representations. Besides, there was a section on grammatical representations or participant form representations that did not appear in some articles. Some of these articles did not discuss how Indonesian representation from a one-sided point of view but rather discussed information about matters relating to the Indonesian people's daily activities. Data 6 below is an example of a vocabulary representation in the activity article group for the Asian Games Jakarta-Palembang 2018.

과거 인도네시아는 아시아의 스포츠 강국이였다

In the past, Indonesia was one of the strengths of Asian sports (activity article 2) - *Data 6*

In the sentence above, there is a statement about how Indonesia used to have a nickname as one of Asia's sports powers. It represents that currently Indonesia is no longer associated with this nickname. The sentence in data 7 below is an example of representation in the form of events where the elements of the subject, predicate, and object sentences play a role in determining their representation



(Subject) 2018 년 자카르타 팔렘방 아시안게임이 (Object) 지난 9 월 2 일 막을 (Predicate)  
내렸습니다.

The Asian Games Jakarta-Palembang ends on September 9 (activity article 4) - *Data 7*

The sentence above describes how the Asian Games Jakarta-Palembang 2018 ended on 9 December 2018. It marked the completion of Indonesia to host the Asian Games Jakarta-Palembang 2018. The representation process in the form of the action process in the article group refers more to the facts that occur in the field rather than taking a particular point of view in representing something. Then, the example sentence in data 8 below discusses the events of the 2018 Jakarta - Palembang Asian Games held since August 18, 2018.

(Subject) 45 억 아시아인들의 스포츠 축제 2018 년 자카르타-팔렘방 아시안 게임이 지난 18 일  
(Predicate) 시작됐습니다.

The 4.5 Billion Asian Sports Festival of Asian Games Jakarta-Palembang 2018 started on the  
18th (activity article 3) - *Data 8*

The form of the event is characterized by the emergence of a subject element and at least a predicate or one object where the sentence is intended to explain an event that occurred. The forms of events that appeared in the activity article group generally discussed the opening ceremony events and the start of the Asian Games 2018 in Indonesia.

In the activity article group of the Asian Games Jakarta-Palembang 2018, there were no forms of actor participation as perpetrators and actors as victims.

### 3.3 *Closing articles of Asian Games Jakarta – Palembang 2018*

In the closing article group, Indonesian representation was not very prominent. The dominant representation led to elements of the Korean Republic who appeared at the closing ceremony. Hence, the focus was generally more on the Korean Republic than Indonesia as the closing ceremony organizer. The following are examples of vocabulary representations that appear in this group of articles.

Data 9 below is an example of vocabulary representation that illustrates Indonesia, where a service appears to be used by Indonesian people to overcome traffic congestion, particularly in Jakarta.

자카르타의 고질적인 교통 체증과 택시 승차 거부 등을 해결하게 해 준 공유 서비스  
A shared service that helps deal with chronic traffic congestion in Jakarta and refusal to take taxis.  
(Closing article 5) - *Data 9*

Data 10 illustrates Indonesian representation where Indonesia generates strength in unique sports. This representation has a positive meaning, where the subject illustration, i.e., Indonesia, has advantages in special sport fields.

카드게임인 브리지, 동남아시아 전통 무술인 펜카실랏 등 이색 종목에서 (Subject)  
인도네시아는 (Object) 강세를 (Predicate) 보였다.

Indonesia shows strong strength in unique sports such as Bridge, card games, and Pencak silat, a traditional Southeast Asian martial art (closing article 1) - *Data 10*

The form of the event describes an event that occurred. The Indonesian representation that appeared in data 11 below was about how volunteers play an essential role in the Asian Games Jakarta-Palembang 2018's success process.

열악한 환경에도 (Subject) 이번 대회를 치를 수 있었던 건 자원봉사자 덕분이라는 말도  
곳곳에서 (Predicate) 나올 정도였다.

Even in the harsh environment, it is said to be thanks to the volunteers who could play this competition (closing article 5) - *Data 11*

The representation of the participant form is divided into two parts. Data 12 below is an example of the form of actor participation as an actor where Indonesian representation appeared as a country that controls Pencak silat.

인도네시아는 특히 펜카실랏을 점령하다시피 했다.

Moreover, Indonesia has mastered pencak silat (closing article 2) - *Data 12*

The form of actor participants as victims in the closing article group explained how the Grab and Gojek applications are among the public transportation options for Indonesians. This explanation is presented in data 13.

지하철이 없고, 대중교통이 부족한 자카르타에선 그랩과 고젝이 많은 사람들의 발이  
됐다

In Jakarta, where there are no subways and a lack of public transportation, Grab and Go-Jek have become the feet of many people (closing article 5) - *Data 13*

#### 4. CONCLUSION

The news articles analyzed were divided into three timelines, i.e., articles published at the opening, articles during the activity, and at the closing. These articles have something in common: they equally wrote down Indonesian strengths and weaknesses, both as the organizer of

the Asian Games Jakarta-Palembang 2018 and as an Indonesian state itself. The difference in these news articles was the difference in the focus of the topics discussed in each part. In the opening article, South Korean media focused on the opening event, which depicted a very positive impression. Meanwhile, the article on activities focused more on Indonesia as a country by discussing everyday vocabulary used in society. It also discussed how the role of the Asian Games Jakarta-Palembang 2018 affected the Indonesian state itself. Then in the closing article, the focus on Indonesia itself did not appear.

Based on the study results on how the discourse practice in the news articles of South Korean media that wrote about Indonesian representation during the Asian Games Jakarta-Palembang 2018 period, it shows that even though these media are under the auspices of the Ministry of Sports and Tourism of the Korean Republic in writing their news, representations of Indonesia were balanced by bringing out the positive and negative sides.

Based on the study results, South Korean media represented Indonesia in the dimensions of the text, i.e., vocabulary, grammar, and participant form. This text analysis was observed from the news articles divided into three timelines, i.e., the opening, the activity, and the closing. The vocabulary in this representation generally used vocabulary with a positive impression. It brought aspects to be addressed by Indonesia as the host of the Asian Games Jakarta-Palembang 2018 and the country itself. It makes the Republic of Korea's media pay equal attention to the strengths and weaknesses of Indonesia.

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