

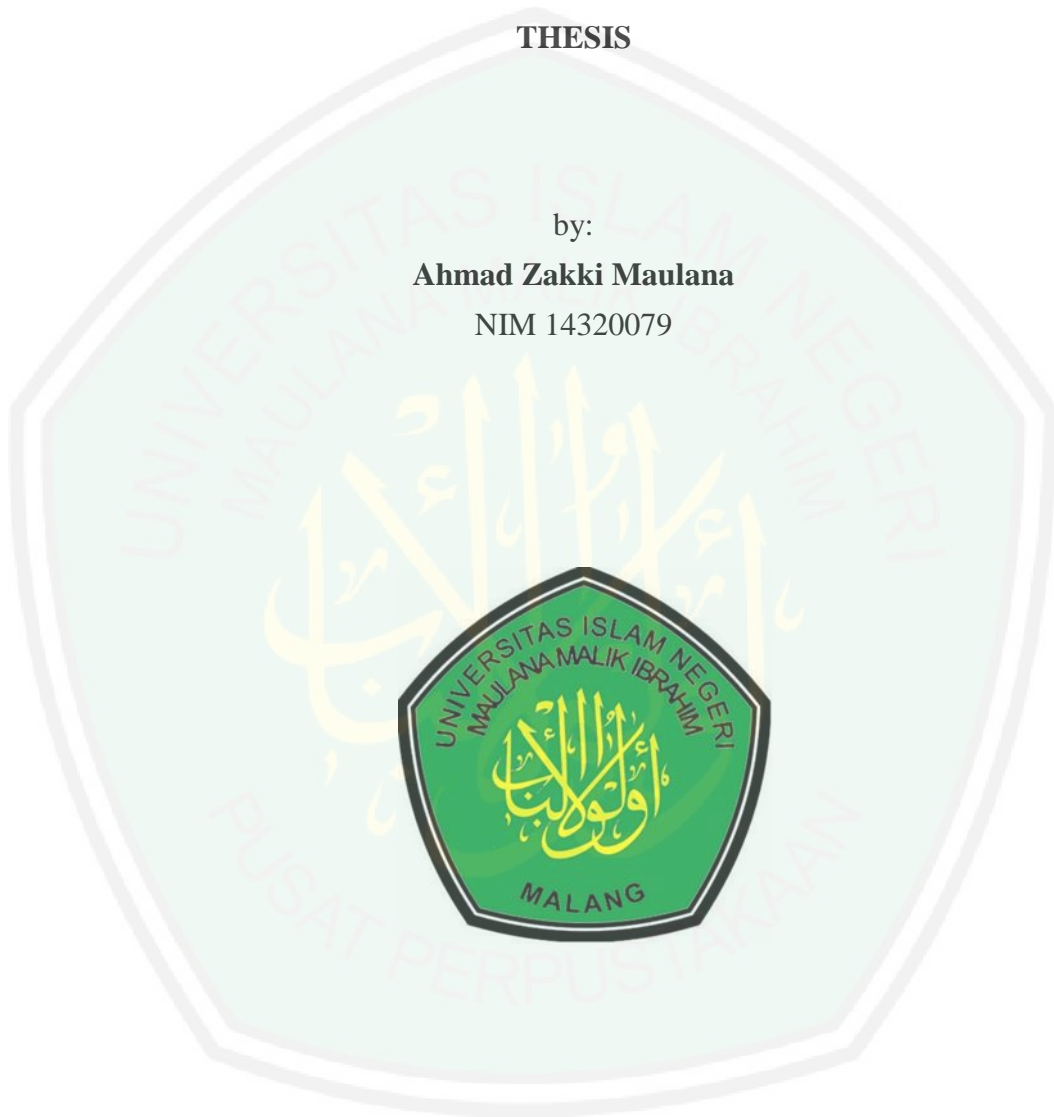
Identity Representation on Personal Travel Blog

THESIS

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FACULTY OF HUMANITIES

UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM

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2018

Identity Representation on Personal Travel Blog

THESIS

Presented to
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This is to certify that Ahmad Zakki Maulana's thesis entitled *Identity Representation on Personal Travel Blog* has been approved by the thesis advisor for further approval by the board of examiners.

Malang, June 6, 2018

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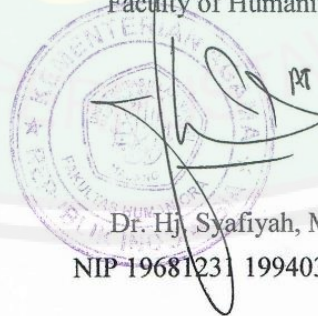


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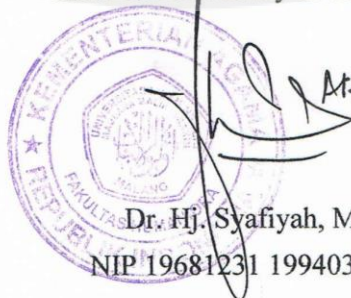
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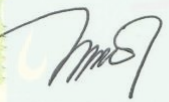
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STATEMENT OF AUTHENTICITY

I certify that the thesis I wrote to fulfill the requirement for the Degree of Sarjana Sastra (S.S) entitled "*Identity Representation on Personal Travel Blog*" is truly my original work. It does not incorporate any materials previously written or published by other persons, except those indicated in quotation and bibliography. Due to the fact that, I am the only person responsible for this thesis if there is any objection or claim from others.

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MOTTO

Learn from past, live for present, hope for future.



DEDICATION

I proudly dedicate this thesis to my lovely family, including my father H. M. Muzayyin, my mother Hj. Umi Faizah, my sister and her husband Tutun Atufah and Nur Salim, my nephew and niece, as well as the other members of my family who have stayed next to me in every single step of mine. I do thank for your love, support, guidance given to me till I can finish my study.



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All praise to Allah S.W.T. who has given His guidance and blessing for all creatures in the universe, including me, so I can finish this thesis entitled “*Identity Representation on Personal Travel Blog*”. Shalawat and Salam are always praised to our beloved Prophet Rasulullah Muhammad p.b.u.h, the messenger as well as the one who brings good news to human life.

I am able to accomplish this thesis successfully due to some talented as well as inspired people who always give me advice, guidance, and critique in order to improve this thesis. In this occasion, I extend my sincere thanks and appreciation for their help, direction, and insight to:

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The author is aware that this thesis is still far from perfection and has weakness in several aspects. Therefore, criticism and suggestion are welcomed for the improvement of this work. This thesis, hopefully, would give significant benefit either for the researcher and people in general who read it.

Malang, June 6, 2018



Ahmad Zakki Maulana
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ABSTRACT

Maulana, Ahmad Zakki. 2018. *Identity Representation on Personal Travel Blog*. Thesis. English Letters Department. Faculty of Humanities. Maulana Malik Ibrahim State Islamic University of Malang. Advisor: Masrokhin, M. A
Keywords: *Discourse, Identity, Personal Travel Blog*

Nowadays, the discussion on identity is apparently moved to the fore as a priority subject for investigating linguistic inquiry since identity is not only represented upon speaking with interlocutors, but also writing blogs. Bloggers pour out their emotions and thoughts through writing. The selected words and grammatical features are able to portray the writer characteristics as the result. The text will be the mirror of who the writer is, what the writer does, and how the writer principally in the real-life is.

This research concerns on how identity representation can be discovered through the way Bowie Holiday writes his blog. It will go in depth into textual analysis to find his identity representation within the blog articles. The researcher is analyzing the language use representing identity which occurs in Bowie's blog. Furthermore, the focus of this study is to serve that presenting people's ways of life is not only through their speaking, but also through their ways of writing personal blog.

This study implements descriptive qualitative research paradigm since it explores and understands the meaning of individual ascribed to his social experiences which are written in the form of articles. Descriptive method is used because it attempts to explain and interpret identity representation by the use of linguistic features. In doing so, this research utilizes Critical Discourse Analysis proposed by Norman Fairclough (1989) since it deals with producing or interpreting texts, including the knowledge of language, values, and beliefs.

The result shows that there are two pivotal identities which are presented within the personal travel blog. In case of identity representation as Indonesian travel blogger, it is found that the language use represents his identity through the use of expressive values, local language, the spirit of nationalism, and the pronoun "you" that implies advertising. In term of personal identity, Bowie's uniqueness can be comprehended from the way he applied the pronoun "we", Javanese insertion, informal words usage, as well as putting down a number of pictures.

ABSTRAK

Maulana, Ahmad Zakki. 2018. *Representasi Identitas pada Blog Perjalanan Pribadi*. Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Masrokhin, M. A

Kata Kunci: *Wacana, Identitas, Blog Perjalanan Pribadi*

Dewasa ini, diskusi tentang identitas menjadi prioritas utama dalam penelitian ilmu linguistik karena identitas seseorang tidak hanya bisa diketahui melalui cara mereka berbicara, tapi juga dalam suatu tulisan blog. *Blogger* mencurahkan emosi dan pikiran mereka melalui sebuah tulisan. Kata-kata yang dipilih dan fitur tata bahasa mampu menggambarkan karakteristik seorang penulis. Tulisan tersebut akan menjadi cermin siapa yang menulis, apa yang penulis lakukan, dan bagaimana kehidupan penulis di dunia nyata.

Penelitian ini tentang bagaimana representasi identitas Bowie Holiday dapat ditemukan melalui cara menulis blog. Studi ini akan fokus terhadap analisis tekstual untuk menemukan representasi identitas penulis. Peneliti menyelidiki penggunaan bahasa yang dipakai Bowie dalam blog yang ditulisnya. Selain itu, fokus dari penelitian ini bertujuan untuk memahami cara hidup seseorang tidak hanya melalui tata bicara mereka, tapi juga cara mereka menulis blog pribadi.

Studi ini menerapkan paradigma penelitian kualitatif deskriptif karena peneliti akan mengeksplorasi dan memahami makna individual yang dianggap berasal dari pengalaman sosial yang ditulis dalam artikel. Metode deskriptif digunakan untuk menjelaskan dan menafsirkan representasi identitas dengan menggunakan fitur linguistik. Oleh sebab itu, penelitian ini menggunakan analisis wacana kritis yang diusulkan oleh Norman Fairclough (1989) karena berhubungan dengan menafsirkan teks, termasuk pengetahuan bahasa, nilai, dan keyakinan.

Hasil penelitian menunjukkan bahwa ada dua identitas penting yang muncul dalam hal representasi identitas sebagai *blogger* Indonesia yaitu 1) penggunaan bahasa yang mewakili identitas Bowie melalui penulisan nilai-nilai ekspresif, bahasa lokal, semangat nasionalisme, dan kata ganti “anda” yang mengandung makna iklan, dan 2) tentang identitas pribadi keunikan Bowie yang dilihat dari cara dia menerapkan kata ganti “kami”, penyisipan bahasa Jawa, penggunaan Bahasa informal, serta peletakan sejumlah gambar.

الملخص

مولانا، أحمد زكي. 2018. تمثيل الشخصي في موقع رحلة ذاتية. البحث الجامعي. قسم الإنجليزية وأدبها، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. تحت الإشراف : مسروحين، الماجستير. الكلمة الأساسية : الحوار، الشخصية، فلوقة رحلة ذاتية.

في هذه الأواخر، المناقشة عن شخصية تكون أولوية ابتدائية في البحث علم اللغة لأن شخصية امرئ لا يعرف من كيفية التكلم فقط، بل في كتابة موقع كذلك. مدون يعطي العاطفات و أفكارهم عبر الكتابة. الكلمات المختارة و ملامح نظام اللغة تقدر على التصور شخصية المؤلف. ستكون الكتابة مرآة لمن يكتب، ماذا عمل المؤلف، و كيف حياة المؤلف في العالم الحقيقي. هذا البحث يتكلم عن تمثيل الشخص "بوي هولدي" الموجودة عبر كتابة موقع. هذه الدراسات تركز عن تحليل نصي لتجد شخصية المؤلف. بحث الباحث استعمال اللغة استخدمه "بوي" في موقع الذي كتبه. و غير ذلك، تركيز من هذا البحث هو القصد لفهم طريقة الحياة الشخص، ليس من نظام اللغات فقط بل من طرق كتابتهم في موقع ذاتي. طبقت هذه الدراسة نموذج البحث الكيفي الوصفي لأن الباحث سيستطلع و سيفهم معنى افرادي الذي يعبر من تجربة اجتماعية المكتوب في مقال. استخدم منهج الوصفي ليعين و يفسر تمثيل الشخص عبر ملامح اللغة. لذلك، هذا البحث يستخدم تحليل الحوار الذي قدمه "نورمان فيركلوق" (1989) لأن متعلقة بتفسير النص حتى العلم اللغة، قيمة، و الاعتقاد. تدل نتيجة البحث بوجود شخصيتين مهمتين الظاهر في تمثيل الشخص كمدون إندونيسيا يعني: (1) استخدام اللغة كشخصية "بوي" عبر كتابة القيم المعبر، اللغة البلدية، حماسة وطنية، و ضمير (أنت) المتضمن معنى دعاوة و (2) عن شخصية الشخص يميز "بوي" المنظور من تحقيقه ضمير (نحن)، إدخال اللغة الجاوية و وضع بعض الصورة.

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CHAPTER I

INTRODUCTION

This chapter outlines background, problem, objective, scope and limitation, significant, as well as key terms of this current research. In doing so, this chapter also provides detail information concerning to research methods. This method consists of research design, research subject, data sources, research instruments, data collection, and analysis.

1.1 Background of the Study

The word “identity” expresses diverse human characteristics across the social and behavioral sciences in general. What kind of person are you? From one day to the next, will you be what you are now? Those are the question of personal identity variations. These diversities can be found in either a dimension of virtual identity or even real-time identity. In particular case, Rahimivanda & Kuhib (2014) highlighted personal identity of a human is represented by means of texts. Writers pour out his emotion and thoughts through a writing with the assumption that the people who read it can put their position as the author. They use the text as a medium to bring the reader into their personality as the real-time identity.

The affiliation between related-discipline, like language, discourse, and identity, has always been a foremost area of discourse analysis field investigation. In recent times, the field has been revolutionized as previous models which assume an individual identity to be based on stable relationships between linguistic and social variables. The previous models of analyses have been challenged by pioneering new approaches to the topic. (Fina, Schiffrin,

& Bamberg, 2006). Numerous linguists put more attention to learn and examine in depth on this topic. Moreover, as the effect of the case raised of identity crisis faced by various nations, the discussion on people identity is getting more seemingly substantial in this millennium era. (Susilowati, 2014)

Additionally, personal identity is essentially the summary words that refers to all our individual traits, characteristics and dispositions; it describes the uniqueness of each human being. Joseph (2004) as cited in Edward (2009) had pointed out, language and identity are “ultimately inseparable”. Indeed, since language is central to the human condition, and many have argued that it is the salient distinguishing characteristic of human species to another. It seems likely that any study of identity must surely include some consideration of it. It aims at investigating how every individual identity differs one another due to some particular reasons. For the example is personal identity that can be seen from people writings.

Writing a text is being pivotal aspect of social practices. When social interactions arise in the academy world, text is a place in which information and writer’s identities are constructed as well as created. Accordingly, writing is what people do most through online and printed media by pouring what their point of views are. People automatically write what they believe in concerning a case. Casanave (2002) and Fox (1994) as cited in Rahimivanda & Kuhib (2014) stated when people are producing texts, they are not only presenting ideas in textual form, but also creating a number of meanings. Especially when people enter a new social context, they notice that certain styles and practices are identified or preferred.

Writing blog may be characterized as writing activities. Blogging as identity representation is not just pouring what is in the mind, but it has its own way to write. A few citizens utilize travel blog as a way to communicate their thoughts and ideas in readable form using a text as personal identity representation symbols. In-depth understanding, it means pouring ideas into written form, or telling something to others through writing. The text becomes the mirror of who actually the writer is, what the writer does, as well as how the writer principally in the real-life is. The selected words, letters of the alphabet, punctuation, and space portrays the writer characteristics as the result.

The discussion on identity presented in personal travel blog is apparently moved to the fore as a priority subject for investigation in linguistic inquiry since identity representation do not only occur upon having interaction—speaking for instance—but also writing a text. What a blogger brings into his or her act of writing is autobiographical self; which denotes to the writer self-history regarding to his or her own adventures that reflect who he or she is in text. It is factually constructed and shaped by the experiences and practices where he or she has been familiar. It is “constructed through the discourse characteristics of a text that reflect values, beliefs and power relations in the social context.” (Ivanic, 1998)

In connecting to identity investigation, there have been a number of researchers conducting the study on identity representation in term of articles, journals or even theses. Susilowati (2010) once did a research on this particular phenomenon which focus her research on Investigating Teacher Identity

Representation in Classroom Interactions. The finding of this action research indicated that teachers' identity was presented in the classroom and perceived as beneficial business. In doing so, Marwan (2015) also made an analysis on A Critical Discourse Analysis on Marty Natalegawa's Speech on Meeting of 'The 5th Global Forum of United Nations Alliance of Civilization' which showed that the minister represented the identity in term of using word classification in the political field purpose.

Based on the above-mentioned discussion, the previous studies led me to attempt investigating identity representation through personal travel blog. The fundamental considerations why this study is conducted are as follows; First, the previous researchers mostly focus their investigation on identity presentation which occurs in people utterances. It indicates that the identity is derived from people utterance or speaking, not their writing capability. Second, previous researches pay much attention on the pedagogical context that investigate the role of teacher identity representation at classroom and its effect on students' identity constructions.

Thus, this present study goes in depth into textual analysis. The researcher analyzes language use representing identity which occurs in personal travel blog written by Bowie Holiday. This study serves that presenting people's ways of life is not only through their speaking, but also their ways of writing personal blog. The researcher intends to point out some articles on his blog to be investigated. Identity, ideology, as well as discourse are not going to be separated since it relates to a social interaction existing in

the text. They become the most influential tools to look how people do social practices within texts.

1.2 Problem of the Study

Based on the background explained above, the researcher formulates one problem of the study aiming to specify and classify the main issue to be investigated. The problem to be studied is “How does personal travel blog represent the writer’s identity?”

1.3 Objective of the Study

To improve the comprehension concerning to this research, it is necessary to discuss the research purpose in order to be directed and readily accepted by the reader. The purpose of this research is “to find out how identity representation is presented within personal travel blog”.

1.4 Scope and Limitation of the Study

Investigating on how personal identity can be seen through the way Bowie writes his personal blog become the concern of this research. For doing that, the researcher focuses on identity presented within the articles of the personal blog. Therefore, it utilizes Critical Discourse Analysis of Norman Fairclough (1989) since it deals with producing or interpreting texts, including the knowledge of language, values, and beliefs by the text. However, the researcher is not analyzing whether the presented identity is capable to construct another person or not. It does not put attention on identity-forming discourse at all.

1.5 Significance of the Study

Based on the objective of the study, this paper hopefully can give contribution to two basic substantial extents. Theoretically, this study is significant to be conducted in case of expanding the theories within how an individual represent the identity in the millennium era. It is going to be the theory verification whether or not identity is capable to occur the written form. In case of practical aspect, identity representation throughout the text is rarely discover since number of previous studies concern on identity which present the people utterances—speaking exactly. In doing so, this investigation put much attention concerning on identity representation appearing in textual form.

1.6 Research Method

1.6.1 Research Design

This study utilizes descriptive qualitative research paradigm since it explores and understands the meaning of individual ascribed to his social experiences which are written in the form of articles. Descriptive method is used as this recent research attempts to explain and interpret the identity representing writer personality and the use of linguistic features which occur in the text. In addition, this study is classified into constructivism worldview research as it aims at understanding how the texts represent someone identity. This study belongs to constructivism inasmuch as it serves new information linked to the prior knowledge. (Creswell, 2014)

1.6.2 Research Subject

In essence, there are a number of Indonesia's top bloggers who are likely to produce several important blogs under the topic both domestic or overseas

parts which are interesting to explore. A few of them prefer to write about foods, fashions, or even travelling. As the examples are *Travenesia's Blog*, *Life is an Absurd Journey* by Marischka Prudence, and *Eat and Treats* by Stanislaus Hans Danial Subianto. Most of them use Indonesian-English to compose their personal blog. However, Bowie Holiday—whose blog is being investigated—is selected to be the subject of this study since his travel blog implements English to tell his experiences. He writes his blog in English for the whole text, although he inserts Javanese in some cases.

The data source itself was obtained from text observation to identify the text written by the author who represents his identity of the real-life. The articles are mostly written in English. The participant of this study is Bowie Holiday whose blog is “The Travel Junkie” (<http://www.thetraveljunkie.org/>). He shares his travel experiences with creating a two-way dialogue about the world of travel, design, fashion, music and its relationship to daily life. The blog’s design, quality of articles and great illustrated photos have earned him many awards and undoubtedly played an important part in Bowie’s success.

1.6.3 Data Sources

The data of this research are taken from the personal travel blog articles composed by Bowie Holiday who has been featured as a blogger and travel expert by national Indonesian and international magazines, as well as other major media outlets. It indicates that the data is valid and trust worthy. The researcher selects a number of the sub articles inasmuch as it aims to gain data about the identity representation through the text and linguistics features

variations used by the blogger. The data sources are Holiday's articles containing of places, foods, and cultures of his personal experiences.

In doing the analysis, the researchers only pointed out two particular categories, those are Food & Health and Travel & Culture since this research focuses on how identity is represented through travel experiences. It means those categories give more details data concerning to this study investigation. In addition to this, the title of this study is Identity Representation on Personal Travel Blog which indicates that its concern on travelling. It becomes the study's concentration to comprehend deeply on personal travel blogger.

1.6.4 Research Instrument

To collect the data of this research, the instrument implemented is the researcher which is called as human instrument. The researcher is utilized as a tool to analyze and observe what is inside the data sources—personal travel blog—in depth. In doing so, the researcher also uses observation note-taking to record the research objectives which is called as scientific record of the investigation for future references. The investigation notes are the result of reading the travel blog texts carefully.

1.6.5 Data Collection

In the dimension of identity representation analysis, the data of this study are collected as well as analyzed in the following steps. First, reading the personal blog as much as possible to obtain and gather understanding how the writer composed the articles. The researcher finally read the travel and food sub-menus only since the blog serves some sub-menus. The second step focuses on documentation. The researcher selects and accumulates the articles

which represent the author identity much. The last step is identifying the text by using Fairclough theory to be a way of finding identity representation as the data of this study.

1.6.6 Data Analysis

The first step to analyze the data was categorizing the text types of personal travel blog written by Bowie Holiday based on Fairclough (1989) theoretical framework on his book entitled *Language and Power*. The data were classified into two characteristics: the analysis of vocabulary usage and grammatical features.

The vocabulary analysis consisted of three important aspect; nationalism values, relational values, and expressive values. A vocabulary can be classified into nationalism values when a word involves ideologically significant meaning dedication; and a vocabulary is defined as particular lexemes upon reflecting to attitude. Besides, it belongs to relational values since a vocabulary is marked by formal or even informal words. In addition, a word can be considered as expressive values if it implies persuasive language.

Afterwards, the researcher identified the language use viewed from grammatical aspect. This stage concerned on two parts; experiential values and relational values. The text can be in experiential values as if it involves active or passive sentences. It deals with clause investigation. Furthermore, the analysis is classified into relational values when the writer of the personal travel blog applies either the pronouns we and you inside of the text. It goes deeply on what makes distinguish both two diverse pronouns.

Additionally, the researcher discussed the findings to answer the research question. The focus of this study discussion was on language uses which represented identity of the personal travel blogger, Bowie Holiday. The researcher concerns on textual investigation by analyzing the text composed by Bowie on his blog. The finding results can show how the text can be the representative of his author identity. Lastly, the conclusion was composed to summarize the findings and discussion of the research.

1.7 Definition of Key Terms

1. Identity : the characteristics of thinking, reflecting and self-perception that are held by people in their environment. These are sets of meanings which define who a person is. (Paltridge: 2008)

In my study, the researcher defines identity as the uniqueness of people upon having communication through online media. They use certain ways— including using language—to display who they are upon having an interaction with others.

2. Personal Identity : the unique sense of individual which distinguishes between one and another. One automatically has his or her characteristic/s. In doing so, for the one who owns multiple identities is capable to switch it under particular circumstance, depending on the need. (Burke & Stets: 2009).

In my study, personal identity refers to characteristics that belongs to the writer that distinguish between one and other writers. The way how he selects and points out the language in composing his blog are absolutely differ.

3. Personal Travel Blog : story text containing of personal travel experiences together with describing the world of wonderful places, delicious foods, or even fashion trends. The blog is served with great design, quality of articles and great illustrated photos to attract somebody reading it.

In my study, personal travel blog means an online informational website displaying exciting stories. It is a place to share personal experiences in which the text is written in English.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the theories used to help the researcher in analyzing the data and accomplishing this study. It involves conceptual reviews including discourse and identity, social identity, personal identity, and gender identity. It also explains critical discourse analysis which proposed by Norman Fairclough and a number of previous studies to support the analysis.

2.1 Conceptual Reviews

2.1.1 Identity

What does it mean to be who you are? This question automatically occurs when people talk about identity of a person. Burke and Stets (2009) on their work entitled *Identity Theory* opined an identity is the set of meanings that define who a person is—especially when a person is being an occupant of particular role in society, being a member of particular group, or claims precise characteristics that identify him or her as a unique person distinguishing from another one. For instance, people have meanings that they apply to themselves when they become a student, worker, spouse, or even parent.

Burke and Stets (2009) also stated in his book that people may possess multiple identities inasmuch as they are occupying multiple roles, are members of multiple groups, and claiming multiple personal characteristics. In fact, members of society enable to shape these identities meanings. Identity theory seeks to clarify a matter of the specific meanings owned by individuals for the multiple identities they claim; how the relation of those identities to one another for one

person is; how the identities effect their behaviors, thoughts, and feelings; and how their identities tie them in a large society.

Further, Susilowati (2013) stated in her educational journal of identity representation that the concept of identity is no longer viewed as the reflection of one self which tends to be fixed and permanent. She opined people in general are demanded to interact within large society and surely give more space for identity to be formed socially due to the contemporary era. Furthermore, identity is categorized into various significant features portraying its multiplicity, socially, religiously, and culturally context. It is being the evidence that identity is able to be constructed or even shaped through all aspect of life.

2.1.2 Discourse and Identity

The ways in which certain people display their identities including the way they are using language and interacting with other people is a part of discourse and identity example. Paltridge (2008) stated in his book entitled *Discourse Analysis: an introduction* that the earliest studies on the affiliation between language and identity is based on particular aspect; that is, it is seen from the relationship between social variables such as social class in terms of variation in the use of linguistic variables as certain features of pronunciation and word choices.

The issue of language and identity recently occurs in online environment due to the millennium era presence. The identities established via online provide an interesting example of how people present personalities through their use of language that may, in some cases, be the same or not as their offline identity. This case is the ongoing process of denoting who we are. Thomas (2004) as cited in Paltridge (2008) focused on adolescent 'cybergirl' who discovered those girls

utilize words and images to represent online identity reflecting both their fantastic and desires in particular setting.

According to Paltridge (2008), people's identities are not naturally existed, it is constructed in large part through the use of discourse. To understand the meaning of language use, people—especially researchers—need to comprehend in depth the discourse of it since language which is implemented in the discourse determines someone's identity. Discourse will give impacts on how someone interprets another identity. To recognize individual identity, people have to own capability to know the social context. It is important to focus on the text to get what the context means.

In addition to Paltridge's perspective, Coultas (2013) which is cited in Azizah (2014) argued that the use of language links to identity inasmuch as someone needs to construct language use to create an identity. When the language produces a person identity, it portrays a person is showing to another how his/her identity are different. Coultas opined language has a magical property; people have to watch what they are going to say upon having communication, and to whom they are interacting. It is being the basic aim why choosing language use is significant and determined by who their interlocutors are, either family, teacher, or a friend of them.

A. Social Identity

Social identity concerns on the interplay relationship among individual with greater social structure, that is society. Benwell & Stokoe (2006) defined social identity as person's sense of who they are based on their group memberships. Individuals and communities are viewed as two sides of a single currency.

Someone is formed by interaction, but the social structure forms interaction. In doing so, Burke & Stets (2000) as cited in Azizah (2014) stated “having a particular social identity means being at one with certain group, being like others in the group, as well as seeing things from the groups’ perspective.”

In addition, Ivanic (1998) viewed identity contrarily. Social identity does not mean only a part of interpersonal relations among people, but it owns three dimensions concerning to language usages. Firstly, it deals with person’s point of view of values and beliefs about reality, and this affects the ideology which they convey through his/her language. Second is people’s senses of their status in relation to whom they are interacting, and it affects their interpersonal meaning. The third component of social identity is that how people orientations to language use are. This last part affects particular people’s ways to construct messages.

B. Gender Identity

The term gender absolutely refers to the type of people sex; that is male or female, and man or woman. People may be categorized as masculine or more feminine with respect to gender identity, for instance. The character of masculinity and femininity clearly varies from one society to another and even across individuals within a social group. (Burke & Stets: 2009). Edward (2009) as cited in Azizah (2014) noted that though gender identity is distinguished by biological characteristics, the social construction may stimulate the change of gender identity. Their surrounding is capable to effect someone’s gender switch.

Clearly, how we characterize one person to be either masculine or even feminine varies from one society to another. Every single of society automatically owns diverse paradigms concerning to the term of gender identity (Burke & Stets:

2009). For the example of this case, Indonesian societies label and might say to a male, “As a man, I am strong, resourceful, independent, and assertive.” Again, a stereotype of female in our culture may say, “As a woman, I am supportive, warm, affectionate, and tender.” On the other, another in precise nation could say, “As a man I am warm, supportive, independent, and resourceful.”

C. Personal Identity

Personal identity deals with consideration that each individual is diverse one another. It involves oneself as unique and inimitable. It means an individual has his or her characteristics, indeed. It is the “idiosyncratic personality attributes that are not shared with other people” (Hogg: 2006 as cited in Burke & Stets: 2009). In addition, individuals may occupy multiple identity practice due to some reasons. Switching from one identity to another identity is an action that can be undergone by them as much as their needs depending on social context. Some argue people are actors who act as the same as the character which is played in front of the camera. (Burke & Stets: 2009)

Burke & Stets (2009) stated in their work personal identity theory does not indicate that people are learning to act in particular way. However, this concerns on maintaining a process of identity-verification. The result of this verification leads to develop the authentic of someone being how masterful, dominant, and controlling the person is, how moral the person is, or what the person values are. This is due to that personal identity is a set of meaningful characteristics found in individuals to differentiate who they are in group and to show who a person is.

In doing so, Edwards (2009) highlighted personal identity – or personality – means essentially the summary word of every individual characteristics, traits, as

well as dispositions. It relates to the uniqueness and the only existing one of each human being. Nevertheless, it is significant to comprehend that individuality does not appear through the possession of psychological components which is not to be discovered in anyone else. It is reasonable to assume that all personalities are assembled from the same deep and wide pool of human possibilities.

In case of study about identity and discourse investigation, there would be amount experts who came and raised their theoretical framework concerning to this. First, Paltridge (2008) with his book "*Discourse Analysis: An Introduction*" provides, for instance, an overview of the different approaches to discourses through combining theory with a practical guide. It is consisting of discourse and genre, discourse and grammar, as well as discourse and society. The part of discourse and society gives detail explanation about the relationship between discourse and identity.

Another expert of that related discipline is that Benwell and Stokoe (2006) with their work entitled "*Discourse and Identity*" that offers a number of different approaches in depth, including discursive psychology, critical discourse analysis, narrative analysis, and conversation analysis as tools for illuminating the identity as an interactional achievement. However, the researcher carefully chose Norman Fairclough approach on critical discourse analysis as a theory to investigate identity representation within text.

2.1.3 Critical Discourse Analysis of Norman Fairclough

The researcher is utilizing Fairclough's approach in term of text analysis to figure out how identity is served through the text. As what Fairclough (1989) said as cited in Marwan (2015), it is significant that productive property and

interpretative process involve interplay between properties of texts and considerable range of what Fairclough referred as “Member Resources (MR)”. Individuals own MR in their heads and draw upon producing or interpreting texts, including the knowledge of language, values, beliefs, and so forth. The Fairclough’s concept is explained as follows:

A. Text Analysis

This stage deals with representation analysis of seeing people or even groups displayed in the text. The text is being a mirror of how such phenomenon, persons, groups relate to social life. The illustration can be seen through analysis of some sub disciplines stated below;

1) Representation in a Sentence

How the author of the text characterizes individuals, community, as well as events over vocabulary and grammar is being the pivotal aspect of this investigation. The way of the writer points out the chosen vocabularies and grammatical features represents something intended. In connection to this, the ideology is able to be seen from the text composer.

a) Vocabulary

This analysis stage focuses on the lexical level. The analysis looks at particular lexical elections reflecting the writer attitude. Marwan (2015) argued in his work that the used vocabularies portray and describe something surrounding. He opined that the vocabulary also expressed a particular form of reality signified in the language. University students, for instance, who are not attending the class can be called as troublemakers, lazy, or even bleak

future men. This case illustrates how selected words are working to visualize the issues in text. The word is saying as what the fact says.

To do so, this alternation of focus is reflected in the discussion below;

1. What nationalism values do words have?
 - a. Are there personal dedications?
 - b. Are there particular lexemes reflecting to attitude?
2. What relational values do words have?
 - a. Are there euphemistic expressions?
 - b. Are there markedly formal or informal words?
3. What expressive values do words have?

b) Grammar

In the level of grammar analysis, Fairclough's theory falls into the clause construction mirrored in the text. It concerns on whether the grammar revealed in the form of process or participant. First, the process will be in term of actions, events, or mental states only if the grammar is shown in the form of process. The action form generally has the structure of transitive clause (S + P + O) as like *The company hires a hundred employees*; The event from would be in intransitive clause (S + P) as like *An official committed suicide*; the mental process is a phenomenon, common symptoms, without referring to the specific subject and object, such as *A violence occurs in Jakarta*.

Second, the analysis centers on how the subject is displayed in text if the grammar is shown in the form of participant. The subjects may passionate themselves as perpetrator or victim. Upon being the doers, the clause is

characterized as active tense since they are performing acts to the others. A part from that, it is called as passive tense inasmuch as the subjects are not doing anything. They are being the target of somebody else.

To do so, this alternation of focus is reflected in the discussion below;

1. What experiential values do grammatical features have?
 - a. What are types of process and participant predominate?
 - b. Are sentences active or passive?
2. What relational values do grammatical features have?
 - a. Are the pronouns we and you used, and if so, how?

2) Representation in Sentence Combination

This analysis stage looks in depth the way how a reality can be formed by the text composer through the combination of two or more clauses with different point of view into a sentence. This step aims at understanding two or more clauses in a sentence that can cooperate to create understandable meaning. It involves the sub-clause and the main clause of the sentence. There is one discipline that need to be comprehended, that is cohesion.

Cohesion is the relationship between clauses in a sentence either on a grammatical scale or a certain lexical scale. This analysis stage looks in depth how writers compose clauses which are linked together to form larger units in text. Fairclough's theory as cited in Haq (2017) noted that number of ways can be undertaken to achieve texts' linkages, including utilizing, first, vocabulary from common semantic field, words repetition, near-synonyms, and so forth; second, through variety of referring and substituting devices—pronouns, definite articles, demonstratives, ellipses of repeated words; through using conjunctive words, at last.

In doing so, cohesion presence may be utilized as a device to see the text writer ideology is presented in the clauses. Marwan (2015) interpreted in his study a component of forming to one unity semantic relation in inter-sentence to another is cohesion. This device can be pronoun, demonstrative, as well as repetition. As the example of it, the use of pronoun to name Indonesian labor—working at overseas—as “The Foreign Exchange Hero” for country income fund.

Cohesion looks at the relationships among facts and ideas into a logical thread so that people easily understand the message of the text. Marwan (2015) detailed the cohesion of clause combination can be produced from various relation forms, such like elaboration, extension, and expansion. The first relation is elaboration; meaning one clause can explain or modify another clause. There are various word connectors of this, like *that*, *which*, *so*, *then*, etc. “*The new student who is considered as a weak man recently can compete with the others either in case of course or sport*” is the example of it.

The next relation is extension meaning a subordinate clause is being the additional information concerning to another subordinate clause. It is marked as the use of word; “*and*” (indicating an addition) or “*but*” and “*although*” (indicating a contradiction). For instance, *although women are considered—some said—as weak creatures, they are able to passionate themselves as men in some circumstances*. In addition, expansion is the last of relation form. This form of analysis is explained one subordinate clause function as broaden idea to another one which is marked as the use of “*because*” word. The example of this

is “George was obviously in a bad mood, because his stomach was seemed like pricked by thorns”.

2.2 Previous Studies

In connecting to this investigation, there have been a number of researchers conducting the study on identity representation in term of articles, journals, and theses. Susilowati (2010) once does a research on this particular phenomenon which focus his/her research on *Investigating Teacher Identity Representation in Classroom Interactions*. This study discusses an implementation of ethnographic action research is being a pivotal aspect in the classroom interaction. The finding of this action research indicated that teachers’ tasks do not only deal with explaining the materials proposed by a particular curriculum, but also identity construction. It shows teachers’ identities are presented in the classroom and perceived as beneficial business.

In doing so, Marwan (2015) also made an analysis on *A Critical Discourse Analysis on Marty Natalegawa’s Speech on Meeting of ‘The 5th Global Forum of United Nations Alliance of Civilization’*. This put much attention on the minister’s speech on human civilization which represents the identity as well as explains the sociocultural practice existing beyond the utterances. As a result, this research found that the minister represented the identity in term of using word classification in the political field purpose; in addition, the words mostly described Indonesia achievement in various interfaith is being the sociocultural analysis.

The third is Azizah (2014) focusing on *The Identity of J. K. Rowling as Reflected on the Interview in Oprah Winfrey Show*. This investigation explored

the shaping identity of someone through the language use. It portrayed how someone's utterances represent personal identity. This study focused on Rowling's decision to select the words upon speaking at public. Azizah noticed the language is characterized as writer identity. Based on her finding, the language use did not only show profession identity, but also presented as gender identity, cultural identity, and national identity.

Lastly, Haq's (2017) study is about *A Discourse Analysis on New inputs of National Education Policy Draft in India*. This study investigated the 21 Policy frameworks offered by the Ministry of Human Resources Development generally regarding on the educational systems. It deals with power relation within the identity forming discourses; how the discourse construct somebody identity else. It discovered 10 identity-forming discourses with variety power representations of the Ministry of Human Resource Development as discourses about the urgency of being pre-primary schools, being the pre-primary teachers, being unity in diversity, and having the same norms for schools.

It can be underlined the three previous researchers focus on how identity is represented through people utterances. It indicates that the identity is derived from people utterance or speaking, not their writing capability. In doing so, the last previous research pays much attention on identity representation which can construct somebody else. That study explained that the discourse contains of power relation. Nevertheless, this present research plans to analyze language use representing identity which occurs in personal travel blog written by Bowie Holiday. This study serves that presenting people's ways of life is not only through their speaking, but also their writing.

2.3 Bowie Holiday

Bowie Holiday can be characterized as one of creative, inspiring, as well as talented Indonesian who is capable to be the known-one in blogging community. He comes and rises up the image of Indonesian blogger in the worldwide view. He can be classified into Indonesia's top blogger who is responsible to produce a number of noteworthy blogs ("Top 10", 2016). Bowie named his blog as "*The Travel Junkie*". Through the name, people can see that Bowie Holiday is a kind of person who obsesses the travelling world. Moreover, he writes on his blog a slogan, "Keeping an eye and an ear on the world".

The Travel Junkie is a popular travel blog in case of Indonesia traveler which serves English written text. This blog shares the idea of creating a two-way dialogue about the world of travel, design, fashion, music and its relationship to daily life undergone by Bowie Holiday—as its author (Bowie, 2010). He has been blogging his travel experiences on The Travel Junkie since 2010. At first, he composed the blog by using Indonesian. Yet, due to the fact that a few foreigners—his friends in Bali—who asked him to implement English as the blog language, he finally chose English to be his priority blog language to introduce Indonesia to the international world through travel blog. (Andy, 2017)

As result of his successes in creating a unique personal travel blog, Bowie has been featured and labeled as a blogger and travel expert by national or even international magazines, as well as other major media outlets (Bowie, 2010). Here are some of his achievements he has gotten; a nominator for the Virgin Holidays Responsible Tourism Awards 2011 (United Kingdom) in the Best in responsible tourism writing category, one of TOP Travel Blogs 2011 by

Tamasya Magazine (Indonesia), one of 10 Best Indonesian Bloggers by The Culture Trip (London), 10 Top Bloggers from Indonesia (ASEAN UP), and so forth.

In doing so, the researcher prefers to point out Bowie Holiday with his blog “The Travel Junkie” to be the object of this study rather than another Indonesian travel blogger. Bowie is a young Indonesian man who is creative and talented. Furthermore, he makes the blog to be minimalist-designed blog with no annoying pop-up ads which cannot annoy the readers upon reading it. Bowie’s breathtaking photos dominate his entries more than the long-winded text describing of the places he had ever visited before. He composes the text for about 2 to 3 paragraphs, then it is encouraged by a number of photos.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter presents finding and discussion of the research. The findings consist of data presentations and data analysis to answer the research question. The analysis result is further discussed in the discussion part of this chapter. The researcher identifies the language which represent identity used by Bowie Holiday as the author of The Travel Junkie blog by utilizing Fairclough's CDA approach.

3.1 Findings

How identity is represented through personal blog entitled “The Travel Junkie” composed by Bowie Holiday is the focus of this research findings. The texts which tells about his personal experiences is analyzed by the researcher using Norman Fairclough’s theory. In this thought, the analysis is dealing with text analysis, whether it is through representation in clause—vocabulary and grammar—or representation in clause combination—cohesion. The whole data are discussed in this chapter.

The articles of The Travel Junkie blog analyzed in this present research were parts of Bowie’s which were written in his personal travel blog. There were actually 20 selected articles containing of wonderful places, delicious foods, and cultures of his personal experiences posted between 2017 to 2018. However, the researcher only analyzed 17 articles since those data have been capable to be the representation of another data in case of answering the arranged research question in chapter 1 of this thesis. In addition to this, the 17-chosen data are the up to date of articles. The details are explained as follows.

This first stage analysis concerns over vocabulary and grammar feature which is being the pivotal site of this investigation. The researcher finds some ways how the writer points out the chosen vocabulary and grammar representing his personal identity. Here is the finding.

A. Representation in a Sentence (Vocabulary and Grammatical Features)

Datum 1

Sexy Morning in Grand Mercure Jakarta Kemayoran

*In the morning at Grand Mercure Jakarta Kemayoran. After a late night enjoying the **glorious** bathtub, a lazy sleep in was just what **we** needed. **We** woke **ravenous** to a delicious spread of hot and cold breakfast delights laid out by the friendly hotel staff. **Hot coffee, freshly baked bread and tropical fruits.** Our favorite drink was **the delicious tamarillo juice, a hotel signature, garnished to perfection.** After starting at the table overlooking full-length window views of Jakarta, **we** picked up our plates and moved back to bed because does anything ever beat breakfast in bed with a lover?*

The text above tells about delicious foods which were served by the Grand Mercure Jakarta Kemayoran hotel staff. Bowie wrote that the foods were laid out directly after he and the one woke up. How the selected words have expressive values is being the part analysis of vocabulary. The expressive values of Bowie words have always been a concern for the researcher who is interested in persuasive language. While it is still important in terms of our focus here on ideology, it is rather less so, and from somewhat different perspective. The phrase “*the glorious bathtub*” and “*We woke ravenous*” portrays the condition of the subject to show particular feelings on what was happening with them on the hotel

service. Those words would be likely to have positive expressive values for such readers.

In the use of multiple words containing expressive values, it indicates that the blog writer is trying to directly express his feelings through the language usage. Which means, it can be comprehended from his blogging style that he is indirectly using persuasive discourse—text which contains some persuasive languages. He attempts making readers to believe a particular thing by giving them a good reason though explanation or description. It aims for making them want to do visiting the places as well as tasting the meals.

Datum 2

A Romantic Dinner By the Pool in Jakarta

When it comes to a romantic dinner that's different from the typical restaurant dine-ins that you've been doing with your loved one, a sunset date by the pool is an affair that's worth considering! So if by any chance you're in Jakarta for your couples vacation or honeymoon, head over to Alila Jakarta to enjoy an enchanted fine dining that will be etched to both of your memories forever.

Bojoku and I took up the chance to try this romantic setting and it was an experience that we will never forget!

Our romantic dinner menus: Assorted breads and butter, seafood wrapped with pumpkin pure, cilantro oil, lemongrass tomatoes soup, seared barramundi, pumpkin and green peas pure with miso honey lemon sauce, beef skewer, mashed potato, broccoli, butter squash puree with mushroom sauce and red velvet cake.

As it has been found in datum 1, which tells about how Bowie exploits expressive values in his personal travel blog text for particular persuasive, the researcher also discovers some words which involve writer's expressions. For instance, he wrote "*a romantic dinner*" and "*enchanted fine dining*" upon tasting his romantic dinner menus at the Pool in Jakarta, Indonesia. The researcher opines as the data he found that a number of expressive values are invented in particular places he has visited or even foods he has tested. It means he does not apply expressive values in his entire articles of the blog.

Datum 3

Our Javanese Pride at The Sunan Hotel Solo

We stay in many hotels around the world so it's nice when you have a restaurant that stays true to its culture and heritage. That's the case at The Sultan Hotel Solo which serves an authentic Javanese breakfast in its Narendra restaurant. We loved the little touches that make Javanese food so unique like the steamed coconut cream atop nasi liwet and the various bubur such as the sumsum and mutiara. We love a hotel that is so confident in itself that it serves local food without trying to imitate anyone else. So well done The Sunan Hotel Solo – your Javanese breakfast was great.

In datum 3 entitled "Our Javanese Pride at The Sunan Hotel Solo", the analysis looks at particular lexical elections reflecting the writer attitude toward local language and nationalism. A few words written in this text refer to Indonesian language. As the example are the word "*nasi liwet*", "*bubur*", "*sumsum*", and "*mutiara*". There is nothing extended explanation concerning to

these words. Bowie as the author of this personal travel blog selected local vocabularies to describe delicious foods he reviewed. He tried to display the diversity of local meals owned by his nation as Indonesia is a rich source of food country.

In addition to word selections which use the original name of local food, the blog writer also uses the phrase to indicate that writing blog is one of the ways to express his personal dedication to Indonesia. These are the phrases; *“its culture and heritage”*, *“an authentic Javanese breakfast”*, *“that make Javanese food so unique”*, as well as *“it serves local food without trying to imitate anyone else”*. Those phrases truly affirm that Indonesia is a country that still holds the local culture closely, one of which is its special food.

Datum 4

Your Most Instagrammable Day in Geleang Island

Today we bring you the photos which we took in Geleang Island in Karimunjawa Islands, Central Java. **One of the most photogenic locales on the planet.** It's an incredible natural space where you can enjoy nature while having the place to **yourself.** We still wonder whether our experience was nothing but a dream. It certainly seemed so. **With its vibrant colours, nature is eye-catching.** We especially like capturing unique perspectives on scenes that are well known to be beautiful images.

Another case of vocabulary analysis is where individual tries to have relationships which are being implicitly done by implementing the pronoun *you*. The pronoun *you* implies the blog writer with relationships of power and

solidarity. As it is stated above, the writer asserted “*we bring you the photos....*” And “*....where you can enjoy nature while having the place to yourself.*” It infers a relationship of solidarity between Mr Bowies (the writer) and the people in general (the reader). Then, the pronoun *you* is a clear example of advertising; the act of calling public attention to see what he is seeing.

To explore it further, the author named the journey by “*Your Most Instagrammable Day in Geleang Island*” as well as wrote a clause “*One of the most photogenic locales on the planet*” to persuade his personal travel blog readers. It is to make someone do believe that Geleang Island is a recommended place to visit. This is one of the exotic islands whose nature is served beautifully with clear waters. He described the incredible natural space is eye-catching by means of its vibrant colors. It is the place that cannot be missed its natural beauty.

Datum 5

When We Were Stuck in Karimunjawa Islands

The Karimunjawa Islands are calm and still, there’s so much silence and beauty all around. Spending the days lying on the beach, eating out at local restaurants and sipping cocktails being on a romantic spot. Nothing against dipping your foot in a blue lagoon at sunset. We wanted to live an experience together we would never forget. We love to explore, discover new places and are very curious about what is out there.

Another data discovered in Bowie’s blog is the way in which he selected the pronoun. Further, pronouns in English do have relational values of different sorts. The researcher finds Bowie uses the pronoun “*we*” mostly rather than “*I*”

upon having a trip to places or eating some meals. The pronoun “we” is used to denote oneself and another. This pronoun refers to Bowie as travel blogger and his wife who always accompanies his journey. It is discovered in every single data being investigated by the researcher.

As it is enlightened and signed on datum 5 above, Bowie penned the clause “*We wanted to live.....*”, “*....we would never forget*”, and “*We love to explore.....*” when he was travelling to Karimunjawa Islands, a hidden paradise located in Semarang, Central Java. It is designated as a national marine park which consists of many small islands. In doing so, those clauses are a part of the use of the pronoun “we” examples. The researcher also signs this pronoun in the rest of the other data. It is almost discovered in the entire investigated data.

Datum 6

Strolling Around Mangrove Trekking, Karimunjawa Islands

Thetraveljunkie.org – Karimunjawa islands sun made our visit even more special.

We wanted to share with you what you could do if you’re planning on spending a sun setting there. A trip in Karimunjawa Islands is not the same if you don’t hire a motorbike and you’ll soon realise this as soon as you step foot in the main island.

Karimunjawa Islands is renowned for its natural tourism, with coral reefs, seaweed, pond weeds, diverse species, mangroves, mountains, coastal and lowland tropical forests, all integrated in a pristine National Marine Park. Its fauna is also varied, including deer, long-tailed monkeys, large bats, tree rats, porcupines and civets.

If you need somewhere to spend a few hours in the afternoon, we'd recommend the Mangrove Trekking. Finish the afternoon off by going for a walk around Mangrove Trekking. We love mangrove forest here.

Just a note, if you are thinking of coming please leave no trash behind. And take with only memories, photos and videos.

Another case where it tries to work out relationships which are being implicitly claimed is when the pronoun “you” is used. Fairclough (1989) argued in work “*Language and Power*” that the use of this pronoun implies casual relationship. There would be some indirect interaction between a writer and his reader in general. Fairclough also characterized the pronoun “you” as indefinite pronoun—meaning that it is not exact and not clear. There is without clear limits among the readers of The Travel Junkie blog.

What it needs to be underlined the application of the pronoun “you” is not in the whole Bowie’s blog articles. There are only a few articles which involve this kind of indefinite pronoun. As it has been marked italic, bold, and underlined, there are eight pronouns “you” in datum 6. For the example is the clause “*If you need somewhere to spend.....*” on the last second paragraph above. This clause portrays bowie is attempting to have an interaction while doing an indirect advertising. He told that the Mangrove Trekking was the comfortable place to visit on spending the quality vacation time.

Datum 7***Lay All Your Love on the Plaosan Temple, Klaten***

Today we bring you to the Plaosan Temple complex in Klaten. The temple was constructed in the mid-9th century. It was a journey into the ancient Javanese world of Sailendra dynasty, magical, and mystery. The temple was built by a king, Rakai Pikatan. **He married to Pramodhawardhani**, a daughter of Samaratungga. Rakai Pikatan was Hindu while Pramodhawardhani was a Buddhist. **Rakai Pikatan adored and loved his wife** very much. **Rakai Pikatan built Plaosan temple** as a gift for her wife. **Although he is Hindu, he built Buddhist's temple** to prove his love to his wife. For me, it is such a romantic true love story. It matters not who you love, where you love, why you love, when you love or how you love, it matters only that you love. Love is love. **We** can have what **we** want, because love wins.

From the datum's title above, *Lay All Your Love on the Plaosan Temple, Klaten*, it can be perceived that this article contains about Bowie's trip to a temple located in Klaten, Central Java. On this occasion he narrated an incredible short story in the land of Java. This includes as a new insight of forefather's inheritance for some people in general both from Java and other places. The presence of this article is clearly understood that Bowie is classified as a man who holds the legacy of his Java ancestors firmly. Moreover, he was a Javanese who was born in Klaten and staying in the island of gods, Bali.

The passage composed by Bowie about that heritage building is one of his ways in loving and adoring Indonesian local cultures. He preserves it through publishing on his blog. It was written on the blog about interfaith marriage

between Rakai Pikatan (a Hindu adherent) who married to Pramodhawardhani (a Buddhist). Bowie wrote “*Today we bring you to the Plaosan Temple.....*” in the first sentence of the article. This text is entirely about the ancient Javanese world that he dedicated to preserve his ancestral heritage.

Datum 8

We Tried Everything from Suwe Ora Jamu. Here Are Our Favorites

It's no secret that we love jamu. Jamu (old spelling Djamu) are traditional Javanese drinks generally drunk for health. They are predominantly made from natural materials, such as parts of plants such as roots, bark, flowers, seeds, leaves and fruits. When in Jakarta, we were feeling nostalgic for Solo, Central Java so we headed over to one of our favourite South Jakarta cafes, Suwe Ora Jamu. As always, we loved the atmosphere great and its retro Javanese furnishings.

Suwe Ora Jamu has quickly become a must in every jamu lover's radar. And my bojo had Nasi Goreng Ketjomborang and I chose Nasi Goreng Kebun Raya for dinner. Our friends joined us so we also ordered some fried cassava, bakwan sosis and banana fritters. I couldn't resist the Wedang Ronde too.

And a trip to Suwe Ora Jamu would't have been complete without their speciality, jamu. We had the jamu sampler because we couldn't make up our minds, then my bojo had a Kunyit Asam and I had a Temulawak.

Yummy food, healthy jamu and a wonderful playlist of old Indonesian songs.

Another aspect which enables to be involved as a unique and distinct individual is Bowie's way on inserting Javanese vocabularies inside of his English

travel blog. This is what makes him different from others. He wrote Javanese words without any translation of the words. The use of this local language is categorized as the personal identity of Bowie Holiday. It is lettered *bojo* (to portray a lovely wife), *Wedang Ronde* (a traditional drinking of Javanese), and *Kunyit Asam* (a kind of Jamu—herbal drinking).

Besides the insertion of Javanese vocabularies, he also gave a short description regarding to what exactly *Jamu* means. He explained that *Jamu* is traditional Javanese drinks which is actually consumed for people health. In addition to Jamu definition, the name of the visited cafe also comes from the Javanese. It is labeled as “Suwe Ora Jamu” whose meaning is that it has been long time not to consume herbs drink. It indicates that the whole passage above contains Javanese café and drink which is penned by using a few purely Javanese.

Datum 9

Perfect Lunch At The Royal Surakarta Heritage Solo

During our last stay at The Royal Surakarta Heritage Solo. We went to their restaurant for a perfect lunch. We had already been a few times and we didn't think twice about going back. We came across a totally refurbished space, and very welcoming. The menu hasn't changed, it's full of delicious things. If you are ever in Solo, don't miss this spot, its nasi goreng srikandi, soup buntut, udang balado ala padang, and semar mendem duren are to die for!

Bowie has been success in slipping Javanese vocabulary in his English blog. This Datum 9 is an additional data for Javanese words usage of datum 8. He used the original Javanese in the article he wrote without translating to English.

However almost the entire articles and designs implemented in the blog use English. Moreover, he stated that he was not bored with the Javanese dishes. *“We had already been a few times and we didn’t think twice about going back”*. That sentence can be a proof of his love of Javanese cuisine.

The Implementation of pure Javanese without translation, brief explanation of Javanese’s beverages and cuisines, the statement that he has never been bored of consuming them are Bowie’s efforts in building up his personal identity. It is a unique identity that makes him look different in the eyes of his readers. He seeks to establish his identity as a modern and broad-minded person who is ready to compete in this millennial era. Lifting the local culture especially Javanese’s to the international world through his blog without reducing the element of its own culture.

Datum 10

Suwe Ora Jamu Salihara

We recently visited Suwe Ora Jamu’s Salihara outlet. Suwe Ora Jamu is a Javanese Jamu House serving traditional herbal drinks. We’ve always loved the house blends and Javanese snacks and meals at the other Suwe Ora Jamu outlets but what we really loved about the Salihara one is the fresh design.

Combining traditional Javanese decor in a minimalistic setting has really worked well. The light is amazing as is the view over beautiful old trees- two things that aren’t always easy to find in Jakarta. Our favourites on the menu are the Temulawak and Beras Kencur Jamu blends and this time we snacked on pisang goreng and fried tempe and tahu- yum. And, we love nasi goreng kecombrang!

We enjoyed it so much we chose to come back and use the cafe for a recent photo shoot. The light was perfect and our shoot went so well. Check out some of our photographs from the fabulous Suwe Ora Jamu Salihara.

Those words provide some information for the readers concerning to Indonesian foods served by Suwe Ora Jamu's Salihara outlet. It is intended—not only through this passage, but also in previous data—that the writer was telling to the public foods and beverages of Indonesia are deserved to be consumed by the public, both domestic and foreign. Then, the author also, in this offer, used pure local language, without translating to English, whereas his blog is written in English for the rest. It shows that readers who come from abroad can recognize the foods' or beverages' names of Indonesia with its original name, not translation.

With regard to the above mentioned, the writer had better state the word “love” repeatedly, a term used to portray a comfortable place that must be involved in place-list going to visit. Although a few people dislike to consume *jamu*—herbal drinking—as way to maintain immunity and increase stamina of every individual. The selected word of “love” in Bowie's text is a way to convince the reader how fabulous *Suwe Ora Jamu Salihara's* outlet is. He used the word “love” three times, including the first and the second paragraph.

Datum 11

Royal Javanese Ritual at The Phoenix Hotel Yogyakarta

Yippee! After a long trip, I think I can officially say that I'm back into my spa groove. At the back of my mind, I'm keen to reach a regular spa of hour, and

possibly traditional massage 2 hours soon. But I'm also discovering that... spa for me is not about luxury anymore. It's about how I feel. When in The Phoenix Hotel Yogyakarta, I took 2 hours spa, based on an ancient ritual that was carried out for preparing the bride for the wedding in Java. Foot bath – therapeutic massage – lulur body scrub – yoghurt conditioning – body moisturizing.

*During my 2 hours spa, just for a bit of fun, I like to stop some spot nice and enjoy a slow massage stretch routine. **Gosh**, it's so much fun!*

Another linguistic feature which is most strikingly indicative of formality is vocabulary usage—the consistent selection of formal or informal words in a sentence. The formality of the situation applied in Bowie's personal travel blog here designates informal social relations between a writer and readers, which consistently opts for more less formal choices as against formal alternatives. It is the process of negotiating a relationship of close, casual, and solidarity with his readers. *Before, say, yippee* instead of *prior to, state, cheer* is a part of other examples of the slightly informal words used by Bowie.

Bowie had been being casual wherever possible, trying to avoid using formal language just for minimize the gap between the author and the blog lovers. He intended to create a close relationship with no distance. Upon doing this, he is expressing politeness. When it is classified into “politeness”, it does not mean referring to the social rules of how Bowie behave in his blog. Nevertheless, it refers to the selections that are made in language use. It is dealing with linguistic expressions which give people who read his personal travel blog space and show a friendly attitude to them.

Datum 12

Batik Process in Kampung Batik Laweyan, Solo

*We know **we**'re a bit tiresome and we've said it quite a few times already, but **our** love and appreciation for the great heritage continues to increase. We believe respecting, looking after and admiring culture should be part of everyone's daily existence.* This is probably one of the reasons why *we* decided to head to Kampung Batik Laweyan in Solo, Central Java when *we* did; to enjoy *one of culture's greatest spectacles: the batik process.*

The word is of *Javanese and Indonesian origin* and describes the coloured fabric and process of producing patterns by using fabric dyes and wax in the creation of the design. *Multi-coloured batik allows for the production of complex patterns, akin to paintings.*

As creative and inspiring Indonesian youth, Bowie has successfully produce a number of noteworthy blogs over an interesting range of subjects. “*Batik Process in Kampung Batik Laweyan, Solo*” is one of those examples. In this text, he explained in brief regarding to Batik Process in Kampung Batik Laweyan, Solo. The choice of the phrase “*one of culture's greatest spectacles: the batik process*” in his blog can be classified as alternative way to prove readers, including Indonesian or foreigner for more, that Indonesia still holds its heritage and culture.

“*Our love and appreciation for the great heritage continues to increase. We believe respecting, looking after and admiring culture should be part of everyone's daily existence*” is the example of provoking sentences. Bowie is a travel blogger whose blog is not only serving and narrating various experiences he

owns. Yet, he is trying to ask readers coming with him in preserving the nation with simple way, that is still holding tightly to the existing local culture and preserving it. He uses his blog to be tucked some motivating words for Indonesians to remember the country.

B. Representation in Sentence Combination (Cohesion)

The next finding automatically serves investigation result on how two or more clauses in a sentence can cooperate to create understandable meaning. It involves the main clause and the sub-clause of the sentence. For that, it deals with the harmony of relationships between elements either through grammatical or the inter-linkage of ideas that forms the discourse.

Datum 13

Borobudur in the Rain

Travel means rediscover or discover new places, different smells, flavours and sensations, in the end is one of the most beautiful experiences in life, and doing it with the person you love is even better. Some weeks ago we decided to take the gocar and just get lost out there. We ended up discovering Borobudur in the rain, the single largest Buddhist temple on Earth.

Maha-yana Buddhist pilgrims climb the 95-foot-high, multitiered structure as a symbolic journey to enlightenment. Apex views of surrounding volcanoes are breathtaking, but the nearly 3,000 bas-reliefs deserve a closer look.

Borobudur. It doesn't matter how many time we visit you, you always enchant me.

This place is incredible the sensation of walking through a way full of relief panels and Buddha statues, looking up and hearing the wind sound.

In case of cohesion investigation, the researcher has discovered that Bowie Holiday used coordinating conjunctions to form compound sentences where the component simple sentences have equal weight. As it is in datum 10, it portrays that the information presented in the text is equal in value. There is nothing any more informationally prominent than another, not tending to mean relatively important and relatively unimportant parts. The sentence “*Apex views of surrounding volcanoes are breathtaking, but the nearly 3,000 bas-reliefs deserve a closer look*” means—in syntagmatic world—has equal clause.

Bowie’s complex sentences is characterized by coordination as it is at the first paragraph of above passage. It is inscribed “*Travel means rediscover or discover new places, different smells, flavours and sensations, in the end is one of the most beautiful experiences in life and doing it with the person you love is even better*”. Bowie tried to give the readers a point of view that traveling means finding unforgettable experience. Creating this life experience can go through new incredible place, diverse smells, or even spending time with the one whom we love much. The connector “and” as well as “or” shows equal insight.

Datum 14

Too Much Heaven at Spa Alila, Solo

Our job haves us moving around all the time – we can be one day at home in Jakarta and the day after flying somewhere else for a photo shoot. Not having schedules and a fixed routine may sound very appealing, but it’s not easy and we’ve found it’s super important to establish healthy food and exercise habits. We are over the moon to be writing from one of our favourite cities in the world, the

spirit of Java. **We** could not think of better photos to upload, which **we** took at the Spa and Gym Alila, Alila Solo. **It** is undoubtedly one of our favorites.

We loved **the** atmosphere, and **it** is the perfect place to relax in the centre of Java. And **we** recommend any of **its** lovely traditional massages, feel tension dissolve with **this ancient Javanese healing therapy** that combines gentle stretching, long therapeutic strokes and skin rolling to relieve muscle pain. Palm and thumb pressure techniques are also applied to unravel the deepest stress and improve blood flow. The Spa Alila has everything that I look for in a spa: good therapist, amazing rest and lovely atmosphere.

Additionally, there is grammatical device available used for referring either outside or inside the text to reduce a same form rather than repeating it whole. It can be called as *reference* - words which refer back to an earlier sentence or, less often, forwards to a later one. In the particular part of datum 11 entitled “*Too Much Heaven at Spa Alila, Solo*”, the researcher points out the word “*our favourite cities*”, “*its*”, “*it*” and “*this ancient Javanese healing therapy*” in Bowie text refers to one object, that is *Spa Alila, Solo*. He preferred to exploit those reference marks than stating the word “*Spa Alila, Solo*” in a number of times.

Datum 15

Bukit Cumbri With Views

One of the things we like the most about big islands such as Java is being able to enjoy them from a different perspective. We're constantly on the lookout for the best view and we came across a pretty cool one during our last trip to Central

Java. We were motor-biking around Wonogiri when we came across the Bukit Cumbri at 11am. We found an amazing hill where you can enjoy the city once we arrived on the top floor with 2 geckos.

The great thing about it is that it's free, despite the fact that the view from there is honestly incredible and doesn't compare to anything we've seen to date.

If you want to get away from the hustle and bustle, though, try this hill out. It's amazing how everything changes with a little perspective and if you don't believe us, check out the photos and see for yourselves.

In the analysis of representation at the level of sentence combination, the researcher looks at the relation among ideas through cohesion investigation. It is found that the cohesion of clause combination is produced from *elaboration aspect*—one clause can explain or modify another clause. The clause “*One of the things we like the most about big islands such as Java is being able to enjoy them from a different perspective*” contains of elaboration form, *we like the most about big islands such as Java* is its example, and the elaborate feature is omitted, that is the word “*that*”. That sentence can be “*One of the things that we like the most about big islands such as Java is being able to enjoy them from a different perspective.*”

Also, there are two more sentences which involve elaboration from. Those clauses are characterized by the sub-clause giving an explanation or a detail information concerning to the main clause. Another clause is “*We found an amazing hill where you can enjoy the city once we arrived on the top floor with 2 geckos.*” The underlined clause enlightens the first clause to provide information

what amazing hill is. In addition to this, Bowie also composed “*It’s amazing how everything changes with a little perspective.*”

Datum 16

Travelling With Toshiba TransMemory USB 3.0 Flash Drive

When I’m in travelling I often find I’m carrying quite a lot of kit. My daypack can easily weigh 10kg plus, but it’s all there to do a job – even my notebook PC and mobile phones. Mobile phone cameras continue to improve, to the point that I’m now able to capture high quality images. I can take multiple photos and shoot 4K videos without worrying I’m going to run out of space.

With all the weight on my back, it’s refreshing to be able to pull a phone out of my pocket and grab a couple of shots of something, knowing the image quality isn’t going to leave me wanting.

The next relation of clause combination is that *extension* meaning a subordinate clause which is being the additional information concerning to another clause. In the paragraph above, there are two indicators explaining extension relation. First is the use of connector “*and*” that portrays addition detail. Bowie penned it twice repetition. He wrote it at the first and second paragraph of the articles under the title “*Travelling With Toshiba TransMemory USB 3.0 Flash Drive*”. Besides, he also used the word “*but*” in datum 14, and the word “*although*” in datum 7 to indicate a contradiction. It is composed “*My daypack can easily weigh 10kg plus, but it’s all there to do a job*” as well as “*Although he is Hindu, he built Buddhist’s temple to prove his love to his wife.*”

Datum 17

Sorrento Sunset, Victoria

Travel is always a pleasure, but when you discover incredible places and learn new things, is even better. On our last trip in Blairgowrie, we visited Sorrento for a sunset. Victoria is no stranger to beautiful, tourist-oriented places and towns. One of its gems is the scenic seaside town of Sorrento. Sorrento is nestled along the coast in the greater Melbourne region.

We love having fish and chips at fish fetish for dinner by the beach. It's such a super-duper, special, sacred family tradition – similar to Christmas.

But really, everyone does it. It's a very Australian thing.

And it's possibly a bit more special for Victorians, because we can actually watch the sun set over the Bass Strait.

Beside *elaboration* and *extension* relation forms, the *expansion* is the last of relation form. This kind of analysis is explained one subordinate clause function as broaden idea to another one which is marked by the presence of “*because*” word. Bowie used the clause “*because we can actually watch the sun set over the Bass Strait*” to expand the idea of the main clause “*it's possibly a bit more special for Victorians*” as mentioned in datum 15. It is used subordinate conjunction “*because*” as a link of both clauses. Then, he also applied its conjunction on the datum 1, the datum 5, the datum 7, as well as the datum 9.

3.2 Discussion

As it is clearly stated in the finding of this research investigation, this study shows that the text existing in the personal travel blog composed by Bowie Holiday signifies his identity as Indonesian travel blogger. It is in line with the

theoretical framework in the book entitled *Language and Power* designed by Norman Fairclough (1989). The analysis result displays that identity representation of an individual can be seen from the use of vocabularies, grammatical features, as well as clause relations. The finding description is discussed below.

Bowie Holiday constructed his language in a dimension of virtual identity to create a view of himself on people's point of view. Bowie presented his identity in the blog as a young Indonesian travel blogger who differed from the others. It is able to be perceived from the way in which he was telling his personal experience upon going to somewhere or even tasting some delicious foods with his lovely wife. Further, his personal identity was reflected by either direct or indirect statements. The researcher categorizes amount of words or statements that illustrate how identity is represented through word choices as well as grammatical features.

3.2.1 The text of personal travel blog represents the writer's identity

There are a number of statements which represent Bowie's identity as Indonesian travel blogger. The first way was perceived from word selections containing of expressive values—showing a particular feeling. Implementing expressive values means that the writer of the personal travel blog was trying to use persuasive language. He selected certain vocabularies that could make the readers to feel happy and curious to come to that place or even taste that particular meals. He expressed about his feelings upon traveling with his sweetheart in the hope that people reading his blog planned to have travelling too.

As it is detailed in both datum 1, the phrase “*the glorious bathtub*” and the clause “*We woke ravenous*” are the example of expressive values composed by Bowie Holiday. Those words expressed his feeling when he discovered a comfortable bath up in Grand Mercure Jakarta Kemayoran hotel to have a shower; and he felt extremely hungry when the hotel staff laid out a delicious spread. In doing so, the expressive values are also found in datum 2 that stated “*a romantic dinner*” and “*enchanted fine dining*” on traveling and tasting precise foods. He mostly applied expressive values as if he wrote about Food and Health category at the blog.

The second way of Bowie’s identity representation is through the use of local language without translating to English. The implicit meaning of this is that the blog author employed lexical elections to reflect his attitude toward introducing pure local language in its original name to the international world. For instance, he penned the word “*nasi liwet*”, “*bubur*”, “*sumsum*”, and “*mutiara*” in datum 3 entitled *Our Javanese Pride at The Sunan Hotel Solo*. He reinforced the implementation of local food names on datum 10 which said “*Temulawak*”, “*Jamu*”, “*pisang goreng*” as well as fried “*tempe and tahu*”.

Besides, the next stage to see how personal travel blog represents the writer’s identity is by comprehending the words containing the blogger personal dedication to his nation, Indonesia. He held the spirit of nationalism by preserving tightly the local culture through giving brief but understandable explanation on his blog. He wrote some Indonesian’s cultures in his personal blog in respects of foods, languages, traditional clothes. As a matter of fact, Bowie posted articles about “*Our Javanese Pride at The Sunan Hotel Solo*” dealing with an authentic

Javanese breakfast (datum 3) and “*Batik Process in Kampung Batik Laweyan, Solo*” explaining one of greatest culture spectacles: the batik process (datum 12).

The last statement that represents Bowie’s identity as Indonesian travel blogger can be comprehended from implementing the pronoun “*you*”. Fairclough (1989) highlighted in his book entitled *Language and Power* that the application of the pronoun “*you*” described an individual who was trying to have a casual relationship between him/her with the other people. In fact, Bowie used the pronoun “*you*” in order that he was capable to realize a sense of solidarity with the readers. As the example, the datum 4 stated “...*where you can enjoy nature while having the place to yourself.*”

In addition to cause intercourse between Bowie (the writer) and people in general (the reader), the pronoun “*you*” also implies to write or add material to a blog while advertising. It means Bowie as the blog author did the act of taking public attention to see what he sees. It has been clearly mentioned in the paragraph above, the clause “*where you can enjoy nature while having the place to yourself*” involves implicit meaning of informing the current place Bowie had ever visited with the intent of promoting to public about the beautiful scenery offered by Geleang Island in Karimunjawa Islands, Central Java.

3.2.2 Personal Identity

In term of personal identity—the set of meanings that define Bowie Holiday as a unique individual rather than as the other travel bloggers—which is reflected through his blog articles, he preferred to write pronoun “*we*” mostly rather than “*I*” upon having a trip to places or eating some meals. The pronoun

“we” was used to denote oneself and another. It indicates that he was traveling with his wife on and on. Bowie, as well-known travel blogger, always involved his partner on his journey. As a matter of fact, there are a few photos of his wife in every article written in his blog.

Furthermore, implementing Javanese also becomes a unique aspect of Bowie Holiday to represent his personal identity. Although it is not as frequent as the use of the pronoun “we”, he inserted Javanese in some text on his blog. For instance, he wrote the words “*bojoku*”, “*liwet*”, and “*beras kencur*”. He wrote the Javanese vocabularies on datum 8 as well as datum 9. The researcher believes that the language is as a reflection of Bowie’s identity. He included Javanese on particular blog’s articles since he is a Javanese which means this language is his mother tongue.

The implementation of informal language upon composing the personal travel blog is also classified as his personal identity. Bowie’s blog designates informal social relations between a writer and readers, which consistently opts for more less formal choices as against formal alternatives. *Before, say, yippee* instead of *prior to, state, cheer* is a part of other examples of the slightly informal words found in datum 11. He is trying to avoid using formal language just for minimize the gap between the author and the blog lovers. He intended to create a close relationship with no distance.

In identity theory, the personal identity involves seeing Bowie Holiday as a unique and distinct individual who differs from other travel bloggers. The last characteristic he has was putting down a number of pictures that showed his personal experiences, either it was at the categories of Food and Health or even

Travel and culture. Upon going to somewhere or tasting meals, he only enlightened his experience between two to three paragraphs. And for the rest, he inserted the pictures. It can be labeled as the idiosyncratic personality attributes that are not shared with other people.



CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter involves two significant points, that is conclusion and suggestion. It summarizes the findings of the research investigation and offers the recommendations for further researchers interested in identity representation within text by implementing the theoretical framework informed by Norman Fairclough about Critical Discourse Analysis (CDA).

4.1 Conclusion

There would be two significant points that are highlighted from this research. The first is about how the texts of personal travel blog represents the writer's identity. The last is concerning on personal identity representation through the texts. The researcher had figured out 15-chosen data in term of articles written by Bowie Holiday such as discourse about Sexy Morning in Grand Mercure Jakarta Kemayoran, A Romantic Dinner by the Pool in Jakarta, Our Javanese Pride at The Sunan Hotel Solo, Suwe Ora Jamu Salihara, Batik Process in Kampung Batik Laweyan, Solo, Borobudur in the Rain, etc.

In case of identity representation which is presented within personal travel blog, it has been discovered amount of words and statements that illustrate how the identity of Indonesian travel blogger is represented through word choices as well as grammatical features. There are four ways in which the identity is presented. First, it can be seen from word selections containing of expressive values that reveal particular feelings. Bowie as the writer of The Travel Junkie blog implemented persuasive language in presenting his personal experiences by

using certain vocabularies, like “*the glorious bathtub*” and “*enchanted fine dining*”.

The second way is through the use of local language without translating to English. The blog author employed lexical elections to reflect his attitude toward introducing pure local language in its original name to the international world. The third, he held the spirit of nationalism by preserving tightly the local culture through giving brief but understandable explanation on his blog. It is one of his way to dedicate himself to his nation, Indonesia. Then, the last is that he applied the pronoun “you” to realize a sense of solidarity with readers, either Indonesians or foreigners. The pronoun “you” also implies advertising.

In addition to identity representation of Indonesian travel blogger above, the personal travel blog texts composed by Bowie also represent his personal identity which see he is a unique individual rather than as the other travel bloggers. First, he preferred to write pronoun “we” mostly rather than “I” upon having a trip to places or eating some meals. The pronoun “we” portrayed that he was traveling with his wife on and on. The second is from implementing Javanese as his mother tongue language. He inserted Javanese in some text on his blog in particular times though it is not so frequent as the pronoun “we”. For instance, he composed on his blog the words “*bojoku*”, “*liwet*”, and “*beras kencur*”.

The next personal identity representation is the use of informal language upon composing the personal travel blog. Bowie’s blog designates informal social relations between a writer and readers, which consistently opts for more less formal choices as against formal alternatives. *Before, say, yippee* instead of *prior to, state, cheer* is a part of other examples of the slightly informal words found in

datum 11. Besides, his last characteristic is putting down a number of pictures that show his personal experiences. He enlightens his experience between two up to three paragraphs, and it is supported by some pictures. Those characteristics can be representative to label Bowie Holiday as a unique travel blogger.

4.2 Suggestion

Aside from the results of this research analysis, this study is still far away from being perfect work. There would be errors that are not accidentally done by the researcher when he was undergoing the analysis on personal travel blog proposed by Bowie Holiday. As a matter of fact, below are some suggestion concerning on discourse and identity investigation that may be helpful for the other researchers upon doing researches in the same field. It can be the possible works which may be undergone for a follow-up research of further studies.

Firstly, the next researchers are able to explore whether or not the identity representations of travel bloggers who have been well-known by public enable to construct the readers identity. They can implement the other theoretical framework informed by Fairclough about Critical Discourse Analysis (CDA). This proposal will be dealing with identity-forming discourse. Furthermore, the second suggestion is about investigating on power relation representation on the personal travel blogs. It will see whether these kinds of discourses involve the power of the blog writer or not.

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APPENDIX

HOME
ABOUT
CONTACT
MEDIA KIT


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ABOUT

Blogger. Influencer. Outdoorsman. Fulltime lover.

The **Travel Junkie** is a popular travel blog that shares the idea of creating a two-way dialogue about the world of travel, design, fashion, music and its relationship to daily life, curated by **Bowie Holiday**.

The Travel Junkie attracts a global readership and remains borderless.



In October 2010, Bowie launched the blog in Bali.

Bowie has been featured as a blogger and travel expert by national Indonesian and international magazines, as well as other major media outlets. The Travel Junkie — writing the books of Bali is My Country, and The Journeys 2: *Cerita dari Tanah Air Beta*.

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Awards: **Marketing to Netizen 2010** by Marketeers Magazine (**Indonesia**), a nominator for the **Virgin Holidays Responsible Tourism Awards 2011** (**United Kingdom**) in the Best in responsible tourism writing category, one of **TOP Travel Blogs 2011** by Tamasya Magazine (**Indonesia**), one of **Top AXIS Blog Awards 2012** (**Indonesia**) in the best travel blogs category, and finalists for the **Travel Bloggy Awards 2012** (**Portugal**) in the Best Budget Travel Blog category, one of **Top Bali Travel Blog 2014** by HotelClub (**Australia**), **10 Top Bloggers from Indonesia** (**ASEAN UP**), one of **10 Best Indonesian Bloggers** by The Culture Trip (**London**), **Top Blogger of Indonesia** by Top 10 Asia (**Asia**), and **Top Travel Blogs Asia** by Asia Exchange (**Asia**).



Bowie has already been invited to travel in Stockholm, Western Australia, Melbourne, New South Wales, Queensland, Bangkok, Hua Hin, Hong Kong, Singapore, Halmahera, Copenhagen, Trang, Tokyo, Tohoku, Almere, Hat Yai, South Sulawesi, East Kalimantan, Pattaya, West Nusa Tenggara, Aomori, East Nusa Tenggara, Nias Island, Sendai, Lombok, Bintan, Langkawi, Bali, Chiang Mai, Central Kalimantan, Raja Ampat, Amsterdam, Den Haag, Paris and many more. In the spirit of celebrating travel, Bowie bring you the Travel Junkie, a regular luxury travel blog that follows my adventures (and misadventures) across the globe.

The Travel Junkie. Keeping an eye and an ear on the world.

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Sexy Morning In Grand Mercure Jakarta Kemayoran

[15 March 2017 The Travel Junkie Leave a Comment](#)

Thetraveljunkie.org – In the morning at Grand Mercure Jakarta Kemayoran. After a late night enjoying the glorious bathtub, a lazy sleep in was just what we needed. We woke ravenous to a delicious spread of hot and cold breakfast delights laid out by the friendly hotel staff. Hot coffee, freshly baked bread and tropical fruits. Our favourite drink was the delicious tamarillo juice, a hotel signature, garnished to perfection.

After starting at the table overlooking full-length window views of Jakarta, we picked up our plates and moved back to bed because does anything ever beat breakfast in bed with a lover?

A Romantic Dinner By the Pool in Jakarta

[15 July 2017 The Travel Junkie 1 Comment](#)

Thetraveljunkie.org – When it comes to a romantic dinner that's different from the typical restaurant dine-ins that you've been doing with your loved one, a sunset date by the pool is an affair that's worth considering! So if by any chance you're in Jakarta for your couples vacation or honeymoon, head over to **Alila Jakarta** to enjoy an enchanted fine dining that will be etched to both of your memories forever.

Bojoku and I took up the chance to try this romantic setting and it was an experience that we will never forget!

Our romantic dinner menus: Assorted breads and butter, seafood wrapped with pumpkin puree, cilantro oil, lemongrass tomatoes soup, seared barramundi, pumpkin and green peas puree with miso honey lemon sauce, beef skewer, mashed potato, broccoli, butter squash puree with mushroom sauce and red velvet cake. ...it was all so perfect.

Our Javanese Pride at The Sunan Hotel Solo

[24 September 2017](#)[The Travel Junkie](#) [Leave a Comment](#)

Thetraveljunkie.org – We stay in many hotels around the world so it's nice when you have a restaurant that stays true to its culture and heritage. That's the case at The Sultan Hotel Solo which serves an authentic Javanese breakfast in its Narendra restaurant. We loved the little touches that make Javanese food so unique like the steamed coconut cream atop nasi liwet and the various bubur such as the sumsum and mutiara. We love a hotel that is so confident in itself that it serves local food without trying to imitate anyone else. So well done The Sunan Hotel Solo – your Javanese breakfast was great.

Your Most Instagrammable Day in Geleang Island

[26 November 2017](#)[The Travel Junkie](#) [Leave a Comment](#)

Thetraveljunkie.org – Today we bring you the photos which we took in Geleang Island in Karimunjawa Islands, Central Java. One of the most photogenic locales on the planet. It's an incredible natural space where you can enjoy nature while having the place to yourself. We still wonder whether our experience was nothing but a dream. It certainly seemed so. With its vibrant colours, nature is eye-catching. We especially like capturing unique perspectives on scenes that are well known to be beautiful images.

The sky and ocean. The sparkly water. The seaweed. We love the ocean.

When We Were Stuck in Karimunjawa Islands

[23 November 2017](#)[The Travel Junkie](#) [1 Comment](#)

Thetraveljunkie.org – The Karimunjawa Islands are calm and still, there's so much silence and beauty all around. Spending the days lying on the beach, eating out at local restaurants and sipping cocktails being on a romantic spot. Nothing against dipping your foot in a blue lagoon at sunset. We wanted to live an experience together we would never forget. We love to explore, discover new places and are very curious about what is out there.

Visits from here to there, sunrise to sunrise, we would wake up with chocolate pie, the morning sun beating down against. Coffee and a notebook to prepare for the next destination. It became an appealing routine, because you never knew what was going to happen next. It feels like everything will go just fine. Still, trade winds are against us. They all seem like yesterday. An undefined yesterday.

Strolling Around Mangrove Trekking, Karimunjawa Islands

[22 November 2017](#)[The Travel Junkie](#) [Leave a Comment](#)

The [traveljunkie.org](#) – Karimunjawa islands sun made our visit even more special. We wanted to share with you what you could do if you're planning on spending a sun setting there. A trip in Karimunjawa Islands is not the same if you don't hire a motorbike and you'll soon realise this as soon as you step foot in the main island.

Karimunjawa Islands is renowned for its natural tourism, with coral reefs, seaweed, pond weeds, diverse species, mangroves, mountains, coastal and lowland tropical forests, all integrated in a pristine National Marine Park. Its fauna is also varied, including deer, long-tailed monkeys, large bats, tree rats, porcupines and civets.

If you need somewhere to spend a few hours in the afternoon, we'd recommend the Mangrove Trekking. Finish the afternoon off by going for a walk around Mangrove Trekking. We love mangrove forest here.

Just a note, if you are thinking of coming please leave no trash behind. And take with only memories, photos and videos.

Lay All Your Love on the Plaosan Temple, Klaten

[19 October 2017](#)[The Travel Junkie](#) [Leave a Comment](#)

The [traveljunkie.org](#) – Today we bring you to the Plaosan Temple complex in Klaten. The temple was constructed in the mid-9th century. It was a journey into the ancient Javanese world of Sailendra dynasty, magical, and mystery. The temple was built by a king, Rakai Pikatan. She married to Pramodhawardhani, a daughter of Samaratunga. Rakai Pikatan was Hindu while Pramodhawardhani was a Buddhist. Rakai Pikatan adored and loved his wife very much. Rakai Pikatan built Plaosan temple as a gift for her wife. Although he is Hindu, he built Buddhist's

temple to prove his love to his wife. For me, it is such a romantic true love story. It matters not who you love, where you love, why you love, when you love or how you love, it matters only that you love. Love is love. We can have what we want, because love wins.

We Tried Everything from Suwe Ora Jamu. Here Are Our Favorites

[20 may 2017 the travel junkie](#) [leave a comment](#)

Thetraveljunkie.org – It's no secret that we love jamu. Jamu (old spelling Djamu) are traditional Javanese drinks generally drunk for health. They are predominantly made from natural materials, such as parts of plants such as roots, bark, flowers, seeds, leaves and fruits. When in Jakarta, we were feeling nostalgic for Solo, Central Java so we headed over to one of our favourite South Jakarta cafes, Suwe Ora Jamu. As always, we loved the atmosphere great and its retro Javanese furnishings.

Suwe Ora Jamu has quickly become a must in every jamu lover's radar. And my bojo had Nasi Goreng Ketjombang and I chose Nasi Goreng Kebun Raya for dinner. Our friends joined us so we also ordered some fried cassava, bakwan sosis and banana fritters. I couldn't resist the Wedang Ronde too.

And a trip to Suwe Ora Jamu would't have been complete without their speciality, jamu. We had the jamu sampler because we couldn't make up our minds, then my bojo had a Kunyit Asam and I had a Temulawak.

Yummy food, healthy jamu and a wonderful playlist of old Indonesian songs.

Perfect Lunch At The Royal Surakarta Heritage Solo

[25 January 2017 The Travel Junkie](#) [Leave A Comment](#)

Thetraveljunkie.org – During our last stay at The Royal Surakarta Heritage Solo we went to their restaurant for a perfect lunch. We had already been a few times and we didn't think twice about going back. We came across a totally refurbished space, and very welcoming. The menu hasn't changed, it's full of delicious things. If you are ever in Solo, don't miss this spot, its nasi goreng

srikandi, soup buntut, udang balado a la padang, and semar mendem duren are to die for!

Suwe Ora Jamu Salihara

[5 February 2018](#)[The Travel Junkie](#) [Leave a Comment](#)

Thetraveljunkie.org – We recently visited Suwe Ora Jamu’s Salihara outlet. Suwe Ora Jamu is a Javanese Jamu House serving traditional herbal drinks. We’ve always loved the house blends and Javanese snacks and meals at the other Suwe Ora Jamu outlets but what we really loved about the Salihara one is the fresh design.

Combining traditional Javanese decor in a minimalistic setting has really worked well. The light is amazing as is the view over beautiful old trees- two things that aren’t always easy to find in Jakarta. Our favourites on the menu are the Temulawak and Beras Kencur Jamu blends and this time we snacked on pisang goreng and fried tempe and tahu- yum. And, we love nasi goreng kecombrang!

We enjoyed it so much we chose to come back and use the cafe for a recent photo shoot. The light was perfect and our shoot went so well. Check out some of our photographs from the fabulous Suwe Ora Jamu Salihara.

Royal Javanese Ritual at The Phoenix Hotel Yogyakarta

[1 March 2017](#)[The Travel Junkie](#) [2 Comments](#)

Thetraveljunkie.org – Yippee! After a long trip, I think I can officially say that I’m back into my spa groove. At the back of my mind, I’m keen to reach a regular spa of hour, and possibly traditional massage a 2 hours soon. But I’m also discovering that... spa for me is not about luxury anymore. It’s about how I feel. When in The Phoenix Hotel Yogyakarta, I took a 2 hours spa, based on an ancient ritual that was carried out for preparing the bride for the wedding in Java. Foot bath – therapeutic massage – lulur body scrub – yoghurt conditioning – body moisturizing.

During my 2 hours spa, just for a bit of fun, I like to stop some spot nice and enjoy a slow massage stretch routine. Gosh, it’s so much fun!

Haha it might look a bit silly and it might ruin up my spa time; but I do it because I just love it from the tips of my fingers down to the soles of my feet. It makes me feel amazing and that’s enough of a reason to have a terrible spa time!

Batik Process in Kampung Batik Laweyan, Solo

[14 October 2017](#)[The Travel Junkie](#) [Leave a Comment](#)

Thetraveljunkie.org – We know we're a bit tiresome and we've said it quite a few times already, but our love and appreciation for the great heritage continues to increase. We believe respecting, looking after and admiring culture should be part of everyone's daily existence. This is probably one of the reasons why we decided to head to Kampung Batik Laweyan in Solo, Central Java when we did; to enjoy one of culture's greatest spectacles: the batik process.

The word is of Javanese and Indonesian origin and describes the coloured fabric and process of producing patterns by using fabric dyes and wax in the creation of the design. Multi-coloured batik allows for the production of complex patterns, akin to paintings.

Batik is a traditional process of applying wax and dyes to fabric to achieve intricate and colourful patterns. The tradition of batik is particularly prevalent on the Indonesian island of Java and was handed down from generation to generation and was usually an occupation of village women. Over time the process has evolved from a hand-drawn technique known as batik tulis, where the designs were hand-drawn onto the fabric, to batik cap, where the designs are stamped onto machine-made fabric using specially crafted copper stamps. The traditional process of batik tulis is still practiced in some communities but is far less common than it used to be. The long process of making a length of batik cloth begins with the cloth itself. The highest quality cloth producing the finest batik is known as primisima quality, followed by prima quality, biru (blue) quality, and merah (red) quality which is the coarsest.

Borobudur in the Rain

[9 January 2018](#)[The Travel Junkie](#) [Leave a Comment](#)

Thetraveljunkie.org – Travel means rediscover or discover new places, different smells, flavours and sensations, in the end is one of the most beautiful experiences in life, and doing it with the person you love is even better. Some weeks ago we decided to take the gochar and just get lost out there. We ended up discovering Borobudur in the rain, the single largest Buddhist temple on Earth.

Maha-yana Buddhist pilgrims climb the 95-foot-high, multitiered structure as a symbolic journey to enlightenment. Apex views of surrounding volcanoes are breathtaking, but the nearly 3,000 bas-reliefs deserve a closer look.

Borobudur. It doesn't matter how many times we visit you, you always enchant me. This place is incredible the sensation of walking through a way full of relief panels and Buddha statues, looking up and hearing the wind sound.

If not in the rain, hundreds of Indonesian tourists pushing, shouting, with selfie sticks taking photos in the middle of the temple.

Too Much Heaven at Spa Alila, Solo

[8 January 2017](#) [The Travel Junkie](#) [Leave a Comment](#)

Thetraveljunkie.org – Our job has us moving around all the time – we can be one day at home in Jakarta and the day after flying somewhere else for a photo shoot. Not having schedules and a fixed routine may sound very appealing, but it's not easy and we've found it's super important to establish healthy food and exercise habits. We are over the moon to be writing from one of our favourite cities in the world, the spirit of Java. We could not think of better photos to upload, which we took at the Spa and Gym Alila, Alila Solo. It is undoubtedly one of our favorites.

We loved the atmosphere, and it is the perfect place to relax in the centre of Java. And we recommend any of its lovely traditional massages, feel tension dissolve with this ancient Javanese healing therapy that combines gentle stretching, long therapeutic strokes and skin rolling to relieve muscle pain. Palm and thumb pressure techniques are also applied to unravel the deepest stress and improve blood flow. The Spa Alila has everything that I look for in a spa: good therapist, amazing rest and lovely atmosphere.

Peninsula Hot Springs: Victoria's First Thermal Mineral Springs

[12 February 2018](#) [The Travel Junkie](#) [Leave a Comment](#)

Thetraveljunkie.org – When in Blairgowrie, we went to Peninsula Hot Springs, an award-winning natural hot springs and day spa destination on the Mornington Peninsula, just 10 minutes from Blairgowrie or 90 minutes from Melbourne, the Mornington Peninsula is an ultimate wellness destination. Natural thermal mineral waters flow into the pools and private baths at coastal oasis, providing an idyllic setting for relaxation and rejuvenation. Three main facilities provide relaxation experiences for everyone.

The Bath House is a social bathing area and features a large variety of globally inspired bathing experiences, offering visitors a world of wellbeing, relaxation and fun. Experiences include a cave pool, reflexology walk, Turkish Hamam and hilltop pool with 360-degree views of the region.

Clay Ridge is an outdoor journey to enjoy with friends or partner – where therapeutic clay powder is mixed with geothermal water to create clays you can apply to your own skin.

The Spa Dreaming Centre has an emphasis on tranquil spaces and is reserved for guests 16 years and older. Offering a choice of thermal mineral pools, indoor private bathing pavilions, outdoor private pools, as well as saunas and a Moroccan Hamam. There is also an array of pampering spa treatments to revitalise body, mind and spirit.

Bukit Cumbri With Views

[11 October 2017The Travel Junkie Leave a Comment](#)

Thetraveljunkie.org – One of the things we like the most about big islands such as Java is being able to enjoy them from a different perspective. we're constantly on the lookout for the best view and we came across a pretty cool one during our last trip to Central Java. We were motor-biking around Wonogiri when we came across the Bukit Cumbri at 11am. We found an amazing hill where you can enjoy the city once we arrived on the top floor with 2 geckos.

The great thing about it is that it's free, despite the fact that the view from there is honestly incredible and doesn't compare to anything we've seen to date.

If you want to get away from the hustle and bustle, though, try this hill out. It's amazing how everything changes with a little perspective and if you don't believe us, check out the photos and see for yourselves.

Travelling With Toshiba TransMemory USB 3.0 Flash Drive

[14 February 2018](#)[The Travel Junkie](#) [Leave a Comment](#)

Thetraveljunkie.org – When I'm in travelling I often find I'm carrying quite a lot of kit. My daypack can easily weigh 10kg plus, but it's all there to do a job – even my notebook PC and mobile phones. Mobile phone cameras continue to improve, to the point that I'm now able to capture high quality images. I can take multiple photos and shoot 4K videos without worrying I'm going to run out of space.

With all the weight on my back, it's refreshing to be able to pull a phone out of my pocket and grab a couple of shots of something, knowing the image quality isn't going to leave me wanting.

If I'm spending all day creating pictures and videos, then I always take the time to backup everything too. Data loss is not fun. I copy the data to an additional storage device.

When I'm mobile I use the TransMemory USB 3.0 Flash Drive with a look that blends in almost seamlessly! The TransMemory USB 3.0 Flash Drive is Toshiba's smallest USB, combining a big capacity and a maximum read transfer speed of 120MB/s into the smallest, most discrete USB stick yet. I don't want to waste valuable travelling time staring at a progress bar. The TransMemory USB 3.0 is available in 32, 64, and 128GB. And, with Toshiba TransMemory USB 3.0 Flash Drive, the series offers plenty of space for my documents, videos, photos, music and more.

Sorrento Sunset, Victoria

[19 February 2018](#)[The Travel Junkie](#) [1 Comment](#)

Thetraveljunkie.org – Travel is always a pleasure, but when you discover incredible places and learn new things, is even better. On our last trip in **Blairgowrie**, we visited Sorrento for a sunset. Victoria is no stranger to beautiful,

tourist-oriented places and towns. One of its gems is the scenic seaside town of Sorrento. **Sorrento** is nestled along the coast in the greater Melbourne region.

We love having fish and chips at fish fetish for dinner by the beach. It's such a super-duper, special, sacred family tradition – similar to Christmas. But really, everyone does it. It's a very Australian thing.

And it's possibly a bit more special for Victorians, because we can actually watch the sun set over the Bass Strait. Life is amazing here!

