

**THE REPRESENTATION OF ELON MUSK IN BUSINESS
SEGMENT OF NEW YORK TIMES DURING TESLA
CONTROVERSY**

THESIS

By:

Nurul Aida

NIM 18320159



DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM

MALANG

2022

**THE REPRESENTATION OF ELON MUSK IN BUSINESS
SEGMENT OF NEW YORK TIMES DURING TESLA
CONTROVERSY**

THESIS

Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S.)

By:

Nurul Aida

NIM 18320159

Advisor:

Habiba Al Umami, M. Hum

NIP 199008122019032018



DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG**

2022

STATEMENT OF AUTHORSHIP

I state that the thesis entitled "**The Representation of Elon Musk in Business Segment of New York Times During Tesla Controversy**" is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 19 November 2022

The researcher



Nurul Aida

NIM 18320159

APPROVAL SHEET

This is to certify that Nurul Aida's thesis entitled **Representation of Elon Musk in Business Segment of New York Times During Tesla Controversy** has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S.).

Malang, 19 November 2022

Approved by

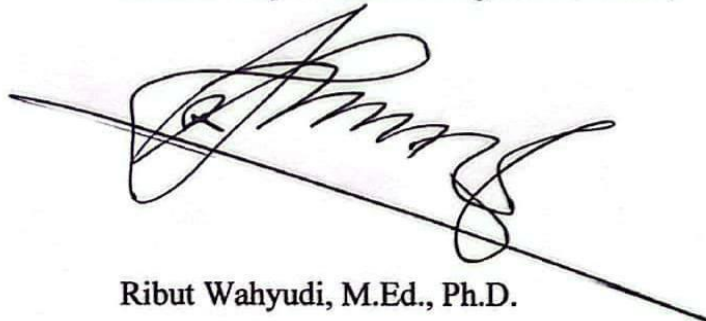
Advisor,

Head of Department of English literature,



Habiba Al Umami, M. Hum.

NIP 199008122019032018

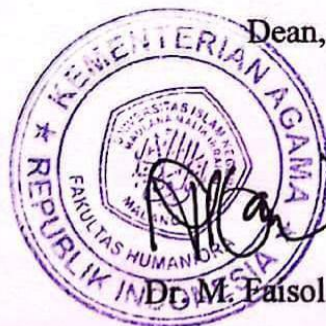


Ribut Wahyudi, M.Ed., Ph.D.

NIP 198112052011011007

Acknowledged by,

Dean,





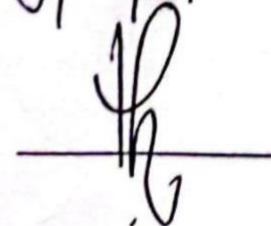
Dr. M. Faisol, M.Ag.

NIP 197411012003121003

LEGITIMATION SHEET


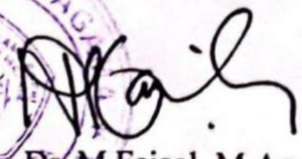
This to certify that Nurul Aida's thesis entitled **The Representation of Elon Musk in Business Segment of New York Times During Tesla Controversy** has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra* (S.S.) in Department of English Literature.

Malang, 19 November 2022

- | Board of Examiners | Signatures |
|---|---|
| 1. Dr. Agwin Degaf, M.A. (Main Examiner)
NIP 198805232015031004 |  |
| 2. Ulil Fitriyah, M.Pd., M.Ed. (Chair)
NIPT 19820823201802012176 |  |
| 3. Habiba Al Umami, M. Hum. (Advisor)
NIP 199008122019032018 |  |

Approved by

Dean of Faculty Humanities



Dr. M. Faisol, M.Ag.
NIP 197411012003121003

MOTTO

المفتاح على الحصول كيفية الأخطاء تعلم

“Mistakes teach how to get the key.”

DEDICATION

I specially dedicate this thesis to my beloved parents, Suraji and Sri Anjarwati, my whole family and big siblings, and my friends. They are a support system for me by providing prayer and motivation to complete this thesis. I also want to thank the many parties behind this thesis that I cannot mention one by one.

ACKNOWLEDGEMENT

All praises and thanks to Allah SWT, the highest power, the Most Gracious, and the Most Merciful, for pouring his blessings and graces upon me in order for me to fulfill this undergraduate thesis. Second, sholawat and salam may always be poured by Allah to our Great Prophet Muhammad SAW, who brings us warm wishes and leads us down the path of truth. Accordingly, I can complete the thesis entitled "The Representation of Elon Musk in Business Segment of New York Times During Tesla Controversy" as part of the requirements for the Sarjana Sastra (S.S.) degree in English Literature Department, Faculty of Humanities at Maulana Malik Ibrahim State Islamic University, Malang.

I can finish this thesis well because of talented and talented people who have provided input, criticism, suggestions, and guidance to improve this thesis. I would like to thank my supervisor, Mrs. Habiba Al Umami. M. Hum. has provided invaluable guidance and advice with great patience in the process of writing this thesis. Then my thanks go to Mr. Zainur Rofiq, M.A. as my academic supervisor, who has supported and advised me during my undergraduate studies. In addition, I would like to express my deepest gratitude to all of my lecturers at the Department of English Literature who have provided valuable knowledge during my undergraduate studies.

My sincere thanks go out to my beloved parents, Mr. Suraji and Mrs. Sri Anjarwati and my beloved younger siblings, my big family, and all my friends, who always supported me both materially and spiritually without ever breaking up and always gave me motivation, advice, love, attention, and affection which I certainly cannot repay and to the entire big family of the author, thank you for all the attention, love, and motivation and prayers. Thank you very much for being part of a great motivator so that the author can complete this study.

I realize that this thesis is far from perfect. Nevertheless, it is believed that this thesis can be improved by future researchers who are interested in the same

topic. Therefore, criticism and suggestions are very welcome and are expected for the improvement of this thesis.

Malang, 19 November 2022

The researcher

Nurul Aida

NIM 18320159

ABSTRACT

Aida, Nurul (2022) *The Representation of Elon Musk in Business Segment of New York Times During Tesla Controversy*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Habiba Al Umami, M. Hum.

Keywords : Critical Discourse Analysis, Social Actor Representation, Elon Musk

The development of electric car technology as an alternative and renewable energy, such as Tesla, has begun to enter its trend period. Tesla in the media greatly influences the reader's point of view on social actors. In reporting the social actors, the media uses certain strategies. This study analyze how the media (The New York Times) uses social actor representation strategies by van Leeuwen (2008). This study uses a qualitative descriptive research design to obtain clear and in-depth research results. The data is taken from online versions of The New York Times news articles published between October 1st and December 31st, 2021. This research focuses on using exclusion and inclusion strategies in representing Elon Musk by the author of The New York Times. The data analyzed is in the form of sentences containing words, phrases, and utterances related to Elon Musk on the Tesla issue. The findings in the study revealed that The New York Times media writers used exclusion and inclusion strategies in representing social actors. Furthermore, the purpose of implementing exclusion and inclusion strategies in the news is to show the dominance or importance of the roles of social actors, marginalize other parties or social actors, and influence and direct readers' perspectives.

ABSTRAK

Aida, Nurul (2022) Representasi Elon Musk dalam Segmen Bisnis New York Times Selama Kontroversi Tesla. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Habiba Al Umami, M. Hum.

Kata Kunci : Analisis Wacana Kritis, Representasi Aktor Sosial, Elon Musk

Perkembangan teknologi mobil listrik sebagai energi alternatif dan terbarukan seperti Tesla telah mulai memasuki masa trendnya, hal ini tidak luput dari peran Elon Musk yang menjadi salah satu branding utama dari Tesla. Tesla dalam pemberitaan tersebut, media punya pengaruh yang besar dalam membangun sudut pandang pembaca pada aktor sosial. Dalam pemberitaan baik seseorang maupun kelompok pelaku sosial, media menggunakan strategi-strategi tertentu. Penelitian ini menganalisis bagaimana media (The New York Times) menggunakan strategi representasi aktor sosial oleh van Leeuwen (2008). Penelitian ini menggunakan rancangan penelitian deskriptif kualitatif untuk mendapatkan hasil penelitian yang jelas dan mendalam. Pada data yang diambil dari artikel berita The New York Times dalam versi online yang diterbitkan antara tanggal 1 oktober hingga 31 desember 2021. Fokus penelitian ini tertuju kepada penggunaan strategi eksklusif dan inklusif dalam merepresentasikan Elon Musk oleh penulis The New York Times. Data yang dianalisis berupa kalimat yang berisi kata, frase, dan ujaran yang berkaitan dengan Elon Musk pada isu Tesla. Temuan dalam penelitian mengungkapkan bahwa penulis media The New York times digunakan strategi eksklusif dan inklusif dalam merepresentasikan aktor sosial. Selanjutnya, tujuan dari penerapan strategi eksklusif dan inklusif dalam berita adalah untuk menunjukkan dominasi atau pentingnya peran aktor sosial, meminggirkan pihak atau aktor sosial lain, serta mempengaruhi dan mengarahkan cara pandang pembaca.

مختصرة نبذة

عايدة ، نورول (2022) تمثيل إيلون ماسك في قسم الأعمال في نيويورك تايمز أثناء جدل تسلا. أطروحة. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة الدولة الإسلامية مولانا مالك إبراهيم مالانج. المستشار: حبيبة العمامي ، محمد هم.

الكلمة الرئيسية : تحليل الخطاب النقدي ، التمثيل الاجتماعي ، إيلون ماسك

بدأ تطوير تكنولوجيا السيارات الكهربائية كطاقة بديلة ومتجددة مثل Tesla في دخول فترة اتجاهها ، وهذا لا يخلو من دور Elon Musk الذي يعد أحد العلامات التجارية الرئيسية لـ Tesla. تسلا في الأخبار ، وسائل الإعلام لها تأثير كبير في بناء وجهة نظر القارئ على الفاعلين الاجتماعيين. عند الإبلاغ عن كل من شخص ومجموعة من الفاعلين الاجتماعيين ، تستخدم وسائل الإعلام استراتيجيات معينة. تحلل هذه الدراسة كيفية استخدام وسائل الإعلام (نيويورك تايمز) لاستراتيجيات تمثيل الممثل الاجتماعي بقلم فان ليوين (2008). تستخدم هذه الدراسة تصميم بحث وصفي نوعي للحصول على نتائج بحث واضحة ومتعمقة. تم الحصول على البيانات من النسخ الإلكترونية لمقالات New York Times الإخبارية المنشورة بين 1 أكتوبر و 31 ديسمبر 2021. وكان تركيز هذا البحث على استخدام استراتيجيات الاستبعاد والدمج في تمثيل Elon Musk من قبل مؤلف The New York Times . البيانات التي تم تحليلها في شكل جمل تحتوي على كلمات وعبارات وألفاظ تتعلق بإيلون ماسك حول قضية تسلا. كشفت نتائج الدراسة أن كتاب وسائل الإعلام في صحيفة نيويورك تايمز استخدموا استراتيجيات الإقصاء والدمج في تمثيل الفاعلين الاجتماعيين. علاوة على ذلك ، فإن الغرض من تنفيذ استراتيجيات الإقصاء والشمول في الأخبار هو إظهار هيمنة أو أهمية دور الفاعلين الاجتماعيين ، وتهميش الأطراف الأخرى أو الفاعلين الاجتماعيين ، والتأثير على وجهة نظر القارئ وتوجيهها.

TABLE OF CONTENT

COVER	ii
STATEMENT OF AUTHORSHIP	iii
APPROVAL SHEET	iv
MOTTO	v
DEDICATION	vi
ACKNOWLEDGEMENT	viii
ABSTRACT	x
TABLE OF CONTENT	xiii
CHAPTER I	1
1.1 Background of the Study.....	1
1.2 Research Question.....	8
1.3 Significance of the Study	8
1.4 Scope of Limitation.....	8
1.5 Definition of the Key Term	9
CHAPTER II	11
2.1 Social Actor Representation.....	11
2.2 Inclusion and Exclusion Strategies	12
CHAPTER III	20
3.1 Research Design	20
3.2 Research Instrument.....	20

3.3 Data Source	20
3.4. Data Collection	21
3.5 Data Analysis	21
CHAPTER IV	22
4.1 Findings.....	22
4.2 Discussion	44
CHAPTER V	49
5.1 Conclusion	49
5.2 Suggestion	50
REFERENCES	51
CURRICULUM VITAE	54
APPENDIX	55

CHAPTER I

INTRODUCTION

This chapter presents several points in the research, including the research background, research questions, research significance, scope and limitations, and definitions of key terms.

A. Background of The Study

The development of the world, in all fields, such as social, technological, and political, cannot be separated from the big figures who influence both positively and negatively. It has also caused controversy both locally and globally. Like Tesla, one of its biggest investors, Elon Musk, has many ways and actions to grow his business locally and internationally. Tesla's controversy in this case is the move of the Tesla factory which reached pros and cons from several parties, Elon Musk posts which caused significant changes to Tesla's stock and the Tesla auto pilot safety controversy, it is undeniable that Elon Musk has a huge influence on Tesla's success and issue. Elon Musk, in various ways carrying out technological innovations, including Tesla, also takes different marketing actions. Tesla's marketing plan is considered a success by incorporating a unique perspective from Tesla's 'new technology' based innovation in marketing cars and connecting it with Apple computer technology (Mangram, 2012). So, it is unavoidable that Elon Musk's ways and actions in developing Tesla have caused much controversy. Therefore, several world researchers, including researchers in the field of linguistics are examined the issue.

In Elon Musk's case in the Tesla controversy, researchers assume that with the language research that examines social, business, technology, and politics, which then gave birth to several linguistic studies. For example, the research by Prasetyoaji (2020) examines Elon Musk's representation of four

websites by combining the SFL transitivity approach and Leeuwen's social actor representation approach. Here we find the results that various patterns of representation of social actors are used in news writing to convey messages concerning social actors. Then it was found that the processes contained in the text were identified using transitivity, thus providing linguistic evidence. Another example is research of Elon Musk's social-influencer discourse in his Twitter posts by Law (2020), this research is about digital literacy using multimodal understanding creativity in social media discussing Elon Musk's tweets. Elon Musk is considered to have become an influencer, with his personal social media account making moves in an announcement including Tesla which produces powerful posts influencing the stock market (Davies, 2018). The Power Play here is an exhilarating look at how a team of eccentrics and innovators beat the odds and change the future. Some examples of linguistic research above prove that some aspects, such as social, political, business and technology, can be researched with a linguistic approach.

In the issues in Tesla's controversy by Elon Musk, the linguistic theory that can be applied to describe this is the theory by Theo van Leeuwen (2008), about exclusion and inclusion. This study is included in CDA, because CDA is an analysis that does not only focus on language phenomena. It is used to determine the relationship between power, language and context. Using this theory examine how social actors are represented in the media, and it affects social practice. The theory of exclusion and inclusion (Rochmah & Goziyah, 2020) explains to present social actors in a discourse. The social actor representation theory is used to find out how Elon Musk as a particular individual, is marginalized or more dominant than others and how the representation of social actors in the media is reported when discussing issues or cases that have occurred.

From the issues and cases exist, the Tesla controversy by Elon Musk has been covered by many news media. In this news media, the delivery of different news authors from each media makes this inseparable from discourse analysis. In the news, the way to deliver the message and the choice of words and

language used by writers in news influence the focus and perspective of readers to be more inclined toward a social actor or event. This analysis of news media uses social actor representation approach. To find out the representation in the news of linguistic solutions with exclusion and inclusion strategies according to Theo Van Leeuwen (2008). Theo Van Leeuwen's theoretical concept based on research news is suitable for this research model, and this theory is widely used in news and discourse research to study social actor representation.

Specifically, this study examine the topic of the issue of Elon Musk behind Tesla, which is very interesting to discuss. It is because the research discusses the controversy over the various policies and developments of Tesla that have occurred currently by Elon Musk as one of its founders, so this research is related to the theory of the representation of social actors from van Leeuwen (2008). According to Utama et al. (2020), SAR analysis is very important because it can bring the reader's perspective on the social actors represented in the news media. This study will focus on how the representation of social actors is presented in the New York Times news media. It is interesting and needs to be studied because it is through the selection of discourse in one of the world's major news media, the New York Times. This media was chosen because this media is known as a neutral media in reporting. The New York Times is widely regarded as one of the premier news organizations in the world, with a reputation for journalistic excellence and integrity (Benson and Powers, 2019). In this study, the researcher also focuses on what types of exclusion and inclusion strategies are used in reporting this issue. In addition, this study will also show the dominance of a social actor over other parties to be marginalized or included in a news presentation in the media.

Through the use of exclusion and inclusion strategies examine the representation of actors formed in linguistics and how the consequences of words and actions in the media describe the power of actors. This research raise new issues in the world of linguistics in a more direct way to examine other fields, especially in the fields of business, technology and politics. The issue

that presented is the world figure, Elon Musk, as a founder of Tesla. It is hoped that this study contributed in the field of social actor representation research.

In discourse research, there are several related previous studies related to this topic. The first previous research was about an assessment of Critical Discourse Analysis and the Challenges and Opportunities of Social Media by Gwen Bouvier and David Machin (2018). This qualitative research method examines the use of critical discourse analysis (CDA) in the context of social media. The authors discuss how social media platforms have become an increasingly important communication tool, but also present new challenges for CDA due to the large amount of data and the complexity of the online environment. The authors go on to describe a case study in which they used CDA to analyze Twitter conversations regarding the 2014 Scottish independence referendum. The study concludes by highlighting the opportunities that social media presents for CDA, including the ability to study real-time communications and the potential for more diverse data sources. Overall, this article provides a useful overview of the challenges and opportunities of CDA in the social media context. This study may be of interest to scholars and researchers in linguistics, communication, and media studies.

The second previous study is *Lesvos Island: A Critical Discourse Analysis on the local daily press* by Georgia Gakidou (2022). This study examines the situation in Greece since 2015, where over 850,000 migrants arrived in the country due to the Syrian civil war. The focus is on the power relations between the local population of the island of Lesvos and the asylum seekers, with an analysis of the discourse produced by the local daily press. The research examines the discourse surrounding the occupation of the island's main square by asylum seekers in April 2018, using the established and outsiders theory as a framework, along with Critical Discourse Analysis and General Inductive Approach as the methodological approach. The analysis reveals that Lesvos' local press reproduces a discourse in line with the established and outsiders theory, portraying the local population as established and the asylum seekers as outsiders.

The third previous study is about Critical Discourse Analysis of Donald Trump's Inaugural Speech by Asst. Prof. Nagham Ali Hassan (2018). The study examines the inaugural speech of President Donald Trump delivered on January 20th, 2017, which can take various forms, such as political forums or events. The research aims to analyze both micro and macro structures of the speech, i.e. linguistic features and social structures. To achieve this, the researcher will use Norman Fairclough's three-dimensional analytical model, which involves text analysis, processing/analysis, and social practice and analysis. The study seeks to classify and discuss the well-known micro structures of the speech and classify the macro structures of the delivered political inaugural speech. The results of the analysis reveal that Trump employs colorful language devices, frequently using the future tense to discuss America's future. He also creatively repeats certain expressions to emphasize his point of view and uses the pronoun 'we' to establish a mutual correlation between himself and the American people. Trump utilizes the active voice to engage his listeners and reflect social relations, though he occasionally employs the passive voice to assure Americans that he will support them.

The fourth study is about the of Exclusion and Inclusion on CNN Indonesia Online News with the Van Leeuwen theory Putriani and Juita (2021). This study examines problems in the issue of clashes between Asmat residents and Fayit Koramil members. This study uses a qualitative approach. This study is to analyze the crime news published by online news CNN Indonesia on Tuesday, May 28, 2019, with Theo van Leeuwen's theory. The results of this study indicate that two types of exclusion and three types of inclusion are used in the article. So that in the research, there are some neutralities in the depiction of the news, namely, journalists or news sites hide actors using passive sentences in the headlines.

The fifth study is about social actor representation analysis on the Jakarta post online news of the presidential election (sholihah and Degaf, 2020). This research approach, by analyzing the data, is done descriptively.

The purpose of this study was to analyze the use of Leeuwen's exclusion and inclusion theories. Based on this research, the results show that inclusion strategy rather than exclusion strategy. Another discovery is the existence of many identification strategies used to gain support from the community. The use of practical identification in figuring out and describing social actors. The author represents the identity of a character. The depiction of social actors' identity strategies that exist in him can certainly invite more attention.

The sixth study is Transitivity in Elon Musk's Online Biography (Prasetyoaji, 2019). This study analyses biographical texts about Elon Musk taken from the Britannica, BBC, Business Insider, and Investopedia sites. This study uses a combination of the SFL transitivity approach and Leeuwen's social actor representation. The purpose of this study was to find patterns in the depiction of social actors with a social actor approach, to find evidence of linguistic patterns using transitivity, as well as to explain the definition of social actors based on existing news and compare the results with context and genre. The results of this study are to clarify that social actors use various social representations in conveying the intent and stance of the heir in relation to society. The transitivity uses the processes contained in the text and then the representational patterns of social actors, thus providing the most consistent social Representation as well as the content in the mandatory way required in the biographical text, as well as the text analyzed relevant and in accordance with the quality of the biographical text.

The seventh study is 'Model Putin Forever' A Critical Discourse Analysis on Vladimir Putin's Portrayal in Czech Online News Media Authors by Zina Stovickova (2021). This study examines how Vladimir Putin was depicted in Czech online news media throughout three different presidential elections (the American election of 2016, the Czech election, and the Russian election of 2018). The author uses the Critical Discourse Analysis approach, particularly Teun van Dijk's methodology, to evaluate the representation of the Russian leader. The study found that the portrayal of Putin, as well as

Russian policy and the country itself, were predominantly negative, which aligns with the Czech-Russian historical-political context and Western media discourse. By utilizing global coherence methods, the researchers discovered that the overarching theme of the news coverage was Putin's efforts to re-establish Russia as a global power and return to a binary world as it existed during the Cold War. Meanwhile, local coherence methods revealed numerous implications, categorizations, and frequent sarcasm and negativity in the texts.

The eighth study is from Shao, X., Wang, O., and Yang, H. (2021) on Business analysis and future development of the electric vehicle company - Tesla. This study will discuss electric cars or Tesla as the leader of the electric vehicle (EV) industry, and there is little analysis of the business strategy and future development of certain companies. A comprehensive overview of Tesla's historical background, plus an in-depth look at current strategy and future analysis. In this study, the results show that Tesla has a good future in the midst of the proliferation of other technologies that cause pollution as one of the cars that the world is looking for from time to time.

The ninth study is about women's portrayal in news reporting of sexual violence (Risidaneva, 2018). This theory used is a qualitative method and Theo Van Leeuwen's theory (2008). This research investigates the linguistic tactics utilized in representing refugees, asylum seekers, and immigrants or RASIM in four newspapers, situating itself in the domain of Critical Discourse Analysis. This study use theory of Van Leeuwen's (2013) socio-semantic categorization and Halliday's (1994, 2014) transitivity system which focuses on the representation of social actors. It examines the way RASIM are portrayed in two countries, specifically Italy and the United States, during the period from late 2018 to early 2019. Two main patterns emerge: firstly, RASIM are portrayed in terms of their migratory actions; secondly, they are portrayed as a uniform group, with no regard to their differences in age, background, origin, or motivation. Some distinctions between the two national contexts are also noted. Specifically, the United States newspapers

allocate more agency to RASIM by providing direct quotes from them, whereas the Italian newspapers rarely offer such opportunities for the RASIM to express their thoughts and emotions. Furthermore, there are differences in terms of the way the RASIM are presented in the US and Italian newspapers regarding activation patterns and participant roles.

The last one is the study of the Middle East Media represents the Indonesian government and Indonesian migrant workers who were executed in the case of the execution of Indonesian migrant workers in Saudi Arabian (Utama, Amalia, and Yuliawati, 2020). The studies use the theory of the Representation of social actors by Theo van Leeuwen (2008). This theory examines the presence or absence of social actors in discourse representation. The finding is shown Pos Jakarta portrays immigrant workers who are executed in a negative way. This can be shown from the way text producers enter those executed by immigrant workers. In addition, The Jakarta Post also uses the words 'kill', 'knife to death', 'stab', etc., to indicate that the person executed was an Indonesian migrant worker. Based on these several previous studies, they have similarities and differences in terms of theory, applied approaches and similarities in objects, but they have their focus.

Based on several of the research above, social actor representation analysis has been widely used as a research tool. The similarity of the several studies above is the use of Theo van Leeuwen's social actor representation to examine the news media. However, the difference from previous research is the novelty of this research is that this study will analyze the representation of social actors in global figures in conflicts that occur in their own companies in the news media, namely the Tesla motors controversy by Elon Musk. This analysis uses an inclusion and exclusion strategy, which will provide conclusions about how the representation of social actors will be presented in the news text on the controversy of the company itself so that this can give a perspective to the reader. Finally, this analysis of Elon Musk's social representation uses the New York Times news media on the business segment as an object of study.

B. Research Questions

1. What are the types of inclusion and exclusion usage in representation of Elon Musk in the business segment of New York Times during Tesla controversy?
2. How is Elon Musk represented in the business segment of the New York Times during Tesla controversy?

C. Research Significance

In this study, there are two kinds of significance, both theoretical and practical significance. Theoretically, this study presents further research on van Leeuwen's social actor representation framework to examine the representation of social actors in the news media. In this study, the social actor Elon Musk, in the Tesla controversy, has a different realm and is still rarely discussed with a linguistic approach, thus opening up new fields of linguistic research in business and technology. Practically, research helps and encourages linguistic researchers and students to have a high critical awareness of reading news. This research is expected to be an innovation for cross-field linguistic research in various aspects of life. It can be a reference in the further research-related topic in this research.

D. Scopes and Limitations of the Study

This study focuses on investigating how The New York Times, as a news media, uses exclusion and inclusion strategies to represent social actors. This study discusses Elon Musk's influence in the business segment during the New York period in the Tesla controversy. This research is limited to discussing the text of news articles in the form of words, phrases, utterances, and sentences by Elon Musk, which are contained in the New York Times media in the segment business in the tesla controversy. So, this research does not discuss Elon Musk's social representation in other news

media and does not discuss how Elon Musk's social representation in issues other than the Tesla controversy. This research will also be limited to the data taken from October 1st, 2021, until December 31st, 2021. The period was chosen because of the controversy over the transfer of Tesla's factory and the instability of Tesla's stock. Due to limited time and energy, this study only analyzed one news media source using the social actor representation theory by Theo Van Leeuwen.

E. Definition of the Key Terms

- **Critical Discourse Analysis** : An analysis it is used to discuss and also find out how a person or a group is positioned not only in a discourse, however how the power in ideological practice is more controlling in interpreting an event and meaning while it is different from other groups who tends to continue as the object of the issue.
- **Social Actor Representation**: The discourse analysis used refers to Theo Van Leeuwen's discourse analysis where in this analysis it is used to discuss and also find out how an agent or a group is positioned in a discourse and how an agent and group dominate or marginalize others.
- **Elon Musk** : Elon Musk is the figure behind of Tesla, SpaceX, and Paypal. Elon Musk has a spark for space energy technology and alternative renewable energy.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses the relevant theories used to analyze how social actors were represented in the Elon Musk case in New York Times news sources during the Tesla controversy. It includes Theo van Leeuwen social actor representation, exclusion, and inclusion strategies.

A. Critical Discourse Analysis

Critical Discourse Analysis is one of the linguistic studies that aims to reveal how texts both orally and in writing can have power and contain ideology in it. CDA which is considered as a language study that studies language not only from the linguistic aspect but also embraces many other fields of study in research that also includes many other more complex disciplines. Critical discourse analysis (CDA) is an interdisciplinary research consisting of several theoretical and methodological approaches that have been developed to study language (Johnson and McLean, 2010). The central principle of Critical Discourse Analysis (CDA) lies in addressing societal issues. CDA's scope extends beyond language and its usage, encompassing linguistic features and the intricate interplay of social and cultural dynamics. CDA adopts a critical standpoint towards social matters, aiming to expose hidden power dynamics. The ultimate objective is to ensure that CDA attains practical significance within the realms of social, political, cultural, and even economic contexts (Fairclough and Wodak, 1997).

Critical Discourse Analysis as a form of interdisciplinary or transdisciplinary analysis, it is based on the existence of dialogue or its relationship with several sources of disciplines, frameworks and theories that cross the conventional boundaries between disciplines in conducting analysis and research with sources of theoretical and methodological

development of certain disciplines, theories and frameworks including CDA itself which are interrelated (Fairclough, 2010).

Critical Discourse Analysis (CDA) also describes how language is capable of having an ideology as a practice or a specific goal, including power itself. CDA analysis is considered more suitable and suitable for analyzing public discourse. According to van Dijk et al (2001), that there are five important characteristics of CDA, namely action, context, history, power, and ideology which are presented as follows:

- a. Discourse is seen from how with the aim of influencing, persuading, supporting to action. Second, discourse is understood to be expressed consciously and controlled, not from outside control.
- b. The role of context in discourse interpretation in CDA is to consider the context of discourse, such as situations, settings, conditions, and events. Context also affects the use of language, such as the situation in which the text is produced, the use of language, and the function in the text. Text is a form of language as well as all kinds of communication expressions, music, images, speech, etc. Discourse as a text description and context here is a communication process.
- c. Discourse as a product of history. In the critical paradigm, discourse always has a context and is placed in a certain social context. An important aspect of understanding discourse is knowing the historical context that exists. Understanding can be formed after knowing the historical context that occurred.
- d. Discourse as a struggle for power. Context Power is the key to the relationship between discourse and societal understanding. This CDA always considers the existence of a dominant element

or power. Where in every discourse has its own power relationship, so there must be control between the two.

- e. Discourse as an ideological practice. In view or critical dialogue is a central character in CDA because the text is a reflection of a certain ideology. Ideology is built by the dominant group to produce. The role of discourse in the ideological framework is; First, ideology is social, individual, and impersonal because it requires groups and organizations. The second, ideology is social, but is used internally within group members and society. Therefore, discourse analysis must look at the context, especially how group ideology plays a role in shaping discourse.

Self-discussion in CDA is a form of social practice, and is concerned with systematic investigation of the relationship between power and the hidden ideologies embedded in discourse.

B. Van Leeuwens CDA's Model

Van Leeuwen's CDA model is known as Social Actor Representation. Social Actor Representation is a theory proposed by Theo van Leeuwen (2008); this approach is an analytical model to show, find out and then detect how a person or group is marginalized or described in a text discourse. In addition, SAR has the purpose of studying and seeing how a person, individual, or group is marginalized or dominated in a discourse in a text. In this case, the context in question is in the form of past and present social contexts. In general, each person can interpret discourse differently in various ways through different experiences, expertise, power, and social status. This object explores how social actors are represented or exposed in a discourse in their role both as a tool for transmitting knowledge and in forming mental images or certain goals for readers, listeners, or observers of the problem itself. For example, mass media is a form of expression through discourse to create perspective and power with a specific purpose.

Exclusion and Inclusion

The exclusion and inclusion strategies are a part of Social Actor Representation theory of Theo van Leeuwen (2008).

A. Exclusion

In the representation of social practice, the exclusion strategy is one of the strategies used. Exclusion plays a role in the critical comparison of different representations of the same social practice, where in the process of exclusion actors are excluded from discourse with a specific purpose. It can show how a certain actor or group can be displayed or not in a media with a specific purpose such as to protect or support a change in focus and paradigm in a discourse. Where according to Theo van Leeuwen (2008), there are two kinds of exclusion, which are suppression and background.

a. Suppression

In Suppression, in the text there is no reference to the social actor concerned. Suppression as one of the exclusion theories put forward by Theo Van Leeuwen (2008), where there is no indication of who the actors are in the Suppression strategy in the text. In suppression, there are several strategies that can exclude social actors in the text, which are passive agent deletion, nonfinite clauses, and nominalizations.

1) Passive agent deletion

Passive agent deletion is a kind of strategy in exclusion by using passive voice to exclude social actors. Here the main focus of the reader is the object, not the actor or subject in text.

2) Non-Finite Clauses

A non-finite clause is a part of Suppression, it through nonfinite clauses which function as a participant grammatical. For example :” to maintain this rule is hard”. When the agen dose not appear in the sentence.

3) Nominalization

Nominalization is excluding social actors by the presence of nouns in the text. Normalization allows the exclusion of social actors by not requiring the existence of a subject, because there is a noun that represents the event.

b. Backgrounding

Backgrounding is a type of exclusion proposed by Theo van Leeuwen (2008). In contrast to Suppression, which does not present actors in the text, in the background, social actors are not mentioned in the text, but social figures will appear elsewhere in the text. So that in the background social figures are not completely eliminated as in Suppression. As for some strategies in Backgrounding as follows.

a) Non-Finite Clauses with -ing and with -ed Participles

Non-Finite Clauses with -ing and with -ed Participles is a part of backgrounding strategy, it can be generated from simple ellipses in non-finite clauses with –ing and with –ed participle.

b) Infinitival Clauses with to-

In the backgrounding strategy, there is a strategy to exclude actors is by using an infinitive clause with to-. So there is no need to mention actors in the text because of the use of an infinitive clause with to-.

c) Paratactic Clause

Paratactic clause is a complex type of clause. In this strategy also play a role in reducing the number of times these social actors are explicitly referred to.

Paratactic is a relationship between two clauses where the clauses are equal and independent. Conjunctions to join these clauses are and, or, so, however, not, or and others in part. On the other hand, paratactic clauses are also combined with commas (,) or semicolons (;) (Wulansari, 2015).

B. Inclusion

Inclusion is a strategy to include or bring out actors in the text. Inclusion strategy, has several strategies in it based on Theo van Leeuwens (2008), some of the strategies such as the theory of representation of social actors, Which are Activation – Passivation, Genericization – Specification, Assimilation – Individualization, Association – Dissociation, Indetermination – Differentiation, Nomination – Categorization, Functionalization – Identification, Personalization – Impersonalization, and Overdetermination.

a. Activation – Passivation

Activation is manifested by the participation or active role of the social actor concerned, which is clearly prioritized, so that activation is a social actor who is represented as an active role in the activity. For example in the sentence “*Elon Musk announced the move at the company’s annual shareholder meeting,..*”. Meanwhile, it is different from passivation, meaning that social actors are represented as passive social actors, which can be in the form of parties who are forced or benefited (van Leeuwen, 2008).

There are several ways to create an activation strategy in the inclusion strategy, such as participation, circumstantialization, premodification and post-modification nominalization, and possessiveness. First, participation is an activation that is carried out by using an active role clearly in the text, namely the role of grammatical participants. An active role is realized by participation. Second, circumstantialization is the use of prepositional circumstantials, such as with and from. Third, Pre-modification and Post-modification Nominalization processes and nouns can also lead to activation. The last, possessiveness is a process which itself has been transformed into an object. As in Theo Van Leeuwen (2008), Possession also means the use of possessive pronouns to activate or passively social actors in the text.

In contrast to activation, there are several strategies in passivation. First, subjected is strategy when the subject appears when the social actor is treated as an object in the representation. Second, Beneficialized means that when there is a benefit in the action, the social actor forms a third party and incurs the benefit either positively or negatively.

b. Genericization – Specification

Genericization – Specification are other important factors in the representation of social actors, they can be represented as classes, or

as specific, identifiable individuals. Here the actor is represented as a class, while the actor is described as specific and individual (van Leeuwen, 2008).

Genericization can be plural without articles, for example in “Indonesian ministers”. It can also be formed by the singular with a definite article such as "the singer" or by using an indefinite article such as "a singer". On the other hand, the specification can be realized if there is no habit or present tense. In addition, specifications can also be realized numerically.

c. Assimilation – Individualization

In Assimilation and Individualization there are significant differences. Where assimilation is when social actors are referred to as groups. Meanwhile, Individualization is when social actors are indicated as individuals. There are two kinds of assimilation, namely aggregation and collectivization. Aggregation is by quantifying groups of people using statistics. Meanwhile, collectivization is also by quantifying a group of people but without showing statistics.

d. Association – Dissociation

Association occurs when the representation of a social actor is associated with another group. Meanwhile, dissociation refers to when there is no association of social actors or linkages of social actors in the text. The example of Dissociation is For example in the sentence “*Mr. Musk’s decision will surely add fuel to a ceaseless debate between officials and executives in Texas and California..*”.

e. Indetermination – Differentiation

Indetermination is a strategy for social actors to be represented as unspecified in the text, here social actors will be represented

anonymously. Indetermination can be realized by using indefinite pronouns (Van Leeuwen, 2008). Meanwhile, determination or differentiation is a strategy to include certain social actors in the text. Differentiation clearly distinguishes between individuals or groups with other groups.

Indetermination is a strategy for social actors to be represented as unspecified in the text, here social actors will be represented anonymously. Indetermination can be realized by using indefinite pronouns (Van Leeuwen, 2008). Meanwhile, determination or differentiation is a strategy to include certain social actors in the text. Differentiation clearly distinguishes between individuals or groups with other groups.

f. Nominations – Categorization

As for the inside, Nomination is one of the inclusion strategies by representing social actors by showing their unique identity and also being nominated. In contrast to categorization means when social actors are represented by mentioning their categories.

g. Functionalization – Identification

Functionalization is when social actors are referred to in terms of activity, it is something they do, for example, work or role in their actions. According to Theo van Leeuwen (2008), usually manifested in several forms. First, noun forms, formed from verbs, or through suffixes such as -er, ant, ent, -ian, -ee, e.g., or in "celebrant" nouns and others. Second, nouns that refer to places or tools. For example the word "pianist", and others. Third, compound nouns that show places or tools related to an activity and very general categorizations, such as "women" and others.

In practice, functionalization is different from Identification. Identification occurs when how social actors are defined, not in actions but in what they are and cannot be avoided. It is divided into three types. *First*, Classification is a class of social actors according to their class, such as gender, age, religion, and so on. *The second*, relational identification is that actors are described according to their personal relationships with each other. *The third*, the physical identification of social actors based on their physical characteristics and outward appearance, either in the form of race or skin color and others.

h. Personalization – Impersonalization

Personalization is a personalizing representation of social actors, such as humans, it is embodied by personal or possessive pronouns, selfnames, or nouns it still includes features of "human". Social actors can also be impersonalized, represented in other ways that do not touch the human side, such as with abstract nouns or with concrete nouns whose meaning does not include human semantic features (Van Leeuwen, 2008).

Impersonalization itself has two types of categories. First, abstraction can be realized when social actors are described based on their qualities, for example the words "rich", "Muslim", and others. Second, objectivation means when social actors are described based on references to places or things related to people or actions that are represented in them.

There are four kinds of objectivity, namely spatialization, utterance autonomization, instrumentalization, and somatization. Spatialization is the objectivity representation of social actors based on their place, for example the word "americans" is replaced with "america". Second, utterance autonomization, is a representation of objectivity referring to social actors who are described based on their

utterances, for example "the reports". Third, instrumentalization, is when social actors are represented in the tools they carry based on their actions in the text, for example "mortar". The fourth one is somatization, when social actors are represented to a certain side of their body.

i. Overdetermination

Overdetermination is when social actors are represented as participating and at the same time by more than one social practice. There are four types of overdetermination, which are inversion, symbolization, connotation, and distillation. Inversion means when social actors are linked as actors of two opposing practices. Symbolization means when fictional social actors represent nonfiction social practices. Connotation means when a unique determination (nomination or physical identification) exists to classify. Then, distillation is the part of determination which is a combination of generalization and abstraction. The example is "*...which Mr. Musk claimed he had secured funding..*"

C. Social Practices

In representation of social actors, it cannot be separated from social practice. Social practice itself is part of CDA, which includes actions found in texts or discourses carried out by social actors. According to Fairclough (1995, 2003), the notion of text in discourse exists in the context of production, distribution as well as reception, in addition to the social context which includes politics, economics and culture. In social discourse theory, put forward 3 principles as social practice. First, discourse has a constitutive and fundamental nature, discourse has a contribution in reflection and forms social structures. Second, social practice also builds social identity and social relations within various entities as well as classes in society. Third, social practice has an impact

on knowledge and belief systems, this leads to other functions of language as identity, relational, and ideational functions (Fairclough, 1992).

Social practice is regulated to different extents and in various manners, which can include explicit rules, longstanding traditions, the impact of experts and influential figures, or constraints imposed by technological resources, among other factors (Van Leeuwen, 2005).

Elements of Social Practice

1. Participants

Participants are one of the elements of social practice. Van Leeuwen (2008) stated that social practice definitely requires a set of participants who have certain roles such as the role of instigator, agent, affected, or beneficiary in the text and recontextualization can exclude some participants from the recontextualized practice.

2. Actions

Social practice can also be interpreted as a series of actions that are sequential and can be corrected at a certain level or with a larger or smaller amount. With the actions of participants in social practice, this is something that should be discussed.

3. Performance Modes

Performance modes is representation of social practice are also called "stage directions" or modes of performance, which are closely related to the actions of the participants.

4. Presentation Style

In social practice, it involves dress requirements, appearance, or what is called the style of presentation, for the participants or actors. However, the style of presentation can be explicitly defined or not and social practice varies greatly in the amount of freedom it has as a mode of performance. For instance, “wedding rings”.

5. Times

Social practices have a more or less definite time of occurrence. In the use of examples, some time restrictions such as: The practice of going to work "quickly".

6. Locations

Social practices are closely related to specific locations. Practice also allows for changes from one location to another. For example from "home" to "school".

7. Resources

In social practice, resources refer to certain tools and materials needed. Several tools and materials are essential in social practice.

Based on the several elements above, in social practice everything will be interconnected. Social practice has a role in expressing the elements carried out by the participants and the actions taken. This social practice makes it easier for researchers to represent social actors in this study.

CHAPTER III

RESEARCH METHOD

This chapter discusses the methods used by researchers in analyzing and classifying data. The research methodology includes research design, research instruments, data sources, data collection and data analysis.

A. Research Design

In this study used a qualitative descriptive methodology. A qualitative approach is an approach that seeks to discover, develop, and test knowledge based on generalized and systematically synthesized theories. In a descriptive research description, this is closely related to symptoms or events in finding information, collecting data and knowing this well. In a qualitative description trying to understand and know the phenomenon by the subject in several aspects such as behavior, perception, motivation, action and several other aspects.

In this study, researchers described and analyzed the data in the form of words, phrases, sentences, or utterances from the news media The New York Times. In addition, in this research the researcher is in the form of discourse, not conducting field research or interviewing certain informants or subjects directly. In this study the researcher used a descriptive qualitative approach from John W. Creswell, because in research with data in the form of text so that it explored and detailed the meaning that a number of individuals or groups of people ascribe to social or humanitarian issues.

B. Research Instruments

The data instrument in this study is the researcher herself who as a reader, classifier, copier and analyzing the data textually. Researchers collected the data from the official news source The New York Times by selecting the topics of the Tesla controversy by Elon Musk.

C. Data Source

The data source for this research was taken from the New York Times online news that was published from early October 2021 until December 2021. Out of approximately 21 news about Tesla by Elon Musk that were published, only 10 articles were analyzed. There were several reasons for choosing the number of news in this period, because the news that was explored has quite a lot of presentation, so it will bring up a clear and adequate analysis and results. To facilitate data copying, researchers only take several online news.

D. Data Collection

In this study, data is collected through several steps. First, the researcher collects media news regarding issues between Tesla and Elon Musk that were posted from early October to December. Second, the researcher will narrow down the data that has potential data for SAR research by Van Leeuwen by considering several things such as the use of grammatical sentence structures that are presented before or after the agent, and these data have public interpretations so that research does not appear to be the same or subjective. Third, the researcher then compiles news that will be analyzed using the SAR strategy, based on the exclusion and inclusion strategy with the time of publication of the news, namely early October to December 2021, of about 21 news about Tesla by Elon Musk, only 10 that have been analyzed. The reason for this is because not all news has appropriate and easy to access data, besides that the 10 news have many appropriate and easy to observe phrases and data which are then analyzed using the SAR theory by Van Leeuwen.

E. Data Analysis

In data analysis, this is the step after all the data has been collected, the researcher will proceed with various steps including :

First, researchers read data that has potential in SAR research to understand and provide an overview of the news. Second, after reading the research categorized words, phrases, utterances or sayings that will be analyzed with exclusion and inclusion strategies by Van Leeuwen to find out how SAR strategies are used in news, the researcher classified strategies used by social actors and analyzed social practices to answer questions first research. Third, the researcher answered the second research question by explaining how the process of representing social actors is based on social practice. Fourth, the researcher described the discussion which contains the most strategic reasons, then which side of the news media is more in, CDA's analysis of the institutional and social context. Finally, the researcher provide conclusions from the research and suggestions for further research that foscuses on the same fields, theories or topics.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter covers the research findings and discussion. This chapter is divided into two subchapters. The first subchapter contains the data analysis finding as a result based on the theory of social actor representation by Theo van Leeuwen. Then, the second subchapter includes a discussion of the findings as the conclusion of the research.

A. Findings

This subchapter analyses the exclusion and inclusion strategies the New York Times used in representing Elon Musk in the Tesla controversy issue based on the theory of representation of social actors (Van Leeuwen, 2008). The analysis will present the questions in chapter 1. The first question is to analyze and identify the types of inclusion and exclusion strategies the New York Times used in representing Elon Musk in the Tesla controversy. The second research question aims to analyze the inclusion and exclusion strategies that represent Elon Musk in the Tesla controversy in the New York Times.

1. Exclusion and Inclusion Strategies of Elon Musk in Business Segment of New York Times during Tesla Controversy

In this section, the previously mentioned data were analyzed to find out the types of exclusions and inclusions strategy used in the New York Times during the Tesla Controversy, which will be described as follows :

1) The Exclusion Strategy in The New York Times

Online news 1 : “Are Tesla and Texas a Perfect Match? It’s Questionable”

The following data is taken from one of the selected online news. News written by Niraj Chokshi, Clifford Krauss and Ivan Penn was published by New

York Times on October 8th, 2021. The news contained plans to move the Tesla company to Texas.

Excerpt 1

“Tesla’s move is not surprising: Mr. Musk threatened to leave California in May 2020 after local officials, citing the coronavirus, forced Tesla to shut down its car factory in the San Francisco Bay Area. But his decision to move to Texas highlights some gaping ideological contradictions.”

In excerpt 1 above, two sentences “Tesla’s move is not surprising” and “Mr. Musk threatened to leave California” which are connected by a (:) are included in the backgrounding strategy. Where sentences 1 and 2 are independent clauses. The author delays the existence of social actors with the **backgrounding strategy**. When this strategy is used, Social actors will be excluded from the text but can still appear in the other text. In backgrounding strategy, the reader's focus will be on the first sentence, "Tesla's move is not surprising," the actions taken by social actors. Thus, highlighting actions that are stated to be more important than the existence of social actors. The backgrounding strategy above resulted from the paratactic clause.

This representation occurs because there is an element of social practice in the text, namely the participants with "Mr. Musk" as the subject and "Tesla Factory" as the object. The subject threatens the practice of the object.

The use of the word "threatened" also has a negative connotation. This can affect the reader that the subject is considered to be making unilateral decisions and behaving arbitrarily.

Online News 2 : “ Tesla Value Tops \$1 Trillion After Hertz Orders 100,000 Cars ”

The data is taken from New York Times news written by Neal Boudette and Niraj Chokshi published on October 25th, 2021 and on November 9th, 2021. The

news is about Tesla's value rising to \$1 trillion after ordering 100,000 units from Hertz.

Excerpt 2

*On Monday evening, Mr. Musk said on Twitter: "To be clear, cars sold to Hertz have no discount. Same price as to consumers." Just four years ago, Tesla **was mired** in production difficulties at its plant in Fremont, Calif., that Mr. Musk described as "manufacturing hell."*

In the excerpt above, the author also uses **suppression strategy**. In the word "was mired" the author tries to focus the reader on the object rather than the subject performing the action. With this strategy, the writer managed to manipulate the reader to focus more on the object of the news and not on the subject. In this news, suppression uses passive sentences or passive agent deletion. In the text above, the author tries to make the author's focus on "production difficulties" instead of focusing on "Tesla" as the subject in the sentence.

Representation occurs because of the presence of social practices element. There are participants with the subject "Tesla Production". Subject takes the action of mired in production difficulties.

The author marginalizes the identity of the real actor by using an object as a subject which makes production mired.

Excerpt 3

*"Mr. Musk, meanwhile, replied to a by Senator Bernie Sanders demanding "that the extremely wealthy pay their share," **by replying**, "I keep forgetting that you're still alive." Mr. Musk's nontraditional approach to giving doesn't stop people who need his donations, like David Beasley, executive director of the World Food Programme, from seeking his help."*

In excerpt 3, the exclusion strategy used in the text. The use of clauses with -ing in sentence "by replying" show that social actor does not appear in sentences, so here the author focuses the reader not on who the social actors are but on the actions taken. This applies a **backgrounding strategy**. In the backgrounding

strategy, the reader is still able to find social actors in the text, but the writer eliminates them in the sentence.

Representation occurs because of the presence of social practices element. There is an entrant with the subject "Mr. Musk" and the object "Senator Bernie Sanders". The subject takes action replies to object.

The author marginalizes the subject that replies the object by placing it in a different sentence, this focuses the reader not on who the social actor is but on the action taken.

2) The Inclusion Strategy in The New York Times

Online news 1 : “Are Tesla and Texas a Perfect Match? It’s Questionable”

The following data is taken from one of the selected online news. News written by Niraj Chokshi, Clifford Krauss and Ivan Penn was published by New York Times on October 8th, 2021. The news contained plans to move the Tesla company to Texas.

Excerpt 4

*"While its **C.E.O., Elon Musk**, and the state's conservative lawmakers share libertarian sensibilities, they differ greatly on climate change and renewable energy. The Texas State Capitol in Austin. Tesla's decision to move its headquarters there might not be an easy fit in a state run by **conservatives who are protective of its fossil-fuel industry.**"*

In the excerpt above, mention the name of the social actor 'Elon Musk' who was the C.E.O of the tesla, the mention of social actors by first name and last name, the author has used one of the inclusion strategies called semiformalization strategy, this strategy is a branch of the **nomination strategy**. In this text, the author completely mentions the name of the social actor to show his position, authority and high influence in company. Another inclusion strategy used by the author is the

specification strategy by mentioning 'C.E.O' in order to legitimate Elon Musk's status, 'the state's conservative lawmakers' and 'conservatives who are protective of its fossil-fuel industry' in the text.

Another strategy used in the data above, when three social actors mentioned by the author, 'C.E.O', 'state's conservative lawmakers' and 'conservatives who are protective of its fossil-fuel industry'. In case, this is refers to the conservatives regarding the issue of moving the Tesla factory. The author applies an inclusion strategy called **differentiation strategy**. The strategy of differentiation of social actors is formed in the text. In this data, the three social actors are not made one but separate. The groups are separated based on the ideology of each group. C.E.O and the state's conservative lawmakers are those who support the Tesla factory move, while the conservatives who are protective of its fossil-fuel industry are those who reject the decision. Here the author describes their different roles in the issue of factory movement so that they are dissociated. Here the author tries to make the reader focus on the different actions of social actors.

Representation occurs because of the presence of social practices element. There were participants with several subjects, such as "C.E.O., Elon Musk, and the state's conservative lawmakers", "Tesla" and "The Conservatives". The subject takes actions such as, the subject shares libertarian sensibilities, the subject moves its headquarters and the subject protects.

The use of the words "share" and "move" shows that subjects 1 and 2 are planning Tesla's departure by carrying out a common understanding of libertarian sensibilities. Then the use of the word "protective" on subject 3 can create a negative image on subjects 1 and 2 because they are considered to be carrying out activities that have a negative impact on the fossil industry.

Excerpt 5

"There's a limit to how big you can scale in the Bay Area," Mr. Musk said Thursday at Tesla's annual meeting hosted at its new factory near the Texas capital.

*“Here in Austin, our factory’s like five minutes from the airport, 15 minutes from downtown.” But Texas may not be the natural choice that **Mr. Musk** makes it out to be.*

In the excerpt above, the author wants to represent a social actor with the nicknames 'mr' and 'musk' categorized as a **nomination strategy** called formalization strategy. In using the name 'musk', actors are specifically represented. Calling 'mr' which is a term for a man to respect someone so that he uses an inclusion strategy. In its use, social actors are described by the author. That is, the author places social actors more specifically but regardless of the position and status of social actors towards other characters. Through this strategy, the author does not place the social actor as Tesla's chief executive directly, but describes it in general terms. Word 'mr' can be used to refer to someone regardless of their status, position, and background in something. By using this strategy, the writer is able to bring the reader's perspective to ignore the focus on social actors because the reader will focus more on action.

Representation occurs because of the presence of social practices element. There are participants with subjects, such as "Mr. Musk". The subject takes actions such as the subject “said” and “makes”, several other social practice elements such as the time on Thursday and the location of the new factory near the capital city of Texas.

The use of the words "said" and "makes" is intended to create the meaning that the subject has a positive connotation as a determinant and makes tesla about the development of tesla. Besides that, there are also social practices of time and location to be able to clearly describe the situation in sentences.

Excerpt 6

*“Tesla’s move is not surprising: Mr. Musk threatened to leave California in May 2020 after local officials, citing the coronavirus, forced Tesla to shut down its car factory in the San Francisco Bay Area. But his decision to move to Texas highlights **some** gaping ideological contradictions.”*

In the next sentence, the author did not mention any "ideological contradictions" for Tesla's move to Texas. However, the author uses the word "some" not to highlight any cons. In addition, the author considers it not very important and relevant for the reader to highlight the controversy that occurred. In this case, the author uses an inclusion strategy called the **indetermination strategy**. The function of the indetermination strategy is to hide from the readers about social actors that are considered irrelevant. If in this case the author changes the word "some" and defines it, this will affect the unwanted problem that social actors will be exposed to directly revealing their identity in public.

Representation occurs because of the presence of social practices element. There are participants with subjects, such as "Tesla". The subject takes action, namely the subject moves to Texas.

The word "move" by Tesla which creates several ideological contradictions is trying to be disguised so that the subject and impact of this cannot be identified by the reader so that it still has a good connotation.

Excerpt 7

“The company’s chief executive, Elon Musk, and the conservative lawmakers who run the state share a libertarian philosophy, favoring few regulations and low taxes.”

In excerpt 7 above, the author fully mentions the name of the social actor 'Elon Musk' who was the chief executive of the company in the case. In this text, the mention of social actors by first name and last name, the author has used one of the inclusion strategies called semiformalization strategy, this strategy is a branch of the **nomination strategy**. In this text, the author completely mentions the name of the social actor to show his position, authority and high influence in company.

Another inclusion strategy used by the author is the **specification strategy** by mentioning 'company’s chief executive' to show Elon Musk's status in company.

But in text, the author did not mention Tesla as a company name but emphasizes being a company chief rather than a Tesla chief. Where the author wants to bring the reader's point of view that the emphasis of social actors as an influential part in regulations and corporate tax is therefore more focused on their role in the text than the name of the institution they lead.

Representation occurs because of the presence of social practices element. There are participants with subjects such as "The company's chief executive, Elon Musk, and the conservative lawmakers" and objects "the state". The subject takes action, namely the subject runs the object.

The use of the word "run" by the subject towards its object, makes the reader focus on the subject and the action taken, thus creating a positive connotation that is trying to appear in the sentence.

Online News 2 : “ Tesla Value Tops \$1 Trillion After Hertz Orders 100,000 Cars ”

The data is taken from New York Times news written by Neal Boudette and Niraj Chokshi published on October 25th, 2021 and on November 9th, 2021. The news is about Tesla's value rising to \$1 trillion after ordering 100,000 units from Hertz.

Excerpt 8

*“Wild \$Times!” **Elon Musk, Tesla’s chief executive**, exclaimed on Twitter.”*

In the excerpt above, the author fully mentions the name of the social actor 'Elon Musk' who was the chief executive of the Tesla company in the case. In this text, the mention of social actors by first name and last name, the author has used one of the inclusion strategies called semiformalization strategy, this strategy is a branch of the **nomination strategy**. In this text, the author completely mentions the name of the social actor to show his position, authority and high influence in Tesla.

Another inclusion strategy used by the author is the **specification strategy** by mentioning 'chief executive' to show Elon Musk's status in Tesla. Because of these strategies, the author tried to describe Elon Musk's status and position in Tesla by showing his specific position.

Representation occurs because of the presence of social practices element. There are participants with subjects, such as "Elon Musk as Tesla's chief executive". The subject performs the action, namely subject exclaimed on Twitter.

The use of the word "exclaimed" on Twitter describe the subject and the actions he takes on social media which are included in social practice.

Excerpt 9

*On Monday evening, **Mr. Musk said** on Twitter: "To be clear, cars sold to Hertz have no discount. Same price as to consumers.". Just four years ago, Tesla was mired in production difficulties at its plant in Fremont, Calif., that **Mr. Musk described** as "manufacturing hell."*

In the excerpt above, the author used inclusion and exclusion strategies. In the excerpt the bold words when actor social 'said' and 'described' in the text are classified as **activation strategy** that have an active role in the sentence. The activation strategy is applied to make the reader focus on the actors in the text. This makes readers pay high attention to Musk as a social actor. Activation strategy is a strategy in which the author tried to make the reader focus on the doer in the social practice.

Another strategy, when the writer wants to represent a social actor with the nicknames 'mr' and 'musk' categorized as a **nomination strategy**. By using the name 'musk', actors are specifically represented.

Representation occurs because of the presence of social practices elements. There is participant with subjects " Mr. Musk". The subject performs the action, namely subject said and described.

The use of the words "said" and "described" is intended to describe the difficult situation experienced by the subject, here the subject is drawn positively as the person in charge of the tesla.

Online news 3 : “Elon Musk’s Latest Innovation: Troll Philanthropy”

The data is taken from the New York Times written by Nicholas Kulish published on December 10th, 2021. This news is related to a difference of opinion by Elon Musk called Philanthropy troll. Usually the world's richest figures usually give the best image in the eyes of the public by giving some of their money to donate, while Elon Musk enjoys his philanthropy to antagonize the public.

Excerpt 10

“The latest richest human, Elon Musk, has taken a rather different tack. There was the public spat with the director of the World Food Programme on Twitter, for instance, announcing, “If WFP can describe on this Twitter thread exactly how \$6B will solve world hunger, I will sell Tesla stock right now and do it.”

From the excerpt above, the author mentions 'the latest richest human' and 'the director of the World Food Programme' for social actors who show the specifications of social actors in the text. In this data, the writer uses an inclusion strategy called the **specification strategy**. In the text, social actors refer to certain individuals, meaning that the author uses an individualization strategy.

Another inclusion strategy used by the author when fully mentions the name of the social actor 'Elon Musk' who was 'the latest richest human'. In this text, the mention of social actors by first name and last name, the author has used one of the inclusion strategies called semiformalization strategy, this strategy is a branch of the **nomination strategy**. In this text, the author completely mentions the name of the social actor to show the reader about the power of social actors regarding the issues in the text.

Representation occurs because of the presence of social practices elements. There is participant with subjects " Mr. Musk". The action that currently happens is subject has taken a rather different tack and subject spat with the director of the World Food.

The use of the word "has taken" shows a positive connotation on the subject because it shows an action that has a change in Tesla. then, the use of the word "spat" which is placed in a different sentence from the subject makes the reader focus on the action not the subject so that the image is maintained.

Excerpt 11

*“Mr. Musk, meanwhile, **replied** to a by **Senator Bernie Sanders** demanding “that the extremely wealthy pay their share,” by replying, “I keep forgetting that you’re still alive.” Mr. Musk’s nontraditional approach to giving doesn’t stop people who need his donations, like **David Beasley, executive director of the World Food Programme**, from seeking his help.”*

In this excerpt, the author used some Inclusion strategies and a exclusion strategy in the text. First, is the inclusion strategy which is called the **nomination strategy**. This is manifested in the noun phrase 'Mr. Musk' and 'Senator Bernie Sanders', and 'David Beasley, executive director of the World Food Programme'. The three noun phrases are included in the nomination strategy, because of the use of formal nouns used by the author. Here their mention is complemented by the honorific 'mr', 'senator', 'executive director of the World Food Program' and also their names as in the text are 'musk', 'Bernie Sanders' and 'David Beasley' so that social actors are clearly described.

Another inclusion strategy that the author uses in the text is the **activation strategy**. Where is 'Mr. Musk' described 'replied' the tweet from another social actor. So this applies an activation strategy. This activation strategy is applied to make the reader focus on the doer in the sentence. In this text, the author writes the

name of each social actor with a proper noun, where the word can be a family name only and can be with or without an honorary title. This is used formalization strategy which is a branch of the nomination strategy. In this data using the word 'Mr. Musk' and 'Mr. Abbott'. the reader about the power of social actors regarding the issues in the text.

Representation occurs because of the presence of social practices elements. There is participant with subjects " Mr. Musk" and object "Senator Bernie Sanders". The action that currently happens is subject replied object.

The use of the word "replied" in social practices carried out on objects shows that there is a contradiction between the subject and the object in addressing the demands related to the request for donations.

Excerpt 12

“The company and its chief executive, Elon Musk, have also been criticized by safety experts for promoting Autopilot and a more advanced package of services, called Full Self-Driving, as self-driving systems.”

In the excerpt above, the author mentions ‘chief executive’ and 'experts'. The word ‘experts’ of social actor who refer to a certain group, called safety experts. The word ‘chief executive’ of social actor refer to an individual in specific. In this text, the author applies an inclusion strategy, called the **specification strategy**. In this data, social actors refer to certain groups, meaning that the author uses an assimilation strategy. The word 'experts' on social actors in this data is coined with a few individuals then becoming a larger group.

Another strategy used in data above, when the author fully mentions again the name of the social actor 'Elon Musk' who was the Chief Executive of the company in the text. In this text, the mention of social actors by first name and last name, the author has used one of the inclusion strategies calling semiformalization strategy, this strategy is a branch of the **nomination strategy**.

Representation occurs because of the presence of social practices elements. There is participant with subjects "safety experts" and object "The company and its chief executive, Elon Musk ". The action that currently happens is the subject is criticized object.

The use of the word "criticized" in social practices carried out on objects as an act of violation because it was carried out directly by experts, so that the object is considered to have committed a negative connotation.

Online news 4 : “Tesla Will Move Its Headquarters to Austin, Texas, in Blow to California”

The data is taken from New York Times news written by Niraj Chokshi published October 7th, 2021 and updated on October 13th, 2021. The news still contains the move of Tesla from California to Austin in Texas which Elon Musk announced at the company's annual shareholder meeting.

Excerpt 13

*“Elon Musk **announced** the move at the company’s annual shareholder meeting, hosted at a factory Tesla is building near Austin ”*

In excerpt 13 above, the bold word "announced" in the text, implementing an **activation strategy**. Where the author tries to direct the reader to focus on the doer of social actors in the text. The used of that word in the sentence to show the influence and position of social actor than the action of social actor.

Another inclusion strategy, when the author mentions ‘Elon Musk’ as the only one become a social actor in the text who performs social practice, the social actor announcing the company’s move of Tesla. In the text, the author fully mentions the name of the social actor 'Elon Musk' who was the chief executive of the Tesla company in the case. The author mentions social actor using first name and last name, the author has used semiformalization strategy, this strategy is a branch of the **nomination strategy**.

Representation occurs because of the presence of social practices elements. There is participant with subjects "Elon Musk". The action that currently happens is the subject announced. Another element of social practice is location, namely a factory Tesla.

In this social practice, the use of the word "announced" is intended to describe the situation experienced by the subject, there are also show location as other element of social practices to clearly describe the situation.

Excerpt 14

*"Mr. Musk was **an outspoken early critic** of pandemic restrictions, calling them "fascist" and predicting in March 2020 that there would be almost no new cases of virus infections by the end of April"*

In the excerpt above, the author writes 'an outspoken early critic' in the text. Where this is related to the case of pandemic restrictions and refers to a certain ideology. In this case the author applies an inclusion strategy called **specification strategy** by mentioning Elon Musk as 'an outspoken early critic'.

Another inclusion strategy, when the author mentions social actor using first name and last name 'Elon Musk', the author has used semiformalization strategy, this strategy is a branch of the **nomination strategy**.

Representation occurs because of the presence of social practices elements. There is participant with subjects "Mr. Musk". The action that currently happens is subject calling them "fascist" and subject predicting pandemics. Another element of social practice is times, in March 2020.

In this social practice, the use of the words "calling" and "predicting" is an action by the subject in criticizing pandemic restrictions, this also include times as other elements of social practice as a more complete description of the situation.

Excerpt 15

*“Mr. Musk’s decision will surely add fuel to a ceaseless debate between **officials** and **executives** in Texas and California about which state is a better place to do business.”*

In the excerpt above, the author mentioned two social actors, 'officials' and 'executives'. The two of group who debate about where is the better place to do business. In this sentence, the writer uses an inclusion strategy called **dissociation strategy**. This strategy is when the association of social actors is present in the text. In this data, the two social actors are grouped separately because of differences in social practices by both. Officials are defined as a person who occupies a position in his company. Meanwhile, Executives is a title that is used for senior level personnel in a company or an organization. Where both have influence in business. In this sentence, the author finds that there are associations that generally deal with the better places of business related to Elon Musk's opinion about Tesla's move which is debated by social actors. These differences are based on the diversity of roles and responsibilities of each social actor. If the writer writes in association, the specific actions of each social actor will be lost and do not match the different reality. Furthermore, the writing of the sentence describes how many parties are still questioning the effectiveness of Tesla's move to Texas.

In the expert above, the author mentions social actors as the only social actors in the text who carry out social practices. In data above, the author fully mentions the name of the social actor 'Elon Musk' who was the chief executive of the Tesla company in the case. The mention of social actors by first name and last name, the author has used one of the inclusion strategies called semiformalization strategy, this strategy is a branch of the **nomination strategy**.

Representation occurs because of the presence of social practices elements. There is participant with subjects " Mr. Musk". The action that currently happens is the subject add fuel to a ceaseless debate.

In this social practice, the use of the word "add" is an action carried out by the subject's decision, this illustrates a positive connotation for Elon Musk as the best decision maker for Tesla.

Excerpt 16

*“Last month, **Mr. Abbott** invoked **Mr. Musk** in explaining why a new Texas law that greatly restricts abortion would not hurt the state economically. “**Elon** consistently tells me that he likes the social policies in the state of Texas,” **the governor** told CNBC.”*

In this excerpt, the author writes the name of each social actor with a proper noun, where the word can be a family name only and can be with or without an honorary title. This is used formalization strategy which is a branch of the **nomination strategy**. In this data using the word 'Mr. Musk' and 'Mr. Abbott'. In addition, the Nomination strategy is also present in the text when another actor mentions the word 'Elon' in the sentence, but this uses another branch of the nomination strategy, called Informalization Strategy.

The data also uses the word 'the governor' to describe Mr. Abbott's role as a social actor. So the author applies **specification strategy**. Furthermore, the author show the readers that both social actors have the authority and position in their actions in sentence.

Representation occurs because of the presence of social practices elements. There is participant with subjects " Mr. Abbott", "Elon" and "the governor", objects are "Mr. Musk", "Mr. Abbott" and "CNBC". The actions that currently happens are subject invoked object, subject tells the object and Subject told object.

The use of the words " invoked " and "tells" shows the relationship between subject and object numbers 1 and 2 which go hand in hand. Then the use of the word "told" on the subject of the governor who is the same individual as object 1 shows the position that is trying to be described through social practice, this emphasizes the steady issue of Tesla's move to Texas.

Online News 5 : “JPMorgan says Tesla owes it \$162 million because of an Elon Musk tweet.”

The data is taken from the New York Times written by Emily Flitter, published November 16th, 2021. The news contains JPMorgan's sue against Tesla which is considered to have owed \$162 million because of a Tweet from Elon Musk.

Excerpt 17

*“The 2018 tweet, in which **Mr. Musk claimed** he had **secured** funding to take Tesla private, initially sent the automaker’s shares soaring. But they sank when it became clear that no such deal had been reached.”*

In excerpt 17, strategy used in words "claimed" and “secured” in the text, implementing an **activation strategy**. Where the author tries to direct the reader to focus on social actors in the text. The used of that word in the sentence to show the influence of social actor who have the power to make the company get the issue. Activation strategy is a strategy in which the author tried to make the reader focus on the doer in the social practice.

In addition, words “claimed” and “secured” also describe concurrent activity by social actors. This means that the author applies the wrong inclusion strategy called the **overdetermination strategy**. In the over-representation by author, so that social actors perform two actions at the same time.

Representation occurs because of the presence of social practices elements. There is participant with subjects "Mr. Musk", objects is "Tesla". The actions that currently happens are subject claimed and secured the object.

The use of the words "claimed" and "secured" shows the relationship between subject and object which go hand in hand. Then the use 2 words above of the subject shows the position that is trying to emphasizes subject ownership of objects that are considered strong and influential.

Excerpt 18

*“The bank is claiming that an Aug. 7, 2018, tweet — in which Mr. Musk, **Tesla’s chief executive**, said he had “funding secured” to take Tesla private at \$420 a share — filled the bill because it significantly lowered Tesla’s share price. **Tesla’s leaders disagree.**”*

In the excerpt above, when the two social actors mentioned by the author, 'Tesla's chief executive', and 'Tesla's leader' on the issue of Tesla shares. In this case, it refers to the case of Tesla's stock dynamics due to a tweet by Musk as the chief executive of Tesla. The author applies an inclusion strategy called **differentiation strategy**. The differentiation strategy of social actors is formed in the text. In this data, although they are tied to the same company 'Tesla', the two social actors are separated. In this case, the chief executive means the highest position in a company and has the task of leading the company. Meanwhile, Leader means someone who is appointed to lead a company and cannot be categorized as the highest position. Musk's twitter post about the stock price has left the two at odds. Here the author describes the differences in their roles in positions in the company. Here the author tries to make the reader focus on the actions of different social actors.

Representation occurs because of the presence of social practices elements. There is participant with subjects " Mr. Musk, Tesla’s chief executive", objects is "Tesla". The actions that currently happens are subject said.

The use of the words "said" shows the relationship between subject and object. Then the use word above of the subject shows the position that is trying to emphasizes subject ownership of object or make Tesla privately, this has a positive connotation that the subject has full responsibility and influence in developing Tesla.

Online news 6 : “ Elon Musk sells \$5 billion in Tesla shares, partly to cover taxes on stock options. ”

The data is taken from the New York Times written by William P. Davis, published November 10th, 2021 and then updated on November 29th, 2021. The news contains Elon Musk's decision to sell \$5 billion of Tesla shares to pay taxes.

Excerpt 19

“Elon Musk, the chief executive of Tesla, disclosed on Wednesday that he had sold about \$5 billion worth of Tesla shares, in part to cover his tax obligations after exercising options on a large tranche of stock.”

In excerpt 19, the author fully mentions again the name of the social actor 'Elon Musk' who was the Chief Executive of the Tesla in the text. In this text, the mention of social actors by first name and last name, the author has used one of the inclusion strategies calling semiformalization strategy, this strategy is a branch of the **nomination strategy**. Another Inclusion Strategy used by the author is **specification strategy** by mentioning 'the chief executive of Tesla' to Show Elon Musk's status in Telsa.

In addition, words ‘disclosed’ and ‘had sold’ in the text, implementing an activation strategy. Where the author tries to direct the reader to focus on social actors in the text. The influence of the reader on the actor, Elon Musk as the leader of Tesla. **Activation strategy** is a strategy in which the author tried to make the reader focus on the doer in the social practice.

Representation occurs because of the presence of social practices elements. There is participant with subjects "Elon Musk, the chief executive of Tesla", objects is "Tesla shares". The actions that currently happens are subject disclosed and had sold object.

The use of the words "disclosed" and "had sold" shows the relationship between subject and object. Then the use word above of the subject shows the position that is trying to emphasizes subject ownership of object or make Tesla shares, this has a positive connotation because it was reported to fulfill the subject's tax obligations so that it was considered obedient by the public.

Excerpt 20

*“Over the weekend, Mr. Musk **posted** a poll to Twitter asking **his followers** whether he should sell 10 percent of **his stock**, referring to a political debate over whether the wealthiest Americans should be taxed according to their wealth rather than their income. He said he would abide by whatever respondents chose, and about 58 percent said to sell.”*

In data above, social actors are mentioned with possessive pronoun, showing ownership and relationship in the text. In this case, the author applies one of the inclusion strategies, called **categorization strategy**. In the data, we know that the author mentioned musk's followers preceded by possessive pronoun ‘his’, the author wants to describe the close relationship between social actors and other people in the text where social actors promise to take action according to the poll decisions taken by their followers for their shares. In simple terms, the author intends to show a relationship between a social figure who has a close relationship with his followers publicly to decide more personal matters. Indirectly, the author also conveys that social actors have high trust in their followers to the point of ignoring all the consequences of the actions they have taken and their opinions are important for social actors.

In addition, words 'posted' indicate the action performed by Elon Musk. These words also describe concurrent activity by social actors. This means that the author applies the wrong inclusion strategy called **activation strategy**. When the author tries to direct the reader to focus on social actors in the text. The influence of the social actor, Elon Musk as share holder of Tesla. With this strategy, the author wants readers to focus the social actions of actors by explaining in detail.

Representation occurs because of the presence of social practices elements. There is participant with subject "Mr. Musk", objects are "a poll to Twitter" and "his stock". The actions that currently happens are subject posted, asking and sell the object 2.

The use of the words "posted", "asking" and "sell" shows a sequential action of object. In the action of the subject hoping for the object above trying to show the subject trying to create a positive image and perception in the public as a tax-paying citizen.

Online news 7 : “Elon Musk says Tesla has not signed a deal with Hertz yet.”

The data is taken from the New York Times written by Niraj Chokshi, published November 2nd, 2021. The news contains Elon Musk's statement about the not sign yet a contract between Tesla and Hertz regarding the order of 100,000 Tesla units.

Excerpt 21

*“Tesla’s chief executive, Elon Musk, said Monday that the electric vehicle manufacturer had not yet signed a contract with Hertz to sell the car rental agency 100,000 of its vehicles, a deal that was **announced** last week as Tesla’s stock value pushed past \$1 trillion for the first time.”*

In the sentence above, the use of the word 'Tesla chief executive' to define social actors in the text. This is included in **specification strategy** to specify the actors in the text. In addition, the author also writes down the names of social actors in full, so that this uses **nomination strategy**.

Another strategy in the data above is when the phrase ‘Tesla’s chief executive’ is clearly described in his active role in the text or **activation strategy**. This is with the use of the words 'said' and 'announced'. The author shows the active role of social actors in the text. This concerns the signature of the contract

agreement by Tesla and Hertz. Activation strategy is a strategy in which the author tried to make the reader focus on the doer in the social practice.

Representation occurs because of the presence of social practices elements. There is participant with subject "Tesla's chief executive, Elon Musk", objects is "Tesla's stock". The actions that currently happens are subject said and announced.

The use of the word "announced" shows an action of subject to object. In the action of the subject announced object about a high achievement of tesla stock, this shows the strong role of subject to object as co-founder and chief executive of Tesla.

Excerpt 22

*“Mr. Musk **made** the comment on Twitter late Monday in **response** to a user who had posted a chart depicting Tesla's skyrocketing stock price.”*

In the excerpt above, bold words, 'made' and 'response' indicate the action taken by Elon Musk. These words also describe concurrent activity by social actors. This means that the author applies the wrong inclusion strategy called the **overdetermination strategy**. In the over-representation by author, so that social actors perform two actions at the same time. With this strategy, the author wants readers to understand the social actions of actors by explaining in detail. The data shows that Musk made a post to respond to a user about Tesla's skyrocketing stock price.

Representation occurs because of the presence of social practices elements. There is participant with subject "Mr. Musk", objects is "the comment on Twitter" and "a user". The actions that currently happens are subject made and response.

The use of the word "made" and "response" shows an action of subject to object. In the action of the subject made and response the object about a high achievement of tesla stock with a chart depicting Tesla's skyrocketing stock price. This creates a positive connotation for Elon Musk as the founder of Tesla, thereby demonstrating his success in developing Tesla.

Online news 8 : “In China, Tesla Is a Catfish, and Turns Auto Companies Into Sharks”

The data is taken from the New York Times written by Li Yuan, published November 30th, 2021. The news contains the very rapid development of the electric car industry in China, where electric car companies such as Tesla have helped companies in China become global players in the electric car industry.

Excerpt 23

*“Now **he** helps Tesla, in the words of **Elon Musk**, “make full-size cars in the same way that toy cars are made.”*

In excerpt 23 above, the writer uses the pronoun ‘he’ in the sentence he helps Tesla. In this strategy the writer uses the pronoun 'he' as a reference to 'human' in the sentence. In this case, the author used **personalization strategy**. Where these pronouns can represent humans as social actors who help Tesla.

Other strategies used by the author, when the author wrote the full name of the social actor 'Elon Musk'. In this text, the mention of social actors by first name and last name, the author has used one of the inclusion strategies calling semiformalization strategy, this strategy is a branch of the **nomination strategy**.

Representation occurs because of the presence of social practices elements. There is participant with subject "he" and "Elon Musk", objects is "Tesla" and "full-size cars". The actions that currently happens are subject helps and make.

The use of the word "helps" and "make" shows an action of subject to object. This creates a positive connotation for Elon Musk as the founder of Tesla, thus showing his success in developing Tesla. It has a positive connotation as a form of Elon Musk's big role in helping and developing Tesla.

Excerpt 24

*“The approach has worked for both sides. Tesla’s Shanghai factory, built within a year in 2019, has surpassed its Fremont, Calif., plant in production, **Mr. Musk** said at the company’s shareholders meeting in October.”*

The strategy used in the data, from the two social actors 'Mr. Musk' and 'The company's shareholders'. Where social actors are associated into a larger group 'The company's shareholders'. In this case, the author uses an inclusion strategy called the **association strategy**. In this data, the two social actors are described as attending the same meeting so that they as fellow shareholders have the right to speak, argue and hear any information related to the company's shares as in the sentence 'Mr. Musk said at the company's shareholders meeting'. This association strategy is realized by the association of social actors to a group or other social actors in the text.

Representation occurs because of the presence of social practices elements. There is participant with subject " Mr. Musk". The actions that currently happens are subject said. Other social practice elements also exist to clarify the situation, namely the Times in in October.

The use of the word "said" shows an action of subject. Here the object is omitted but the subject clearly shows the development of the Tesla factory in Shanghai which adds to the positive image of the subject, then time is used to clarify the statement.

Excerpt 25

*“Cars will be harder. **Tesla** builds a lot of manufacturing technology on its own, so **Chinese brands** could have a tough time copying Tesla by working with its **suppliers**. “We made the machine that made the machine that made the machine,” Mr. Musk said on an investor call last year. “We would like to outsource less”.”*

The strategy used in the excerpt above, when the social actors mentioned by the author are 'Chinese brands' about copying Tesla. In this data, the two social actors are not combined but separated. These groups are separated based on their interests in Tesla, one party trying to protect its products. While, the other is trying

to imitate other people's products. Here the author describes their different roles in the issue of Tesla's car products. Here the author tries to make the reader focus on the actions of different social actors. In the text, the two social actors are compared in their social practices. Elon Musk as the founder of Tesla is described as how the company protects Tesla's counterfeit goods, while Chinese brands are described as those who try to imitate Tesla. In this data, the author applied inclusion strategy, called **differentiation strategy**. From this differentiation strategy, the author shows the contrasting differences between social actors both in their roles and about their social portrayal. In the sentence, the author describes Elon Musk, the founder of Tesla, as a protagonist character to protect his products, while the Chinese Brands is described as antagonist characters who tried to imitate Tesla.

Other strategies are also used in the excerpt, such as the two social actors 'Chinese brands and 'Suppliers'. These two groups are those who are described as wanting to imitate Tesla. In this case, the author uses an inclusion strategy, called **dissociation strategy**. This strategy is when the association of social actors is present in the text. In this data, the two social actors are grouped separately because of differences in social practices by both. Chinese brands are brands of Chinese companies, while suppliers are people who supply goods to be sold to brands. The two social actors have different roles but have the same goal of copying Tesla. In this sentence, the author finds that there is a general association with Tesla's imitations. These differences are based on the diversity of roles and responsibilities of each social actor. If the author writes in association, the specific actions of each social actor will be lost and do not correspond to a different reality. Furthermore, the writing of the sentence describes Tesla's protection against those who try to imitate it.

Representation occurs because of the presence of social practices elements. There is participant with subject " Tesla" and the object "a lot of manufacturing technology" and "the machine". The actions that currently happens are subject builds and made the objects.

The use of the word "builds" and "made" shows an action of subject to objects. It is described how Tesla's form of defense against Imitation Chinese brands, so they build and manufacture machines and do a little outsourcing to make it difficult to imitate, this was conveyed clearly by Elon Musk so that it has a positive connotation for Elon Musk.

Online news 9 : “Tesla shares slide 12 percent as Musk’s stock-sale pledge continues to reverberate”

The data is taken from New York Times written by Patrick Pleul via Associated Press, published November 9th, 2021 and updated November 10th, 2021. This news contains Tesla's shares which fell drastically for two days in a row by 12 percent due to Musk's promise to sell his stake in Tesla by 10 percent on twitter.

Express 26

“Elon Musk in Berlin last month. He pledged over the weekend to sell about \$20 billion of his Tesla stock.”

In the excerpt above, the author uses the full name of the social actor 'Elon Musk'. In this text, the mention of social actors by first name and last name, the author has used one of the inclusion strategies calling semiformalization strategy, this strategy is a branch of the **nomination strategy**.

Another strategy used by the author is an **activation strategy** where the author writes that social actors are 'pledged' to sell their shares. Here the author tries to focus the reader on the doer of social actors. In addition, the author uses the pronoun "he" in the sentence so that it is included in the **personalization strategy**. In this strategy the writer uses the pronoun 'he' as a reference to 'human' in the sentence.

Representation occurs because of the presence of social practices elements. There is participant with subject " Elon Musk " and the object " Tesla stock". The

actions that currently happens are subject pledged and sell the objects. Other elements of social practice are Location and times, in Berlin last month.

The use of the word "pledged" and "sell" shows an action of subject to objects. Here Elon musk is trying to attract public attention to keep his promises and then to vote to sell his shares, this is confirmed by the existence of time and location, this is to create a positive connotation for social actors as people who keep promises.

Excerpt 27

*“Shares of Tesla fell sharply for a second consecutive day, dropping 12 percent Tuesday, in a continuing shakeout after **Elon Musk, the company’s founder,** suggested on Twitter that he would sell 10 percent of his stake in Tesla.”*

In the excerpt above, the author mentions 'Share of Tesla' as social actor. The phares is a concrete noun and has no human characteristics. This shows that the author uses an inclusion strategy, called **impersonalization strategy**. This strategy can also be recognized through abstract or concrete nouns where there are no human traits. Shares of Tesla itself is an ownership capital in the company. In this context, it was social actors who fell sharply in two consecutive days. The impersonalization strategy is when social actors are represented by referring to objects in relation to people or activities that occur. By using the impersonalization strategy, the author also includes social actors in the text, but is able to keep these social actors from being revealed to the public.

Other strategies used in this data, In the use of the word 'The company founder' define social actors in the text. This is included in **specification strategy** to specify the actors in the text. In addition, the author also writes down the names of social actors in full 'Elon Musk', so it used **nomination strategy**.

Representation occurs because of the presence of social practices elements. There is participant with subject " Elon Musk " and the object " Tesla stake". The actions that currently happens are subject suggested and sell the objects.

The use of the word "suggested" and "sell" shows an action of subject to objects. Here it shows the influence of the actions of social figures in influencing objects, so that Elon Musk is described as having a great influence on Tesla.

Online news 10 : “A New Tesla Safety Concern: Drivers Can Play Video Games in Moving Cars”

The data is taken from the New York Times written by Neal E. Boudette published December 7th, 2021 and updated December 8th, 2021. This news is about Tesla's new safety issue, when in this new feature the driver or passenger can play video games while the car is operating.

Excerpt 28

“Tesla and its chief executive, Elon Musk, did not respond to several emails asking about the new video games and whether they could jeopardize safety.”

In excerpt 28 above, the author fully mentions again the name of the social actor 'Elon Musk' who was the Chief Executive of the Tesla in the text. In this text, the mention of social actors by first name and last name, the author has used one of the inclusion strategies calling semiformalization strategy, this strategy is a branch of the **nomination strategy**. Another Inclusion Strategy used by the author is the **Specification Strategy** by mentioning 'the chief executive of Tesla' to Show Elon Musk's Status in Tesla.

Representation occurs because of the presence of social practices elements. There is participant with subject "Tesla and its chief executive, Elon Musk " and the object " several emails". The actions that currently happens are subject did not respond objects.

The use of the words "did not respond" shows an action of subject to objects. Here the author tries to write clearly, that Tesla and Elon Musk are considered indifferent to complaints about Tesla's safety, here the subject is described negatively in excerpt.

In conclusion, based on the findings of the data analysis above, the findings show that there are more inclusion strategies than exclusion strategies. From 10 news stories with 28 excerpts, there are 50 inclusion strategies and 3 exclusion strategies with a total of 53 strategies that have been found and analyzed. The inclusion strategies found included 18 nominations, 11 Specifications, 8 Activation, 3 Differentiation, 2 Overdetermination, 2 Dissociation, 2 Personalization, 1 Indetermination, 1 Association, 1 Categorization, and 1 Impersonalization. In the Exclusion strategy, there are 2 Backgrounding found in excerpt 3 and 24. Meanwhile, the other exclusion strategy is 1 suppression found in excerpt 10. Meanwhile, the inclusion strategies that are not included in the data are Assimilation, Functionalization, Identification, Generization and Passivation. The below is a diagram presentation of the data.

2. The actor's social representation is written in the The New York Times about Elon Musk in Business Segment during Tesla Controversy based on social practice elements.

After analyzing the SAR strategy used by The New York Times, the researcher will describe the representation of social actors from the elements of social practice that were found previously. According to Van Leeuwen (2008), social representation can emerge based on existing social practices. In this section, the representation of Elon Musk will be presented based on an analysis of elements of social practice.

The researcher explains the representation of social actor Elon Musk. Based on the theory of exclusion and inclusion strategies in the news, more and more use the inclusion strategy to describe Elon Musk. Most writers use the nomination strategy in their news, if you look at excerpts 7, 8, 10, 12 and 13 in this case it is very clear that Elon Musk is always presented in the news as a whole. of which the most dominant is the use of nomination strategy. The second dominant strategy is specification strategy, then the third dominant strategy is the activation strategy. The use of this strategy is used to present the agent or group as the main subject or actor and also plays an active role in an action in the text. Elon Musk as the subject is described in some specific designations "chief executive" in excerpts 8,12 and 19, meaning that Elon Musk is involved in presenting news specifically and taking certain actions. Here Elon Musk is determined by the author, in this action and the use of the specification strategy that occurs is that Elon Musk gets good representation in news writing. The specification strategy is also used in several quotations such as "The latest richest human" which is juxtaposed with "the director of the World Food Program" in the issue of donations in excerpt 10, and "The company and its chief executive" which is juxtaposed with "safety experts". In the issue of Tesla's security issues in excerpt 12, this can be interpreted that the author is trying to portray Elon Musk as the person in charge of Tesla's issue, which

is made specific and contradicts to make a bad representation of social actors in news writing. In general, most authors use inclusion strategies in the form of Nominations, Specifications and Activations to show the role of Elon Musk in the Tesla controversy.

In addition, Elon Musk is also represented as a figure who takes part in determining the direction and problem solver in the Tesla controversy as in “Tesla's decision” which is described as referring to “C.E.O., Elon Musk” in excerpt 4. In addition, it can be concluded from the analysis that Elon Musk has a neutral image as the main actor in the Tesla Controversy. In addition, the author also uses an exclusion strategy, where the most dominant is the Backgrounding strategy by using paratactic clauses and non-finite clauses with –ing participles, here the author focuses the reader's focus not on the subject but on the actions taken to keep creating good representations of social actors. Most of the news shows that use this exclusion strategy represent it by using the actions of Elon Musk who is the "chief executive" so that some of his actions are easily marginalized or disguised by the author. This strategy is carried out to marginalize certain agents/groups in the news. In this strategy, the agent is not marginalized in the news. According to the analysis of social practice, being able to see the action within the strategy, it is very clear that Elon Musk uses the inclusion strategy more with the dominant strategy being specifications and nominations, this can clearly show that Elon Musk is represented very well as a party with a positive image. The author represents Elon Musk in carrying out influential and major actions in the development of Tesla in the midst of the controversy that has occurred, so that readers can easily conclude that Elon Musk is the dominant actor with a positive image in presenting the news.

Apart from Elon Musk, there are other actors, namely the director of the World Food Program, safety experts and the governor of Texas, in this case also receiving representation. Based on the analysis of social practice

in the examples of excerpts 10, 12 and 16, it is clear that the social practice actions that occur in these quotations. Actors are defined and assigned separate roles to do something. So it is clear in the news that Elon Musk is represented as Neutral according to the facts.

In this study, looking at the social practice of 'shocking', 'answering' and 'adding questions', "who can carry out these actions?" The answer is 'Elon Musk', as part of the owners of Tesla. In the use of the above strategy, the use of suppression strategies clearly removes actors from the text. The author directs the reader to social practices and objects. With this strategy, the author has a tendency towards certain institutions or figures. Furthermore, the author uses the backgrounding strategy so that social actors are present but are delayed or leave traces in the text. Although it is still possible to identify, this background strategy still directs the reader to focus on social practices and objects. The author, in his exclusion strategy, tends to exclude Elon Musk and Tesla owners in the Tesla controversy from social practices. However, the more use of inclusion strategies in the form of nominations and specification strategies in the data shows Elon Musk's dominance over the issues that occur and the marginalization of certain social actors. The researcher found three ways of the social actor representation as Elon Musk is represented as neutral agent. The New York Times authors use more inclusion than exclusion strategies to represent the doer actor, Elon Musk. It is deemed appropriate so that it is considered relevant, transparent, and entirely responsible for the consequences of the action. First, the nomination strategy. Second, specifications. Third, activation. The authors in the New York Times tend to describe clearly, and appropriately and be wrong about the issues made by the perpetrators. The author's perspective tends to use a neutral to good perspective more than a bad perspective on representing Elon Musk as a founder and solver of the controversy at Tesla. Elon Musk's big role in helping Tesla is described, which tends to bring a positive perspective for readers to the actors in the

text as explain in excerpt 25. The New York Times author also substitutes the social actors with other representations to show whether the characteristics of social actors are appropriate. Several strategies are used by the author in replacing social actors. First is personalization. Second is impersonalization. The third is categorization. In that case, clearly in this discussion is the depiction of someone with dominance or more power described by the author of Elon Musk as the founder and chief executive of Tesla. The author characterizes him with a positive perspective and tends to be neutral. Where the reader's focus is directed to positive things about him, in the word "help". Depicted with a neutral perspective where the author describes Elon Musk as the owner of the ruling rights over his shareholding in Tesla. The social representation by Elon Musk in the New York Times during the Tesla controversy was neutral. It needs to be neutral considering the massive influence and dominance of Elon Musk, so the authors use actual representation depending on the issue and reality.

In addition, Elon musk also represented as bad agent. The New York Times authors also tend to represent Elon Musk with a distinct opposite as found in the data. This can be detected by using a differentiation, specification and activation strategies in excerpts. First, Elon Musk is represented as the opposite of the other party. It can be found in excerpt 1, when Elon Musk and the state's conservative lawmakers are those who support the Tesla factory move, while the conservatives who are protective of its fossil-fuel industry are those who reject the decision. Both are depicted with contrasting actions in the text where Elon Musk is portrayed in a bad perspective for fighting the unity of conservationists. Second, The author represents actors with a tendency to instill a bad perspective on Elon Musk as the perpetrator of the issues regarding the Tesla controversy associated with him as in excerpt 12. In the data above, the author describes Elon Musk with a bad perspective because he is the actor who caused Tesla, and the company gets a problem and tends to ignore various things related to his

responsibility and criticism from outside parties in Tesla's controversy. The representation of Elon Musk becomes bad when dealing with opponents or outsiders. This perspective is formed according to how it is viewed and published in the media.

After seeing how the representation of social actors above, it might be concluded that Elon Musk's positive and neutral image as chief executive of Tesla, this is because writers tend to be neutral. The author uses more of an inclusion strategy, such as specs for Elon Musk and other Tesla leaders. This happened in the news which resulted in the author presenting news about Tesla's controversy with Elon Musk as a party that has a positive, responsible and negative impact or what it is. It is possible for the author to better represent Elon Musk as a neutral party and tends to be impartial.

B. Discussion

According to the findings above, the authors use more inclusion strategies than exclusion in representing social actors who are considered to have many tendencies, in this case Elon Musk is more represented using inclusion strategies including using Specifications, nominations, and activation strategies as in the quotes that have been analyzed in previous subsection. Elon Musk is often represented as an agent who leads, is responsible and gives decisions but at the same time is a controversy maker in several ways, so this can be said as neutral or as it is. Based on the analysis of social practice, the author often determines the actors in news presentations, such as the number of specification strategies used. So it seems that writers tend to be more pro towards Elon Musk by providing news with good representation of Elon Musk. In the analysis using the CDA perspective, it can raise the issue of Elon Musk on Tesla's controversy in the historical, institutional and social context.

The researcher presents CDA's analysis of the historical, institutional and social context regarding issues of Elon Musk in Tesla's controversy. This is a discourse from Elon Musk's issue on Tesla's controversy in a historical context. Tesla was founded in 2003 by a community of developers who decided to show that no compromise with electric cars, they could be better, faster and more maneuverable than petrol cars. The sooner the world moves away from fossil fuels and toward a zero-emission future, Tesla thought, the better (Sirigudi and Kondreddy, 2022). Tesla itself is a company created by PayPal founder and Tesla Motors founder, Elon Musk. The head office itself is in California, as time goes by On December 1, 2021, Tesla Inc. moved the company's headquarters to Texas, this was confirmed directly by Elon Musk as the founder of Tesla. Besides that, Texas was chosen because it was considered strategic, lower tax rates and being a state that has policies that are very pro-industrial. This move sparked resistance by local officials refusing to allow the electric car company to reopen its factory during the coronavirus pandemic, until Elon Musk threatened to keep his company in Texas.

After the historical context, we will then discuss the discourse on the issue of Elon Musk on Tesla's controversy in the institutional context. For the institutional context, the issue of Elon Musk on Tesla has received more attention from the Institute, the governor of Texas and also the conservatives who are pro and con against it, among many parties Elon Musk and the founders of Tesla have stronger power against several parties. Which is about his decision to develop Tesla by cooperating with several government and state agencies related to the conflict. Elon Musk and Tesla's leaders are trying to show that their country already has stronger power so this can trigger some reluctant parties to fight them. In several countries, Tesla's expansion in their country is considered an advantage and has high business value because of the trend of environmentally friendly, fossil fuel-free technology. According to Chen and Perez (2018), Tesla does not take a 'business as usual' approach to developing their EV production and offerings, Tesla Motors is the auto industry stands out by providing disruptive innovation solutions, in Tesla has many innovations there are in vehicle -related, battery-related, related to recharging systems, and vehicle technology ecosystem. Tesla has a product strategy entering from the high-end market and moving to the mass market, with a high level of innovation adaptation and learning by doing.

After the institutional context, it is then discussed the discourse on the issue of Elon Musk on Tesla's controversy in the social context. In a social context, Tesla's invasions in several countries as well as his unusual marketing patterns have created polemics in the social sphere, many for and against. This is shown by some support from the governor of Texas, which was welcomed in the regulation of expansion decisions. As some of the news attached to the findings above, but also rejected by several parties, in this case Elon Musk also took threatening actions to keep his factory open in Texas, this created a negative perspective, but on the other hand, Elon Musk gave his reasons why he chose Texas and was supported by the government local government so that it ends up creating positive representations and also the best decisions for the problems currently being faced by Tesla, here Elon Musk is positively described as a leader and person in charge of Tesla. So

socially, Elon Musk is portrayed with neutral representations that tend to be positive.

Regarding the representation of social actors, this research has similarities with several previous studies, which previously stated that the object of study is social actor issues or conflicts. Several studies have been carried out, such as that of Šťovíčková (2021).

All previous studies constitute a presentation of previous studies have been synthesized by related topic, starting with the journal on CDA perspectives on figures, journals that use theory from Van Leeuwen (2008) and journals and book reports discussing Tesla issues by Elon Musk. All of these journal triggers the emergence of novelty in this research. From all previous research, there are some similarities in the objectives of this research using the perspective of the CDA as an emerging ideology, but the theory used is different from previous research that has existed before mentioned. In previous studies, it was stated that there were many studies who examine character discourse, this is related to this research which has object of an agency problem. For previous studies that used Van Leeuwen's research theory, the goal would appear to be eliciting good and bad representations of agents.

However, the analysis of social practices is added to emerge something certain representation of an agent. In this study, several suitable journals are Prasetyoaji (2019) which gives ideology to the same object, which is Elon Musk, it has different types of text, between news text and biographical text. This is a CDA with a combination of the SFL transitivity approach and Leeuwen's social actor representation. The results of this study are to clarify that social actors use various social representations in conveying the intent and stance of the heir in relation to society, all previous research related to representation does not use social practice in it, so this research can support previous research, especially for previous research using Van Leeuwen's theory, this will strengthen the results of research based on the additional use of social practices.

CHAPTER V

CONCLUSION

This chapter contains conclusions from research findings and discussion with suggestions for further research

A. Conclusion

In this study, research on representation analysis has been carried out the social actors by analyzing the exclusion and inclusion strategies used by the news media, including the New York Times, in representing Elon Musk in the Tesla controversy in the business segment. In addition, this study uses the theory of Van Leeuwen (2008) as a theoretical basis.

In the findings, it has been stated that the analysis of exclusion and exclusion strategies is classified according to Elon Musk's social agent in the news. The findings and discussion reveal the many strategies and reasons for their use. The findings present the findings of Elon Musk's inclusion and exclusion strategies in the Tesla issue, and the most dominant is the inclusion strategy. In the findings above from 28 citations, there are 50 inclusion strategies and 3 exclusion strategies, for a total of 53 strategies that have been found and analyzed. In general, the inclusion strategies found included 18 nominations, 11 specifications, 8 activations, 3 differentiations, 2 overdeterminations, 2 dissociations, 2 personalizations, 1 indetermination, 1 association, 1 categorization, and 1 impersonalization. In the exclusion strategy, there are 2 backgrounding strategies. while another exclusion strategy is 1 suppression strategy.

In particular, the inclusion strategy for Elon Musk that is most dominantly used is nominations, where the author fully mentions the actors or agents with names or titles who make efforts to develop, assist, and play a role in overcoming Tesla's problems and issues. This assumes that Elon Musk gets a

positive image for readers. But on the other hand, the use of strategy nominations and specifications also becomes actual news and irony by the author, so that it can also create a negative image. Besides that, in exclusion, the most dominant strategy is backgrounding, where social actors are marginalized so that the reader's focus is only on the action and not the subject. Here, the author tries to emphasize the actions carried out by the author so that they can have a positive connotation. In this case, the writer represents social actors neutrally but tends to be positive as the owner and chief executive of Tesla. This affects the reader's perspective on the agents featured in the news. By implementing this strategy, readers can understand and enjoy the news properly because of its neutral representation.

B. Suggestion

In this subchapter, the researcher proposes suggestions to readers, media, researchers, and students. This study only uses two theories from Van Leeuwen (2008): social practice and representation of social actors. In this study, one previous study used different theories and news sources. In previous studies, there was a theory that used SFL and biography text news sources. The research data is only taken from one online media with a time period and current issues. This research is too subjective and interpretive, so it needs to be further dissected and generalized by future researchers, this is also a research limitation. The readers of this research are expected to be more careful and critical as they examine it in depth. News writers tend to have a certain ideology, according to the news companies they follow. They are also not neutral and follow their own point of view, which can have an impact on readers. The media are expected to be more careful in writing news and not have a tendency to favor one side so that it can be well received by readers. For future researchers on Critical Discourse Analysis on social actor representation, and students are expected to read and add many sources on the same and relevant topics to create understanding and renewal, future researchers are expected to apply some of Van Leeuwen's social actor

representation theory (2008) with other theories that are still related to CDA analysis to make research more objective, complete, and advance the theory of representation of social actors. In addition, look for news that does not only come from one source and collects data that is longer so as to obtain data and results that are more complex and accurate.

Bibliography

- Arsyandikayani, & Sumarlam. (2019). *Wacana Opini People Power, Akhirnya Akan Mencari Legitimasi Kontitusional (Pendekatan Analisis Wacana Kritis Van Dijk)*. Jurnal Pendidikan Bahasa dan Sastra, Volume 19, Nomor 2, pp. 164 - 172 p-ISSN 1412-0712, e-ISSN 2527-8312, doi: https://doi.org/10.17509/bs_jbps.v19i2.24780
- Bouvier, G., & Machin, D. (2018). *Critical discourse analysis and the challenges and opportunities of social media*. Review of communication, 18(3), 178-192.
- Chen, Y., Perez, Y. (2018). *Business Model Design: Lessons Learned from Tesla Motors*. In: da Costa, P., Attias, D. (eds) Towards a Sustainable Economy . Sustainability and Innovation. Springer, Cham. https://doi.org/10.1007/978-3-319-79060-2_4
- Evayani, Widya & Rido, Akhyar. (2019). *Representation of Social Actors in Sexual Violence Issue in The New York Times and The Jakarta Post Newspapers: A Critical Discourse Analysis*. TEKNOSASTIK.
- Fairclough, N. (2010). *Critical Discourse Analysis: The Critical Study of Language (2nd ed.)*. Routledge. <https://doi.org/10.4324/9781315834368>
- Gakidou, G. (2022). Lesvos Island: A Critical Discourse Analysis on the local daily press.
- Higgins, Tim. (2021). *Power Play: Tesla, Elon Musk, and the Bet of the Century*. Doubleday.
- José A Tapia Granados. (2005). *Increasing mortality during the expansions of the US economy, 1900–1996*, International Journal of Epidemiology, Volume 34, Issue 6, , Pages 1194–1202, <https://doi.org/10.1093/ije/dyi141>

- Lesvos Island: A Critical Discourse Analysis on the local daily press by georgia Gakidou (2022)
- Machin, D. and Van Leeuwen, T. (2007). *Global Media Discourse: A Critical Introduction*. Routledge. London. (pp188) ISBN 978-0-415-35946-7
- Melissa N.P. Johnson, Ethan McLean. (2020). *Discourse Analysis*. in International Encyclopedia of Human Geography (Second Edition).
- Parinduri, L., Darmawati, D., & Parinduri, T. (2018). *Strategi Penekanan Biaya Mobil Listrik Melalui Investigasi Tesla Motors Dan Gigafactory*.
- Patalia, Sonya; Anriani, Risma; Abdurrakhman; Dede. (2020). *Theo Van Leeuwen's Inclusion Theory In Economic News Theme of Trading Compass In November 2018*. JLER (Journal of Language Education Research. Vol. 3. No. 1.
- Prajnaputri, Yosephine Wastu.(2022). *Representation of social actors in the Jakarta post and tempo about makassar cathedral church's suicide bombing case and peace journalism. International Journal of Humanity Studies (IJHS)*. Vol 5, No 2. DOI: <https://doi.org/10.24071/ijhs.v5i2.3704>
- Prasetyoaji, Anggihat. (2020). *Transivity on elon musk's online biography: a social actors discourse analysis*.JURNAL BASIS 7.1. 13-24.
- Prastika, Zelin. Suprayogi. (2021). *Social Actors Representation In The News Reporting Indonesia Protest In The Internasional Media*. English Journal Literacy UTama. Vol. 6 No. 1.
- Putriani and Juita. (2021). *Critical Discussion of Exclusion and Inclusion on CNN Indonesia Online News with theo Van Leeuwen theory by Theo Van Leeuwen's View*. Vol. No. 1
- Rahman, Dian Hayati; Rohmadi, Muhammad; Mujiyanto, Yant. (2017). *Analisis Tekstual Dan Kontekstual Naskah Drama Penggali Intan, Karya Kirdjomulyo, Sebagai Bahan Ajar Bahasa Indonesia Di Sekolah Menengah Atas*. BASASTRA Jurnal Penelitian Bahasa, Sastra Indonesia dan Pengajarannya. Volume 5 Nomor 1, ISSN I2302-6405

- Ratna, L. G. P. (2012). *Media Online Sebagai Pemenuh Kepuasan Kepuasan Informasi (Studi Analisis Deskriptif Kualitatif Mengenai Kepuasan Informasi bagi Kaum Wanita pada Media Online wolipop. com)*. (Doctoral dissertation, UAJY).
- Rilma, Andre Febra , Syahrul R, Erizal Gani. (2019). *Strategi Pemberitaan di Media Online Nasional Tentang Kasus Tercecernya KTP Elektronik (Analisis Teori Van Leeuwen)*. *Lingua*. Volume XV. Nomor 1. 85-93.
- Risdaneva. (2018). *Critical Discourse Analysis of Women's Portrayal in News Reporting of Sexual Violence. Studies in english Language and Education*. 5(1), 126-136. SAUDI ARABIA. *International Journal of Humanity Studies (IJHS)*. 4.
- Shao, Xuan; Wang, Qin; and Yang, Haoyi. (2021). *Business Analysis and Future Development of an Electric Vehicle Company – Tesla*. Psychology Faculty Publications. 124.
https://digitalcommons.odu.edu/psychology_fac_pubs/124
- Sholihah, Nuri & Degaf, Agwin. (2020). *Social Actor Representation Analysis On The Jakarta Post Online News Of Presidential Election*. *Journal of English for Academic and Specific Purposes*. Vol 3, No 1
- Sobari, Teti; Abdurrokhman , Dede dan Sadiyah, Lilis. (2018). *Analisis Eksklusi dan Inklusi pada Berita Pembebasan Lahan Kulon Progo Berdasarkan Model Theo Van Leeuwen*. *Parole (Jurnal Pendidikan Bahasa dan Sastra Indonesia)*. vol. 1 no. 1.
- Šťovíčková, Z. (2021). ‘Model Putin Forever’. A Critical Discourse Analysis on Vladimir Putin’s Portrayal in Czech Online News Media. *Central European Journal of Communication*, 14(28), 44-61.
- Taisyah, Trimaya. (2021). *Elon Musk Sosok Dibalik Suksesnya Tesla dan SpaceX. Theo van Leeuwen, Discourse and Practice: New Tools for Critical Discourse Analysis*. New York: Oxford University Press, 2008.

- Utama, Gina & Amalia, Rosaria & Yuliawati, Susi. (2020). *Social Actor Representation Of Indonesian Migrant Workers' Executions In Saudi Arabia*. International Journal of Humanity Studies Sanata Dharma University, Yogyakarta, Indonesia. Vol. 4, No. 1, pp. 15-27
- Van Dijk, T.A. (2001). *Multidisciplinary CDA: A Plea for Diversity*. In R. Wodak and M. Meyer (eds) *Methods of Critical Discourse Analysis*. London: Sage.
- Vance, Ashlee. (2015). *Elon Musk: How the billionaire CEO of SpaceX and Tesla is shaping our future*. Random House.
- Van Leeuwen. (2008) *Discourse and Practice*. Oxford University Press 2008.
- Wodak and Mayer. (2001) *Methods of Critical Discourse Analysis*. SAGE Publication London 2001.

CURRICULUM VITAE



Nurul Aida was born in Blitar on December 30, 1999. The eldest daughter of Mr. Suraji and Mrs. Sri Anjarwati. The author's address is Sumberarum 02/13, Wlingi, Blitar, East Java Province. The author can contact via email at aaidha77@gmail.com. She graduated from MA MA'ARIF NU Blitar in 2018. She started her higher education in 2018 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2022. During college, she has been with UKM Simfoni FM for three years.

APPENDIX

A. Types of Exclusion Strategy of Elon Musk

No	Utterance	Type
1	<p>Tesla’s move is not surprising: Mr. Musk threatened to leave California in May 2020 after local officials, citing the coronavirus, forced Tesla to shut down its car factory in the San Francisco Bay Area.</p>	Backgrounding (paratactic clause)
2	<p>Just four years ago, Tesla was mired in production difficulties at its plant in Fremont, Calif., that Mr. Musk described as “manufacturing hell.”</p>	Suppression (passive agent deletion)
3	<p>Mr. Musk, meanwhile, replied to a by Senator Bernie Sanders demanding “that the extremely wealthy pay their share,” by replying, “I keep forgetting that you’re still alive.</p>	Backgrounding (non-finite clauses with –ing participles)

B. Types of Inclusion Strategy of Elon Musk

No	Utterance	Type
1	<p>While its C.E.O., Elon Musk, and the state’s conservative lawmakers share libertarian sensibilities, they differ greatly on climate change and renewable energy. The Texas State Capitol in Austin. Tesla’s decision to move its headquarters there might not be an easy fit in a state run by conservatives who are protective of its fossil-fuel industry.</p>	<p>Nomination, Specification, Differentiation</p>
2	<p>There’s a limit to how big you can scale in the Bay Area,” Mr. Musk said Thursday at Tesla’s annual meeting hosted at its new factory near the Texas capital. “Here in Austin, our factory’s like five minutes from the airport, 15 minutes from downtown.” But Texas may not be the natural choice that Mr. Musk makes it out to be.</p>	<p>Nomination</p>

3	<p>Tesla’s move is not surprising: Mr. Musk threatened to leave California in May 2020 after local officials, citing the coronavirus, forced Tesla to shut down its car factory in the San Francisco Bay Area. But his decision to move to Texas highlights some gaping ideological contradictions.</p>	Indetermination
4	<p>The company’s chief executive, Elon Musk, and the conservative lawmakers who run the state share a libertarian philosophy, favoring few regulations and low taxes.”</p>	Nomination, Specification
5	<p>“Wild \$T1mes!” Elon Musk, Tesla’s chief executive, exclaimed on Twitter.”</p>	Nomination, Specification
6	<p>On Monday evening, Mr. Musk said on Twitter: “To be clear, cars sold to Hertz have no discount. Same price as to consumers.”. Just four years ago, Tesla was mired in production difficulties at its plant in Fremont, Calif., that Mr. Musk described as “manufacturing hell.”</p>	Activation, Nomination

7	<p>The latest richest human, Elon Musk, has taken a rather different tack. There was the public spat with the director of the World Food Programme on Twitter, for instance, announcing, “If WFP can describe on this Twitter thread exactly how \$6B will solve world hunger, I will sell Tesla stock right now and do it.</p>	Specification, Nomination
8	<p>Mr. Musk, meanwhile, replied to a by Senator Bernie Sanders demanding “that the extremely wealthy pay their share,” by replying, “I keep forgetting that you’re still alive.” Mr. Musk’s nontraditional approach to giving doesn’t stop people who need his donations, like David Beasley, executive director of the World Food Programme, from seeking his help.”</p>	Nomination, Activation
9	<p>The company and its chief executive, Elon Musk, have also been criticized by safety experts for promoting Autopilot and a more advanced package of services, called Full Self-Driving, as self-driving systems</p>	Specification, Nomination

10	Elon Musk announced the move at the company’s annual shareholder meeting, hosted at a factory Tesla is building near Austin	Activation, Nomination
11	Mr. Musk was an outspoken early critic of pandemic restrictions, calling them “fascist” and predicting in March 2020 that there would be almost no new cases of virus infections by the end of April	Specification, Nomination
12	Mr. Musk’s decision will surely add fuel to a ceaseless debate between officials and executives in Texas and California about which state is a better place to do business.”	Dissociation, Nomination
13	Last month, Mr. Abbott invoked Mr. Musk in explaining why a new Texas law that greatly restricts abortion would not hurt the state economically. “ Elon consistently tells me that he likes the social policies in the state of Texas,” the governor told CNBC.	Nomination, Specification

14	The 2018 tweet, in which Mr. Musk claimed he had secured funding to take Tesla private, initially sent the automaker’s shares soaring. But they sank when it became clear that no such deal had been reached.”	Nomination, Overdetermination
15	The bank is claiming that an Aug. 7, 2018, tweet — in which Mr. Musk, Tesla’s chief executive , said he had “funding secured” to take Tesla private at \$420 a share — filled the bill because it significantly lowered Tesla’s share price. Tesla’s leaders disagree.	Differentiation,
16	Elon Musk, the chief executive of Tesla, disclosed on Wednesday that he had sold about \$5 billion worth of Tesla shares, in part to cover his tax obligations after exercising options on a large tranche of stock.”	Nomination, Specification, Activation
17	Over the weekend, Mr. Musk posted a poll to Twitter asking his followers whether he should sell 10 percent of his stock , referring to a political debate over whether the wealthiest Americans should be taxed according to their wealth rather than their income. He said	Categorization, Activation

	he would abide by whatever respondents chose, and about 58 percent said to sell.”	
18	Tesla’s chief executive, Elon Musk, said Monday that the electric vehicle manufacturer had not yet signed a contract with Hertz to sell the car rental agency 100,000 of its vehicles, a deal that was announced last week as Tesla’s stock value pushed past \$1 trillion for the first time.”	Specification, Nomination, Activation
19	Mr. Musk made the comment on Twitter late Monday in response to a user who had posted a chart depicting Tesla’s skyrocketing stock price.”	Overdetermination
20	Now he helps Tesla, in the words of Elon Musk , “make full-size cars in the same way that toy cars are made.”	Personalization, Nomination

21	<p>The approach has worked for both sides. Tesla’s Shanghai factory, built within a year in 2019, has surpassed its Fremont, Calif., plant in production, Mr. Musk said at the company’s shareholders meeting in October.</p>	Association
22	<p>Cars will be harder. Tesla builds a lot of manufacturing technology on its own, so Chinese brands could have a tough time copying Tesla by working with its suppliers. “We made the machine that made the machine that made the machine,” Mr. Musk said on an investor call last year. “We would like to outsource less”</p>	Differentiation, Dissociation
23	<p>Elon Musk in Berlin last month. He pledged over the weekend to sell about \$20 billion of his Tesla stock</p>	Nomination, Activation, Personalization
24	<p>Shares of Tesla fell sharply for a second consecutive day, dropping 12 percent Tuesday, in a continuing shakeout after Elon Musk, the company’s founder, suggested on Twitter that he would sell 10 percent of his stake in Tesla.</p>	Impersonalization, Specification, Nomination

25	Tesla and its chief executive, Elon Musk , did not respond to several emails asking about the new video games and whether they could jeopardize safety	Nomination, Specification
----	---	---------------------------