

**SOCIAL ACTORS REPRESENTED AT THE PRESS
CONFERENCE ON THE CASE OF CHAKA ZULU**

THESIS

By:

Dina Trisnawati

NIM 19320002



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

2023

**SOCIAL ACTORS REPRESENTED AT THE PRESS
CONFERENCE ON THE CASE OF CHAKA ZULU**

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:
Dina Trisnawati
NIM 19320002

Advisor:
Mira Shartika, M.A.
NIP 197903082012177



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2023**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**Social Actors Represented at the Press Conference on the Case of Chaka Zulu**” 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 list of references. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 12 Mei 2023

The researcher



Dina Trisnawati

NIM 19320002


APPROVAL SHEET

This to certify that Dina Trisnawati's thesis entitled **Social Actors Represented at the Press Conference on the Case of Chaka Zulu** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

Malang, 12 Mei 2023

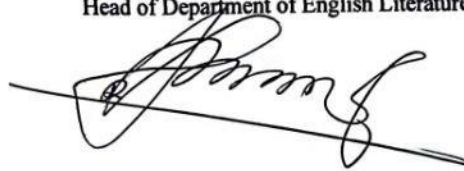
Approved by
Advisor,

Head of Department of English Literature,



Mira Shartika, M.A

NIP 19790308201802012177



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

NIP 198112052011011007

Acknowledged by

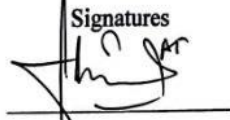
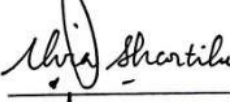

Dean,



LEGITIMATION SHEET


This to certify that Dina Trisnawati's thesis entitle "Social Actors Represented at the Press Conference on the Case of Chaka Zulu" 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, 12 Mei 2023

Board of Examiners		Signatures
1. Dr. Hj. Syafiyah, M.A NIP 196609101991032002	(Chair)	
2. Mira Shartika, M.A NIP 19790308201802012177	(First Examiner)	
3. Zainur Rofiq, M.A NIP 19861018201802011180	(Second Examiner)	

Approved by

Dean of Faculty of Humanities



M. Faisol, M.Ag.
NIP 1974110120033121003

MOTTO

“Be patient and strengthen your patience and stay alert and fear Allah so that you
will win”

(QS. Ali Imran: 200)

“As long as you can be given responsibility, no one will underestimate you”

(Cha Eun Woo)

“Life is tough, and things don’t always work out well, but we should be brave and
go on with our lives”

(Min Yoongi/Suga)

DEDICATION

I dedicate this thesis to:

Myself, who have struggled until this moment, was able to get through all the challenges during the preparation of this thesis.

My parents, who are very, very, always fight for and give the best for their children.

This thesis is a sign that my parents' struggles are not in vain.

Lecturers who never get tired of guiding.

All my friends as comrades in arms in learning who have given me support and motivation.

As well as all those who have asked “*kapan sidang?*”, “*kapan wisuda?*” and so on.

May your kindness be multiplied by goodness.

ACKNOWLEDGEMENT

The writer concludes this thesis with the title “Social Actors Represented at the Press Conference on the Case of Chaka Zulu” in praise and appreciation to Allah SWT, who has given His mercy, taufik, and guidance. The author is aware that without the support, assistance, guidance, and advice from many parties during the production of this thesis, it would not have been feasible to finish it. On this occasion, the author would like to thank in particular:

1. Maulana Malik Ibrahim Malang’s Islamic State University’s rector, Dr. M. Zainuddin, M.A.
2. Dr. Faisol, M. Ag., Dean of the Faculty of Humanities at Maulana Malik Ibrahim Malang’s Islamic State University
3. Head of the English Literature Department, Mr. Ribut Wahyudi, M.Ed., Ph.D.
4. Dr. Galuh Nur Rohmah, M.Pd., M.Ed, my academic advisor
5. Mrs. Mira Shartika, M. A., my thesis advisor, for her advice, direction, and suggestions that helped the writer complete this thesis correctly.
6. All the lectures in English Literature Department who have provided invaluable knowledge during the writer’s study.
7. The writer’s adored parents, Mr. Soetrisno and Mrs. Eni Sumarti, who never fail to show affection, pray for me, give me counsel, and have been extraordinarily patient throughout mylife.
8. To all of my friends for your encouragement, guidance, and drive.

The writer of this thesis hopes that it will be helpful to anyone who needs it, particularly English Literature students. There are still numerous flaws and errors in the writing of this thesis, so all constructive criticism is welcome and suggestions will improve the writing of this thesis.

Malang, 12 Mei 2023
The researcher,

Dina Trisnawati

ABSTRACT

Trisnawati, Dina (2023). *Social Actors Represented at the Pres Conference on the Case of Chaka Zulu*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Mira Shartika, M.A.

Keywords: *Representation of Social Actors, Exclusion, Inclusion, Press Conference*

In June 2022, people in the United States, especially celebrities were shocked by the news of the murder. The manager of actor and rapper Ludacris, Chaka Zulu, was accused as the murderer. With that accusations, he receive various negative reaction from the public. Chaka's legal team immediately held a press conference to sway public opinion and in that occasion, it could be found social actor representation. Among the many pieces of research regarding social actor representation, research that investigate spoken discourse is rarely carried out. Therefore, this study aims to investigate exclusion and inclusion strategies used by lawyers when representing social actors in press conference. This study uses van Leeuwen's social actor representation theory (2008). It uses a descriptive-qualitative method to ensure clear data analysis. The data were obtained from the FOX 5 Atlanta YouTube channel. This study reveals that lawyers use exclusion and inclusion. The lawyers used more inclusion than exclusion. Moreover, the most frequent sub-inclusion strategy is role allocation, as active and passive roles allow lawyers to show who is guilty and who is not. Meanwhile, the most frequent exclusion strategy is suppression, it allows lawyers to eliminate actors and emphasize others. Future studies is recommended to explore other van Leeuwen approaches. Future studies can also use other spoken discourse as research topics, for example press conference with public relation or others.

ستخلص البحث

قسم أطروحة جامعية. ممثلون اجتماعيون ممثلون في المؤتمر الرئاسي حول قضية تشاكا زولو. (2023) تريسنواوتي ، دينا ميرا شارتيكا ، :المستشار الإسلامية الحكومية مالانج الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة مولانا مالك إبراهيم ماجستير

تمثيل الفاعلين الاجتماعيين ، استبعاد ، شمول ، مؤتمر صحفي:الكلمات المفتاحية

تم اتهام مدير الممثل ومغني الراب ، صُدم الناس في الولايات المتحدة ، وخاصة المشاهير من أنباء جريمة القتل 2022 في يونيو عقد فريق تشاكا القانوني .بهذه الاتهامات ، تلقى ردود فعل سلبية مختلفة من الجمهور ، بأنه القاتل Chaka Zulu ، Ludacris من بين العديد من .على الفور مؤتمرا صحفيا للتأثير على الرأي العام وفي تلك المناسبة ، يمكن العثور على ممثل اجتماعي ممثل لذلك ، تهدف هذه الدراسة إلى .الأبحاث المتعلقة بتمثيل الممثل الاجتماعي ، نادراً ما يتم إجراء بحث يبحث في الخطاب المنطوق تستخدم .التحقيق في استراتيجيات الإقصاء والشمول التي يستخدمها المحامون عند تمثيل الفاعلين الاجتماعيين في المؤتمر الصحفي يستخدم الأسلوب الوصفي النوعي لضمان تحليل البيانات بشكل .(2008) هذه الدراسة نظرية تمثيل الممثل الاجتماعي فان ليوين تكشف هذه الدراسة أن المحامين يستخدمون .YouTube على FOX 5 Atlanta تم الحصول على البيانات من قناة .واضح علاوة على ذلك ، فإن أكثر إستراتيجيات الدمج .استخدم المحامون التضمين أكثر من الاستبعاد .exclusion و inclusion .، حيث تسمح الأدوار النشطة وغير الفعالة للمحامين بإظهار المذنب ومن ليس المذنب role allocation الفرعي شيوغاً هي ، فهي تتيح للمحامين القضاء على الممثلين والتأكيد suppression وفي الوقت نفسه ، فإن استراتيجيات الاستبعاد الأكثر شيوعاً هي يمكن للدراسات المستقبلية أيضاً .الأخرى Van Leeuwen يوصى بالدراسات المستقبلية لاستكشاف مناهج .على الآخرين .استخدام الخطاب المنطوق الآخر كمواضيع بحثية ، على سبيل المثال المؤتمر الصحفي مع العلاقات العامة أو غيرها

ABSTRAK

Trisnawati, Dina (2023). Aktor Sosial Diwakili pada Konferensi Pers Kasus Chaka Zulu. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Mira Shartika, M.A.

Kata Kunci: Representasi Aktor Sosial, Eksklusi, Inklusi, Konferensi Pers

Pada Juni 2022, masyarakat Amerika Serikat, khususnya para selebritas dihebohkan dengan kabar pembunuhan. Manajer aktor sekaligus rapper Ludacris, Chaka Zulu, dituduh sebagai pembunuhnya. Dengan tuduhan itu, ia mendapat berbagai reaksi negatif dari masyarakat. Tim kuasa hukum Chaka langsung menggelar jumpa pers untuk menggulir opini publik dan dalam kesempatan itu bisa ditemukan perwakilan aktor sosial. Di antara sekian banyak penelitian tentang representasi aktor sosial, penelitian yang menyelidiki wacana lisan jarang dilakukan. Oleh karena itu, penelitian ini bertujuan untuk menyelidiki strategi eksklusi dan inklusi yang digunakan oleh pengacara saat mewakili aktor sosial dalam konferensi pers. Penelitian ini menggunakan teori representasi aktor sosial van Leeuwen (2008). Ini menggunakan metode deskriptif-kualitatif untuk memastikan analisis data yang jelas. Data tersebut diperoleh dari kanal YouTube FOX 5 Atlanta. Studi ini mengungkapkan bahwa pengacara menggunakan eksklusi dan inklusi. Para pengacara menggunakan lebih banyak inklusi daripada eksklusi. Selain itu, strategi sub-inklusi yang paling sering dilakukan adalah alokasi peran, karena peran aktif dan pasif memungkinkan pengacara untuk menunjukkan siapa yang bersalah dan siapa yang tidak. Sedangkan strategi eksklusi yang paling sering dilakukan adalah supresi, memungkinkan pengacara untuk menghilangkan aktor dan menekankan yang lain. Studi selanjutnya disarankan untuk mengeksplorasi pendekatan van Leeuwen lainnya. Studi selanjutnya juga dapat menggunakan wacana lisan lain sebagai topik penelitian, misalnya konferensi pers dengan humas atau lainnya.

TABLE OF CONTENTS

THESIS COVER.....	i
STATEMENT OF AUTHORSHIP	Error! Bookmark not defined.
APPROVAL SHEET	Error! Bookmark not defined.
LEGITIMATION SHEET	Error! Bookmark not defined.
MOTTO	v
DEDICATION	vi
ACKNOWLEDGEMENT	vii
ABSTRACT.....	ix
ARABIC ABSTRACT.....	x
ABSTRAK	xi
TABLE OF CONTENTS.....	xii
CHAPTER I INTRODUCTION	1
A. Background of the Study.....	1
B. Research Questions	10
C. Significance of the Study	10
D. Scope and Limitation.....	10
E. Definition of the Key Terms	11
CHAPTER II REVIEW OF RELATED LITERATURE	12
A. Critical Discourse Analysis.....	12
B. Van Leeuwen’s CDA Model.....	13
1. Exclusion	15
1) Suppression	15
a) Passive agent deletion	16
b) Non-finite clause	16
c) Nominalization and process of nouns.....	17
2) Backgrounding	17
2. Inclusion.....	18
1) Role allocation	18

2) Genericization and specification	19
3) Assimilation/individualization	19
4) Association/dissociation.....	20
5) Indetermination/differentiation	21
6) Nomination/categorization.....	22
7) Functionalization/identification	22
8) Personalization/im-personalization	24
9) Overdetermination.....	24
C. Social Practice.....	25
D. The Discourse of Press Conference	29
CHAPTER III RESEARCH METHOD	33
B. Data and Data Source	33
C. Research Instrument	34
D. Data Collection.....	34
E. Data Analysis	35
CHAPTER IV FINDINGS AND DISCUSSION	36
A. Findings	36
Exclusion and inclusion strategies used by lawyers at the press conference	39
B. Discussion	93
CHAPTER V107 CONCLUSION AND SUGGESTIONS.....	107
A. Conclusion.....	107
B. Suggestions.....	109
REFERENCES.....	111
CURRICULUM VITAE	116
APPENDIX.....	117

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, research questions, significance of the study, scope and limitation, and definition of the key term.

A. Background of the Study

On June 26, 2022, the public was shocked by the case of Chaka Zulu, an American rapper and actor Ludacris manager. He was the shooter that killed Artez Jamin Benton outside Atlanta's APT 4B restaurant (Andy Rose and Tina Burnside, CNN, 18 September 2022). However, Chaka's shooting was an attempt to defend himself against an attack (TMZ, 22 September 2022). As part of the ongoing investigation, the police issued an arrest warrant on September 13, 2022 (FOX 5 Atlanta, 22 September 2022). It disappointed Chaka's lawyers with APD for quickly arresting Chaka without carrying out critical investigations, such as interviewing eyewitnesses at the scene.

On the other hand, several reports portrayed the deceased as an innocent actor. As a result, the incident generated various responses from the public on social media. In response, Chaka's lawyers produced an affidavit on September 18, 2022. They also held a press conference at the Atlanta Music Executive on September 22, 2022 (FOX 5 Atlanta, 22 September 2022). Lawyers utilized this to influence public opinion. Every speech and piece of information released during the press conference is based on how lawyers shape their client's speech of innocence. As a result,

he can benefit the client. This discourse can be seen deeply through a critical analysis of the discourse known as social actors' representation. Thus, Van Leeuwen's social actor representation theory is used as the main theory for the analysis in this study.

The representation of social actors is a theory for influencing particular individuals and exposing a text's covert intent. In addition to the text, the representation of social actors also has the potential to appear in oral language. It substantially affects how language is created in speech (Van Leeuwen, 2008). Language is a tool used to transmit ideas and information. However, each language has its meaning and set of objectives. For humans, informational purposes are language's main focus (Subyantoro, 2019). Consequently, the actor in power can control communication over the media, including press conference, to inform the public (Suprihatin et al., 2020). Press conference plays a significant role in creating and transmitting news (Gu & Wang, 2021).

Previous studies have explored on how social actors are portrayed. The media and newspapers are examined in a few works (Suprihatin et al., 2020; Sofyan & Zifana, 2019; Cahyaningsih & Pranoto, 2021). The alignment of the media with particular actors is explicit in previous papers. For example, Hermaji (2018) and Jendeya (2020) have researched media bias toward victims. The media neutrally covers news that makes readers more interested in events or conditions in the field. Research by Yuliyanti et al. (2021) also revealed that the press represented the dismissed KPK

employees (victimized). In addition, the media can be toward the suspect. The result of Prastika's research (2021) showed that the press is more inclined towards suspect, namely the government. It is known because throughout the news the press absolves the government of its duty to uphold the law. The actors are portrayed differently, influenced by the authors' perspectives and the case's significance (Utama et al., 2020).

Another study on related subject examine how social actors are portrayed in online mass media. In his thesis, Irawanto (2022) explored how social players are portrayed in the Russia and Ukraine crises and the tactics the CNBC news media employed to describe them. The results found that a favorable impression of Ukraine is presented. Similar to that, this study investigates how lawyers employ social actor representation strategies to provide a defense and feel empowered. It covers the positive or negative ways that lawyers characterize specific actors. Here, lawyers use press conference to communicate the facts about the shooting case done by Chaka Zulu and to defend him.

The previous studies have focused on social issues such as sexual assault and drug abuse. Some of these research (Simanullang & Pangaribuan, 2021; Purwaningsih & Gulö, 2021; Evayani & Rido, 2019) explored the sexual assault case of Reynhard Sinaga and identified the use of exclusion and inclusion strategies to exclude and present social actors. Similarly, Rahmayati et al. (2018) discovered many applications of objectivation-abstraction, category-nomination, self-assimilation, and

association-dissociation strategies to represent social actors. The representation of social actors must be thoroughly investigated in order to look deeper into this theory, particularly at press conference with lawyers on the social issue of shooting case.

Other studies have looked at how specific discourse-related features can be used to represent social actors. Hasan Rouhani Abdullah's political speech featured the usage of prepositions (Idul, 2021). On the other hand, the actors' verbal acts and speech in the instructional video can provide clues to differentiating social actors (Abdullah, 2018). Abdullah's project only displays the role and identity of each social actor; it has yet to reach a critical analysis discourse that focuses on the alignments of social actors. As a result, further study is required into how social actors are portrayed in spoken language. It will describe how certain social actors create and keep identity.

Different theories and methodologies are used in other studies. The socio-cognitive method of van Dijk is used by Asiru & Orwenjo (2018). According to the results, certain contenders for the 2011 Nigerian presidential election won, while others lost. Hakim et al. (2020) combine van Leeuwen's level of textual analysis with Van Dijk's social commentary. Veronica Koman receives a favorable portrayal, and Suarapapua.com's discourse exhibits a particular tendency because of her emotional connection to Papua. When evaluating American media and television stations, Jawad & Chiad (2020) adopted van Leeuwen's theory but

employed qualitative and quantitative methodologies to be more dependable and valid.

Other research also makes use of Fairclough's critical discourse analysis theory. Lombardi (2018) uses the sociocultural theory of Fairclough and van Dijk to analyze how the Stoneman Douglas High School shooting was covered in the media. He pointed out that the shooting was frequently described in the media as a "school shooting" standard, in which a gun-wielding individual enters the school and starts firing randomly. Many chosen objects from the numerous explanations of earlier studies have been examined using critical discourse analysis, particularly the portrayal of social actors. The goal of this field is to advance it through additional research.

In contrast to earlier studies, this one looked at spoken discourse media. Written and spoken discourse media differ in terms of production, representation, and form, according to Yule and Brown (1983) cited in Akram (2020). Speaker can choose from a variety of sound quality effects when producing, but he must keep an eye on how his production requests align with his intentions. He must simultaneously plan his subsequent speech and tailor it to the general discourse structure while also not having a permanent record of what he previously said. A speech is a medium of communication to deliver power, information, and some other contexts to the public (Siregar, 2021). According to (van Leeuwen, 2008, cited in Sharma & Kumar, 2022), spoken discourse analysis is a crucial component

of speech that protects and legitimizes oppression, injustice, and inequality in society. In order to identify the white and black American authors of an unidentified fictitious story, Figuera (2010) employed critical discourse analysis using language. Simultaneously, he has to plan his next utterance and fitting that to overall pattern of discourse while having no permanent record of what he has said earlier.

The writer, on contrary, can look over what he has already written, without pressure of keep going, have time to choose particular word, reorder and even can change his mind about ideas. A text may be presented differently in different editions, with different type-face, on different sizes of paper and in one or two columns. While spoken texts, what Yule & Brown (1983) call it, can be best preserved in tape recording of communicative act. Although, it can also preserve some extraneous factors as, coughing, chairs creaking, buses going by; but do not constitute part of text.

In his 2014 article, Anderson examined a few of John Evans Atta Mills' chosen speeches. The research demonstrates Atta Mills' stylistic use of techniques like repetition, optimistic self-projection, and code-switching. They create a self-conception and communicate it to their viewers. Atta Mills, in this instance, presented himself through his word choice as a capable leader, one who was in charge of the nation's economic situation and had the required solutions to better it, as well as a selfless servant who was willing to give up everything for the good of the country. In the

meantime, this study examines how attorneys portray social actors to audiences using van Leeuwen's (2008) paradigm for social actor representation. Through the terms they choose, lawyers portray social actors as being good and guilty.

Another oral discourse analysis study examined the 2016 American presidential election. The discourse of Hillary Clinton's presidential campaign is examined by Jenson (2016) to find elements of gender reference, persuasive strategies, and social inclusion and exclusion. This research, which makes use of a corpus-assisted CDA framework, demonstrates that Clinton's primary campaign objective was to create a narrative of herself as the next president of the United States. Regarding social inclusion and exclusion, Clinton's pronoun usage shows her perspective on both her supporters and opponents. In contrast, the researcher in this study concentrated on analyzing the exclusion and inclusion tactics employed by attorneys. Lawyers who employ this tactic communicate their attitudes to both their party and opponent.

Press conferences are an example of an oral text observed through critical discourse analysis. Press conferences are formal occasions held to address particular public concerns (Eriansyah, 2015, cited in Syarah et al., 2021). A press conference can have much control and impact on how information is communicated through discourse (Utama et al., 2020; Yuliyanti et al., 2021). It helped expose some actors driving the conversation (Evayani & Rido, 2019). As a result, it enables journalists to

produce news with rich information because a press conference has an advantage over other media in describing the material in depth (Gu, 2019). On the other hand, a press conference can also have a different goal, such as upholding and improving the discourse. Using the critical discourse analysis method of the van Leeuwen model from earlier studies, the researcher discovered a gap in linguistics and decided to pursue it. Previous studies examine how social actors are described in news texts; while this study focuses on examining how social actors are described through oral discourse in press conference.

This study demonstrated a unique linguistic strategy lawyers use to speak on behalf of social actors. Lawyers carefully choose their words to influence the public's attitude during the press conference. It can be seen in the way lawyers presented themselves or leave out particular actors from the discourse. The inclusion and exclusion strategy is the term used to describe this strategy. The exclusion strategy is used to marginalize or exclude agents in context, whereas the inclusion strategy is used to showcase agents in context. It is a linguistic tactic employed to accomplish the objectives. The speech was presented during a press conference.

In this study, Chaka's lawyers spoke at a press conference about a murder that involved Chaka, the manager of a well-known American actor and rapper. However, the portrayal of social actors behind the discourse reveals an alignment with the social actors in the background. This statement is consistent with the claim (Evayani & Rido, 2019) that press

conferences help expose specific representations of the actors giving the speech. Press conference speeches have much influence in presenting certain actors based on their own goals and worldviews (Utama et al., 2020; Yuliyanti et al., 2021). This study used language to show how social actors are portrayed in a press conference with lawyers.

Based on an observation of the exclusion and inclusion strategies, it is assumed that the study's subject is amenable to analysis using the Van Leeuwen CDA model. It is because one of the ways this theory works is to form a disciplined public. The public is not controlled through physical power, but is controlled, regulated and disciplined through discourse. It was observed from how lawyers as discourse makers exclude and include social actors during press conferences. This study also investigated how the linguistic choices of press are used to shape the image of social actors through the use of inclusion and exclusion strategies. Readers learn fresh information about the strategies used to provide news, as well as how producers portray actors when they present news.

In addition, this research is significant and needs deeper analysis for several reasons. First, the public hotly debated a societal issue, particularly among American artists because the figure of Chaka Zulu, who is known as a "good man" suddenly becomes a murder suspect in a shooting case. Second, a press conference can shape public opinion and is a valuable resource for journalists writing news stories. Third, the portrayal of social actors may make explicit goals or discourses that are advocated on purpose

to serve their interests. This study analyzed how social actors are represented during a press conference with lawyers.

B. Research Questions

The following problems are the focus of this research:

1. What are the exclusion and inclusion strategies used by Chaka's lawyers in representing social actors at the press conference?
2. How are social actors represented by Chaka's lawyers at the press conference?

C. Significance of the Study

This study has practical importance. This study is designed to update previous findings that used other objects. The results of this study are predicted to work as a model, for example, for future academics interested in carrying out related research in various ways. Through the portrayal of social actors in speech, this study also seeks to assist society in expressing the loyalty of a particular individual or group.

D. Scope and Limitation

Critical discourse analysis is used in this study to explore discourse, power, representation, exclusion, and inclusion. This study used Van Leeuwen's (2008) Social Actor Representation theory which includes exclusion and inclusion strategies. This study examined the various strategies used to represent actors during a press conference. There has only ever been one official news conference held by the Atlanta Music Executive. As a result, the researcher could only find one press conference video from

the official FOX 5 Atlanta YouTube channel, which was broadcast live on September 23, 2022 with a duration of about 40 minutes (<https://youtu.be/IP1-PsP7bJM>). The researcher only looked at utterances of lawyers from a video transcribed into text. Expressions and other forms of representation will not.

E. Definition of the Key Terms

1. Social Actors Representation (SAR) is an analysis based on van Leeuwen's model. It is used to see how social actors are portrayed in an event or the news. This study is used to understand the strategies employed by Chaka's lawyer to present Chaka Zulu during a press conference.
2. Exclusion is using specific strategies employed to keep social actors out of the media.
3. Inclusion is the use of certain strategies to present social actors in the news.
4. A press conference is a special event arranged to disseminate information in response to specific public issues.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter includes the theoretical frameworks for this study. This is pertinent to the field of study as a whole, particularly critical discourse analysis, van Leeuwen's CDA model strategies for exclusion and inclusion, social practice, and discourse of press conference.

A. Critical Discourse Analysis

One must first understand the text's scope (context) before beginning critical discourse analysis, and then be given a container for discourse analysis. Discourse analysis, according to Wodak (2001), is an examination of language features in relation to context. The three stages of CDA analysis begin with the text. We shall consider how the text has components for discourse analysis at this point. The next stage is discursive practice, at which point it will be clear whether the text has any value or potential for discourse analysis, and the final stage is the discovery of ideology in discourse.

Critical discourse analysis (CDA) is a sort of discourse analysis study that focuses on language studies. Discourse analysis combines ideas and analytical techniques from linguistics, as Kamalu and Osisanwo (2015). CDA also investigates the explicit and ambiguous structural relationships of dominance, discrimination, and power represented through language (Wodak, 2001). It investigates how dominance, social inequality, and power are generated, strengthened, and challenged in social and political contexts

through oral and written language (Van Dijk, 2003). Professionals of all backgrounds can use it. Historians, business partners, lawyers, and lawmakers are among them. The CDA can be utilized in this context to study workplace societal issues (Bloor & Bloor, 2007).

The CDA referenced in this paper aims to uncover the concealed motives of the individuals (lawyers) who made the statement at the press conference. According to McCarthy et al. (2019), studying spoken discourse is just as crucial for understanding language in its social context as understanding written language. In other words, depending on the circumstances, an address can be understood verbally or in writing. It is because discourse analysis employs language to relate language to context (Brown & Yule, 1983). A discourse focused more on the origin of meaning than on whether something existed. Discourse is always contextualized (Foucault, 1980). According to Rogers (2004: 3, referenced in Amoussou & Allagbe, 2018), CDA describes how discourse occurs. Ideology will show up in this case in a different kind of news production. Van Leeuwen's CDA model, or Social Actor Representation, is the name of this theory. It looks at how social players are represented, which will eventually lead to a discussion of the pros and cons of actor representation. It also raises the idea that some actors should be given the news in order to express their opinions.

B. Van Leeuwen's CDA Model

In his model of Critical Discourse Analysis (CDA), van Leeuwen proposed a theory that views language as a recontextualization of social

practice. It means that the text provides an overview of the social practice actors (Evayani & Rido, 2019). It is possible to portray something to be analyzed by analyzing language, sound, and behavior in response to particular contexts or issues (Sari & Pranoto, 2021, p. 98). It motivates people to examine problems or circumstances from a fresh perspective by demonstrating how people or institutions are depicted through the purposeful use of language in the media (Cahyaningsih & Pranoto, 2021). Social actors' representation theory seeks to discover how social actors are represented or excluded in discourse.

CDA is concerned with the representation of social actors. As a framework for understanding representation, it explains why particular choices portray various parts of reality in texts and how they connect to the power to represent certain actors. In this study, the representation of social actors is an approach to understanding discourse as a recontextualization of social practice. The portrayal of social actors is founded on linguistics because each representation option is related to a specific realistic or rhetorical linguistics. It indicates that a specific cast of social actors is involved in the practice.

The analysis of van Leeuwen's (2008) approach impacts how social actors are portrayed or excluded in the media. Furthermore, the author's power and the underlying meaning influence the choice of words and wordlessness used to convey the meaning of the representative message. For instance, text producers always have the choice to name or hide specific

elements when producing particular objects. Text analysis has been fascinating in how the text writer presents cases in the text. The two basic linguistic representational strategies used to portray social actors are exclusion and inclusion. Further explanation of exclusion and inclusion can be found in the following sub-section. Researcher gives examples for each strategy, drawn from this research data, to help readers comprehend it better.

1. Exclusion

Exclusion has emerged as a fundamental component of critical discourse analysis. It is a strategy in which some or all of the community actors involved in a case are excluded or omitted from news or text. This tactic's hallmark is the ability for the reader or listener to inquire, "But who did the killing?" or "But who was killed?" The fact that some social participants leave no trace makes such a thing crucial for some purposes (van Leeuwen, 2008).

Exclusion can remove social actors from discourse in two ways, in this case: suppression and backgrounding.

1) Suppression

Suppression occurs when the participation of social actors is pure wholly erased from the text. In the text "Race Odyssey," van Leeuwen (2008) gives an example of a situation in which a person or organization conducts a public opinion poll. However, the reader is still determining who conducted it, excluding the possibility that

the poll's findings might be inaccurate. According to van Leeuwen (2008, p. 29), suppression can be used in three ways, as follows:

a) Passive agent deletion

Passive agent deletion is a strategy in which the speaker removes certain actors by means of passivation of an activity or verb, so that the actor behind the activity cannot be known by the reader. In effect, it is used for the reader to focus on something other than the actor. For example, *“It was a man that was fighting for his life because he was attacked from behind.”* In other words, the lawyer wants listeners to concentrate on the situation experienced by a man who is fighting for his life, who is none other than Chaka. Meanwhile, the “attacking” actor is eliminated.

b) Non-finite clause

Suppression can also be accomplished by using a non-finite clause, which functions as a grammatical component. It allows text producer to omit actors in the text. It is because non-finite clause cannot stand alone because there is no subject and verb doesn't show tenses. For example, *“We felt compelled to have this press conference because there was some reporting frankly depicting the decedent as an innocent bystander.”* It is non-finite with gerund which does not indicate the person in “reporting”. The actor

involved as perpetrator who reported and how these reports omitted.

c) Nominalization and process of nouns

Social actors can also be excluded by nominalization and process nouns. Nominalization and noun processes are the use of verbs as nouns (nouns). For example, “*Shooting and that their story would include certain aspects of the video footage that was captured that evening, and some analysis to that footage.*” The word ‘shooting’ is a verb, which here is changed to a noun that denotes an event. It was used to grab listeners’ attention so quickly to an event, that they didn’t realize the actor who committed the murders had been removed from the news.

2) Backgrounding

In the backgrounding, marginalized social actors may not be identified about specific actions, but they are addressed elsewhere in the text, and we can guess (though perhaps not exactly) who they are. Because social actors are close enough yet are overlooked. Simple ellipses in parataxic clauses, infinitive clauses with *to* clauses, and non-finite clauses with *-ing* and *-ed* participles can be used to create the background. Backgrounds can be fabricated to look suppression-like, but with particular respect.

For example, *“There was certainly no back story whereby Mr. Zulu had any beef with any of these individuals as it concerns the crew and the decedent having issues about parking and not being able to get into the club or get a table at the club.”* In the words of the lawyer, it was as if the actor was hidden and not identifiable as “any of these individuals.” The public was initially left wondering who the individuals in question were. But ultimately, it was established that the individuals were discovered in “the crew and the decedent.”

2. Inclusion

In opposition to the exclusion strategy, the inclusion strategy represents or includes social actors in the text, as opposed to excluding them from discourse. According to van Leeuwen (2008, p. 32-51), inclusion is divided into the following subcategories:

1) Role allocation

It is employed to discuss the role of social actors in representation. It has the ability to redistribute positions and modify social relationships among text participants. The author or producer of the text determines who is described as an “agent” (“actor”) and who is described as a “patient” (“target”) in relation to a particular activity. There are two ways to assign roles to social actors: active (activation) and passive (passivation) roles.

Activation occurs when social actors are given an active role, portrayed as active and dynamic powers in action, meanwhile

passivation occurs when social actors are given an passive role, depicted as “undergoing” or “on the receiving end of” the activity. For example, *“The decedent and other members of his crew viciously and violently attacked Chaka from behind before a single gunshot was fired.”* The decedent and the other members of his crew are active here, while Chaka is passive.

2) Genericization and specification

Another critical consideration in depicting social actors is the distinction between generic and specific references. Genericization occurs when they are described as different categories or individuals. This strategy does not show clear individual references but is described in general terms. Generalizations can be presented in the plural without an article, such as *“And we are now in a protective posture of him being forced to protect him right because APD did the wrong thing.”* Furthermore, it can be expressed in the plural form with article, as in *“And so as much as the Benton family has questions and I can understand their pain and appreciate.”* In contrast, specification occurs when a mass noun is employed for a specific reference. For instance, *“No, that question needs to be lodged with APD at with the chief of police the interim chief police.”*

3) Assimilation/individualization

Social actors can be categorized as individuals (individualization) or groups (assimilation). Assimilation occurs

when actors are represented or referred to as plural, not personal. Assimilation is classified into two types: aggregation and collective. Aggregation is important in many contexts. Aggregation is implemented by having a fixed or limitless number of people who operate as numbers or as heads of notional groups, as in *“We have also had the benefit during the course of our investigation of interviewing several critical eyewitnesses, who were at the scene that day actually saw what went down what was said.”*

Collectivization happens when first-person or third-person plurals, such as "we" and "they," as well as in *“Our team and others pleaded with the city of Atlanta Police Department to conduct a more thorough investigation.”* Furthermore, individualization occurs when the actor is represented by showing itself in singularization/personal, such as in *“And so all of this energy is absolutely misdirected at a man who was a businessman.”*

4) Association/dissociation

What is meant by “association” is when social actors and/or groups of social actors form groups and are never mentioned in the text (although the actors or groups that form associations can be named and/or categorized). Parataxis is the most common form of association. For example, *“The APD, the chief, works for the mayor, and at this point, APD has to be reeled in clearly the way they've moved in this case um absolutely requires some oversight.”* Here, ‘The APD and the chief’ join ‘works for the mayor.’ But if the association is broken, there will be

no unification. Therefore, this kind of strategy is called dissociation. Dissociation occurs when social actors separate from each other or are mentioned individually in other texts. For example as in “...*after the decedent and his crew exit the restaurant... During that time Corey Crawford goes inside his vehicle and pulls out a gun to arm himself, and then all of the sudden this one of the same crew members approaches Chaka that is Treymon Robinson and has a beef with Chaka that comes from nowhere.*” Here, it can be observed that in the first clause the lawyer mentions an association namely “crew”. However, in the next clause, the lawyer mentioned the crew members, which were Corey Crawford and Treymon Robinson. It could be argued that the lawyer had separated them from the association.

5) Indetermination/differentiation

Indetermination happens when social actors are presented as nameless individuals or organizations. In most cases, an indefinite pronoun (“someone,” “some,” “some people”, etc) is employed in a nominal function, as in “*It’s not lost on Chaka that someone lost his life that evening.*” While differentiation isolates one social actor or set of social actors from peers or groups by separating between “self” and “the other” or “us” and “them,” as with “others” in this text “*Mr. Robinson began to reach for his waistband. Chaka in an effort to try to de-escalate the situation told the young man don’t reach for that on more than one occasion.*” There are contrasts between the lawyer’s descriptions of Mr.

Robinson as someone who attacks (first) and Chaka as someone who loves peace because he works to de-escalate the situation.

6) Nomination/categorization

Social actors may be characterized by their own distinct naming and identities (nomination) or by the identities and functions they share with others (categorization). Nominations are typically represented by personal names, which can be formal (last names only, with or without honors, e.g, Mr. Zulu), semi-formal (initial names plus last names e.g., Treymon Robinson), or informal (first names only, e.g., Chaka). A letter or number may occasionally be used in place of a name, a phenomenon known as “name of obscurity” (e.g., Mr. Bitten). Categorization happens when social actors are described as having distinct identities. For example, *“That is where his family and his friends call 9-1-1 and attempt to render Aid.”*

7) Functionalization/identification

The two primary classification types—functionalization and identification—are separated by van Leeuwen (2008:42). When social actors are referred to by their function or what they do, for example, job or role, functionalization happens. It usually occurs in one of three ways:

First, nouns are generated from verbs, with endings such as -er, -ant, -ent, -ian, -ee. For example, *“She was an employee of the city of Atlanta Police Department.”* Second, nouns signify places or tools

closely related to activities, with endings such as -ist and -eer. Third, via the compound of nouns denoting places or tools closely associated with an activity and highly generalized categorizations, such as “man,” “woman,” “person,” and “people”. For example, *“The last person that would want to shoot another man is the man sitting to my right.”*

Identification, on the other hand, comes when social actors are defined not by what they do but by who they are, more or less permanently or necessarily. Van Leeuwen (2008) categorizes identification into three forms in his book: classification, relational identification, and physical identification.

First, social actors use classification to refer to the primary categories that a certain society or institution utilizes to distinguish different classes of individuals. Age, gender, national origin, class, wealth, race, ethnicity, religion, sexual orientation, and other factors are increasingly included in the West. Second, relational identification depicts social actors in their personal, family, or professional relationships and is reflected by a series of closed nouns that express relationships. Third, physical identification reflects social actors based on physical traits that uniquely identify them in a given context. It can be expressed using nouns that express physical traits or prepositional phrases with or without generic classification changes. For example, *“Simply refers to Chaka as the old guy and Tremaine Treymon Robinson as the young guy.”*

8) Personalization/im-personalization

Personalization occurs when social actors appear in the form of personal or possessive pronouns, names, or proper nouns (and occasionally adjectives such as “maternal care”), the meaning of which contains “human” traits. For example, *“She jumps on the back of the decedent as he is kicking and stomping and punching Chaka.”* However, social actors can be impersonal and represented in various ways, including by abstract nouns or concrete nouns, the meaning of which does not involve the semantic attribute “human.”

Impersonalization can be classified into two types: abstraction and objectification. When a social actor is represented by a property allocated to him in the representation, this is called abstraction. For example, *“Seconds later Chaka is viciously attacked from behind by the decedent and his crew.”* Objectification happens when social actors are depicted by referring to a location or object that is directly tied to both the person and the behaviors that involve it. To put it another way, objectification is accomplished through metonymic references. *“That is where his family and his friends call 9-1-1 and attempt to render Aid.”*

9) Overdetermination

When social actors are portrayed as engaging in more than one social activity at the same time, this is referred to as

overdetermination. For example, *“And in fact the decedent is the second one to punch and kick and stomp Chaka as he falls to the ground.”*

C. Social Practice

According to van Leeuwen (2008), social practice is a socially regulated form, and every social practice includes and combines a number of social actions. A number of social actors carry out these actions at various times and places. Thus, the primary goal of critical discourse analysis is to highlight the meaning-making effects of how specific knowledge about social practice is made accessible through the deliberate recontextualization of social actors, social action, time, and space. This study will investigate strategic selection and seamless integration.

Discourse is a type of social practice that influences organizations, relationships, and identity. Through the methodical use of particular discursive strategies, social practice is recontextualized from reality in a variety of discourses. Thus, social practice is recreated in speech, with particular aspects included or excluded based on the communicative goals and interests of the individuals and groups that produce them.

The CDA is interested in exposing and making more explicit the covert ideologies and underlying power imbalances that are imposed, validated and recreated through discourse. CDA views discourse as a sort of social practice. Discourse, according to practitioners, is socially constructed and socially constitutive. It has the power to influence reality and effect change.

Van Leeuwen (2008) presents an explanation of how components of social practice get into texts under his conceptual framework. To be considered a "social practice," it must meet certain criteria. According to (van Leeuwen, 2008, pp. 7-12), all social practices that are properly carried out have the following elements:

1. Participants

A social practice must first have a group of participants who play specific roles (especially the roles of instigator, agent, affected, or beneficiary). For instance, *"That is when Chaka was confronted by one of the crew members of the decedent that crew member's name is Treymon Robinson."* Here, the attack requires the attacker and the target.

2. Actions

Any social practice centers around a sequence of steps that are consistently taken. It is an alternative to the acts of some or all of the participants as well as to consent, e.g., to the simultaneity of various actions during some or all of the sequence. For instance, *"At some point, Chaka and his special guests and their company began to walk-walk toward the restaurant to go back into the restaurant. That is when Chaka is confronted by one of the crew members of the decedent that crew member's name is Treymon Robinson."*

3. Performance modes

As stated by van Leeuwen (2008, p. 10), such activities must also be carried out at a specific tempo in order to be effective. This is

due to the wide range of performance modalities in the portrayal of social practice. Robinson confronted Chaka, and the lawyer responded by saying things like, “*The confrontation went very south very quickly.*”

4. Eligibility conditions (participants)

That is what is meant when it comes to the requirements that participants must meet in order to be eligible to participate in a certain social practice. For example, “*Simply refers to Chaka as the old guy and Treymon Robinson as the young guy.*” The reason the lawyer refers to Chaka as an old man and Robinson as a young guy is that Chaka is 52 years old, which qualifies him as an old guy, and Robinson is 23 years old, which places him in the young guy category. As in the following statement: “*So the idea that they are somehow coming to his Aid because this 52 year old man is having a rough time with a 23 year old.*”

5. Presentation styles

Social practices may also include appearance or presentation style criteria for participants. For example, “*Milliseconds later, the shooter Corey Crawford who has yet to be apprehended or arrested, shot Chaka in the back had managed to strategically position himself in between two cars to take cover had poured out his weapon before a shot had been fired.*” Here, in the case of a shooting, of course, the shooter must already have a weapon. This is shown in action “poured out his weapon.”

6. Times

Social practice and specific elements of it have more or less set times when they happen. For instance, *“In other words Chaka on that evening without his place of business after the decedent and his crew arrived there...”* Here it can be seen that the initial time of the incident was on that evening.

7. Locations

Social practices are also linked to specific locations. For example, *“... the decedent and his crew arrived there at the establishment they parked their vehicles in the VIP section and eventually entered the restaurant.”* Here it can also be seen that the location of the incident was in the VIP parking section.

8. Eligibility conditions (locations)

Location qualifications also include preparation operations such as construction, interior decoration, furniture arrangement, cleaning, and so on. For example, *“As he's greeting the guests, the decedent and his crew are mingling around the cars that they parked in the VIP parking spaces.”* It was said in the speech that they were in the VIP parking area. Then, in the subsequent statement, the circumstances necessary to denote that the location is a ‘parking lot’ are demonstrated in *“...in the back had managed to strategically position himself in between two cars...”*

9. Resources: tools and materials

These are the tools and materials required for a practice or some of which are connected to other practices. For instance, a weapon is required for firing action, as in “*Chaka shot his weapon in self-defense.*”

10. Eligibility conditions (resources)

Also subject to eligibility rules are tools and materials. When Chaka was in the hospital, he needed surgery. But a lot of blood was lost. There are prerequisites that must be satisfied first. “*The amount of blood that he had to receive was at least twice the normal circulating volume of a man his size.*”

Then, when a social activity is recontextualized, the concrete components can be replaced by discursive transitions like abstraction, generalization, or objectification: The concrete can become abstract, the specific can become generalized, and the “to do” can become “to be” (van Leeuwen, 2005, p. 111). Social actors' identities can be produced in a variety of ways since they can be recontextualized in speech through functionalization, categorization, individualization, or association. Social action can also be abstractly rebuilt through generalization or distillation. Finally, the discourse can include representational components.

D. The Discourse of Press Conference

The press conference had to deal with the need to legitimate and the necessity to develop a distinct identity. At the institutional level, press conferences mediated by representatives can be viewed as autopoietic and

performative discursive systems (Luhmann, 1990; Kidwell, 2009 cited in (Gu & Tipton, 2020). Thus, the press conference points discuss, for instance, how the representation, ideology, and actor voice can be preserved, diminished, or enhanced and how this can affect changes in hegemony in various languages.

Operationally, press conferences are managed by a closed system that has its own institutional rules and procedures. Due to the existence of local, national, and international media, as well as contacts with journalists, they can also be classified as structurally open. During a press conference, the representative has power over the production of media messages and can discursively reconstruct and improve the image by reformulating it. Gu (2019b) states that this control can be seen in the loyalty of speechmakers when they place themselves at a press conference between different actors with different ideological ideas. It is the most reliable resource for the media and the general public to access the ideologies and stances of specific actors.

Press conferences are a very powerful tool for changing public opinions and reshaping specific images. Press conferences are designed to have significant influence when they are moderated by prominent experts and then covered by the media (Foucault, 1984; Gu & Wang, 2021). There is a good chance that the discourse in it works to improve or worsen the standing and legitimacy of particular actors. The driving force behind diverse sociopolitical and cultural changes is frequently thought to be significant sociopolitical and political actors. As a result, a well-publicized

and televised press conference was held. It is regarded as a reputable source of information by the media (Zhao, 2006).

Furthermore, press conferences are excellent for establishing social relationships. Press conferences are typically regarded as the most preferred mode of communication because of their immediate information sharing and their interactive, dynamic, and collaborative qualities (Yi & Chang, 2012, cited in Wang & Ge, 2022). In press conferences, the speech serves as both a tool for gathering information and a collection of tools that its users can utilize to represent particular actors. According to Ekström (2015), a press conference is a type of public communication that is typically arranged by a government or agency in relation to particular responsibilities, practices, and roles of previously allocated participants (Ekström, 2015).

A press conference broadcasted in the media and mediated by a representative is a discursive event that promotes discourse for national and international audiences. However, poorly run press conferences can also be dangerous. Certain actors risk undermining “public trust” and possibly losing their “legitimacy” (Salevao, 2005, p. 152). On the other hand, media broadcast and press officer press conferences provide an opportunity for clarification, popular approbation and appreciation, and global exposure. It is a tool used by specific organizations or actors to sway public opinion (Ekström, 2015) and a strategy for handling public relations (Ekström & Eriksson, 2018).

This study concentrates on a press conference since it is a sort of activity with explicit expectations and norms. The press conference claimed that such controversy is “probably less prevalent,” with the argument being that “those in the public spotlight soon learn to behave in the media in a manner that does not elicit public anger or outrage” (Ekström & Johansson 2008, p. 68). A press conference, according to Ekström and Eriksson (2018: 345), is a “clearly formalized front-stage activity,” with certain actors frequently physically on stage in front of the audience.

Linguistic studies have looked into how different linguistic sources or discursive strategies in press conferences express or describe certain actors and positions. For instance, Bhatia (2006) discovered that language resources, including sentences, modal verbs, technical vocabulary, etc., are used by representatives during press conferences to distort the truth and advance a common agenda. In this study, the case of Chaka Zulu becomes an important event since he is a famous American, that is, the manager of Ludacris, an American actor and rapper. This study looks for linguistic devices by looking at how social players are portrayed by lawyers during a news conference.

CHAPTER III

RESEARCH METHOD

This chapter presents the research method, which includes research design, data source, research instrument, data collection, and data analysis.

A. Research Design

Because this final project demands precise and in-depth data, the researcher used a descriptive qualitative research methodology in this study (Syarah et al., 2021). Qualitative research methods, as defined by Moleong (1994: 6 cited in Kusno, 2019), are research techniques that result in descriptive data about the characteristics of individuals, circumstances, or symptoms of particular groups that may be examined. Since this technique attempted to give exploratory data on the portrayal of social actors in press conference using van Leeuwen's theory, this research is also categorized as descriptive (Cahyaningsih & Pranoto, 2021).

B. Data and Data Source

The data source for this study came from a video of Chaka's lawyers' press conference, which was streamed online by the FOX 5 Atlanta YouTube Channel on September 22, 2022 (can be accessed at this link: <https://youtu.be/IP1-PsP7bJM>). Because there was only one press conference, which was officially held by lawyer Chaka Zulu. In addition, FOX 5 Atlanta is the largest news channel in Atlanta. Officially, the press conference took place at Atlanta Music Executive. It included details on the murder case that involved Chaka. Additionally, the research data is in the

form of text. The text was obtained from the transcription of the video as a whole. However, the data of this study is mainly obtained from lawyers' speeches in the form of oral texts, including all utterances indicating van Leeuwen's inclusion and exclusion strategies to represent social actors at a press conference with lawyers.

C. Research Instrument

The researcher self is the research instrument in this study. The researcher is crucial to data collection and eventually becomes the "instrument" through which data is acquired (Roller, 2019). The only person who chooses the pertinent data before analysis is the researcher self. Additionally, the researcher used observations, data collection, selection, research, and interpretation to arrive at the final results.

D. Data Collection

The researcher took the steps listed below when collecting the data in several stages. The researcher first obtained a press conference video from the FOX 5 Atlanta YouTube account. To fully comprehend the tape's content, mainly how Chaka is portrayed in each speech by lawyers, the researcher watched the video in its entirety more than twice. Third, the researcher turned the video into text using a YouTube automated engine transcribing. Fourth, the researcher examines each text in the form of speeches made by lawyers, including the surrounding discourse regarding the case of Chaka concerning van Leeuwen's exclusion and inclusion strategies. The researcher only looks at the lawyers' utterances in including

or removing social actors during press conference without considering the grammatical structure.

E. Data Analysis

The data analysis method will carry out in stages by the researcher. In order to respond to the first study question, the researcher first identified various inclusion and exclusion strategies based on van Leeuwen's (2008) Social Actor Representation Theory.

Utterances	Strategy	
	Inclusion	Exclusion

By describing how social actors are portrayed in related to the social practices, the researcher then responds to the second research question. The researcher then goes over the rationale behind the most popular strategies, the goals to be achieved with those strategies, and the actors that lawyers tend to support. The researcher also contrasted and compared the results with earlier study and relevant theory. The researcher concluded by offering recommendations for further study into the same theory or subject.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion of the research. The first is to present research findings, which are intended to answer research questions. Second, the discussion presented the results of data analysis. Furthermore, data tabulation displays the analyzed data, creating different perspectives or points of view among the readers.

A. Findings

Only one of the official news conference for Chaka's legal team, which took place on September 22, 2022, was being examined in this study. Researcher found the video on the FOX 5 Atlanta YouTube channel entitled – Chaka Zulu's lawyers hold press conference following murders charges. Reports about the shooting incident's circumstances were presented during the press conference. The beginning of the incident in the VIP restaurant 4B parking lot, how Benton and his crew arrived, and how the killing took place were all described in great detail by the lawyers. Lawyers ruled out Chaka as a suspect in the killing and blasted Atlanta police for doing their duty carelessly. Without performing a thorough investigation, which the police ought to have done before designating a suspect, they arbitrarily detained Chaka. After watched the video to identify the speeches, a sentence-length transcription of the utterance is made. On the basis of van Leeuwen's (2008) framework, each sentence is then classified and examined to ascertain the

method being used to depict social actors (2008). This table 1.1 contains several social actors, who are listed below.

Social Actor	Representation	Frequency
Agent	The decedent	16
	Chaka's assistant	3
	Chaka Zulu	1
	Corey Crawford	4
	Mr. Benton	4
	Mr. Treymon Robinson	18
	Mr. Bitten	1
	Mr. Stronger	1
Victim	Chaka Zulu	9
	A single individual	1
	A man who was a businessman	1
Apparatus	APD	16
	The chief of police	3
	Superiors of the Atlanta Police Department	1
Others	TMZ	3
	Eyewitnesses	6
	The Benton family	2
	His family and his friends (Chaka)	1
	This family of the deceased	1

The researcher divided social actors into four groups based on the lawyers speech: agent, victim, apparatus, and others. Lawyers with various appearance frequencies reflected social actors in the first group (agents). The social actor Treymon Robinson showed the most frequently (18 times), as shown in the table above. The decedent, a social actor, also holds down the second position, which is frequently elevated 16 times. Following Corey Crawford, Mr. Benton was mentioned 4 times by attorneys. Chaka's assistant was named 3 times in the meantime. Both Mr. Benton and Mr. Stronger made a single appearance; it has been established in this study that they are Treymon Robinson. Lastly, Chaka Zulu made one appearance.

Thus, it can be inferred that lawyers frequently cited social actors like the decedent and Robinson as “agents” for these occurrences. In addition, they played on a squad with Benton and Corey Crawford. Thus, the lawyers here treated them all as agent. Chaka, meanwhile, was only alluded to once as an agent. The lawyers did this to stress that, according to analysis, Robinson's entire team was responsible for the agent.

Following that, lawyers represented social actors as victim. Chaka Zulu holds this post and has appeared in it 9 times. Despite the fact that they are both Chaka Zulu, the social actors “a single individual” and “a man who was a businessman” are also the same person. Thus, the lawyers, here, only stressed Chaka Zulu, and not the deceased, is the true “victim”.

Then, lawyers frequently mentioned social actor like APD, which was an apparatus. Lawyers criticized the APD 16 times for its appearance in the inquiry, claiming that it was careless and irresponsible. As a consequence, Chaka Zulu was given the wrong suspects by APD. However, the Atlanta Police Department (APD), which is also criticized by lawyers, includes "the chief of police" and "superiors of the Atlanta Police Department." As a social actor, the lawyer in this case thus symbolizes the incorrect apparatus.

In order to demonstrate that they, as Chaka’s legal team, conducted important investigations in order to gather evidence and demonstrated Chaka’s innocence, lawyers frequently mentioned social actors during press conference like “eyewitnesses”. It was seen 6 times. While TMZ has a

frequency of 3 times, it helped to explain the online video footage. The "Benton family" is then mentioned 2 times to express sympathy. In addition to representing the Benton family, the lawyer also represented "this family of the deceased." Last but not least, the phrase "his family and his friends," which referred to "Chaka's family and friends," only appeared 1 times as extra or supporting data to describe Chaka's condition as a victim helped by them.

Exclusion and inclusion strategies used by lawyers at the press conference

1. Exclusion strategy

The exclusion strategy is the study's first indication. This technique is applied to remove or eliminate social actors from the text, as described in chapter 2. The following are some elimination techniques used by lawyers.

Type of exclusion	Sub-type	Number of Utterances
Suppression	Passive agent deletion	1
	Non-finite clause	1
	Nominalization and process nouns	3
Backgrounding	-	4

From the table above it can be seen that lawyers used certain techniques to exclude social actors in the text including suppression and backgrounding. As for those included in the suppression technique, namely: there is 1 utterance using the passive agent deletion, 1 utterance using the non-finite clause, and 3 utterances using the nominalization or process nouns. Meanwhile, the backgrounding technique was revealed

in 4 lawyers' utterances. The process of how lawyers defend social actors during press conference is discussed in follow.

1.1 Suppression

1.1.1 Passive Agent Deletion

Excerpt 1

*“It was a man that was fighting for his life because he was **attacked** from behind.”*

The lawyer used the expression “a man that was fighting” to describe that Chaka was forced to return the attack as a defense “for his life” because he was attacked from behind. The perpetrator who “attacked” Chaka was hidden because the lawyer wanted the public to focus on Chaka's social actions trying to save himself. The discourse that lawyer want to display is trying to reverse public opinion by suggesting what happened and what to do if they were in that position.

Representation occurs because of the elements of social practice, there are participant and action. Participant with the subject "a man". The action in question is the action or activity carried out by the subject, that is "fighting" for himself.

1.1.2 Non-finite Clause

Excerpt 1

“We felt compelled to have this press conference because there was some reporting frankly depicting the decedent as an innocent bystander.”

The marginalization of actors is achieved through the use of non-finite clauses in the suppression strategy. This tactic used by the lawyer in the excerpt above to “reporting frankly depicting.” In this case, he used a non-finite with gerund which does not indicate the person in “reporting”. Lawyer hid the actor involved as perpetrator who reported and how these reports were also hidden. This was done because the lawyer wanted to emphasize the importance of responding to false reports circulating rather than reporting on the perpetrators of these reports.

Representation occurs because of the elements of social practice, namely eligibility of resource. It is a condition or reason behind the situation. Here, the lawyer said that the press conference was held for a reason, namely that there were reports that frankly portrayed the decedent as an innocent actor. Therefore the lawyers could not allow such a situation so a press conference was held to clarify this to the public.

1.1.3 Nominalization and process noun

Excerpt 1

“Shooting and that their story would include certain aspects of the video footage that was captured that evening, and some analysis to that footage.”

The excerpt above showed that suppression can be realized by changing verb into noun or called nominalization and process nouns. In the words of the lawyer, the word “shooting” indicated that there was a fight between social actors with shooting weapon (such as pistol) and victim for this act. However, the social actors involved in the battle are not mentioned.

Excerpt 2

“So we're not going to allow the fact that they have as many unsolved murders as they have and they have failed.”

In the excerpt above the lawyer used a nominalization strategy, namely the use of noun from other word classes. In this case, the use of the noun “murders” came from the verb class “murder” or is synonymous with kill. It denoted an event involving social actors who commit the act and victim who lose their life. It is the duty of the police to find the social actors. Lawyer criticized “they” referring to the police that they had failed to fulfill their duties. In this case, lawyer influenced the public’s

perspective so they did not easily believe in police statements because how can they easily arrest Chaka even though there were many murder cases that they failed to process.

Excerpt 3

*“Because it is a felony **murder**.”*

Again, the lawyer used the word “murder” in another quote. Lawyer used nominalization and process of noun strategy. It happened because “murder” here as a nominal. It can be seen that the lawyer focused on the event and eliminated who the actors involved were, both the agent and the victim. The discourse contained is the lawyer want everyone to focused on investigating the case because it was a criminal act that has been guaranteed sanctions in the law. Therefore, the police and investigators must really investigate the case critically. Thus, while there is no certainty from the law, it is hoped that Chaka will not be judged as a suspect.

1.2 Backgrounding

Excerpt 1

“Seeking to take a posture of coverage as he is at this point defenseless fighting for his life. Fortunately Chaka's assistant sees this violent assault against Mr Zulu and she runs to his Aid.”

In the excerpt above, the lawyer used to-infinitival tactic in “to take a posture of coverage” but did not implicitly state which

actor was acting. But in the next clause the lawyer mentioned the social actor, namely Mr. Zulu. This strategy is a backgrounding strategy that is realized with to-infinitive. Through this strategy, social actor is omitted, but their existence is predictable elsewhere in the text. In this case the actor was deferred to the next clause. Furthermore, this representation occurs because of elements of social practice, namely participant. As it is known that Chaka's assistant and Mr. Zulu are participants in the scene.

Excerpt 2

“And begins to hit the decedent in the head and about the head so much so in an effort to defend his life.”

In that sentence, the lawyer said that someone hit the deceased in the head in an attempt to defend his life. This sentence makes audiences wonder who hit? Who is defending themselves? This strategy used by lawyer to hide social actors because they were not clearly stated in the clause, but the existence of social actors can be identified in other clauses. It can be seen the discourse that the lawyer wants to present is the actor hit the victim's head as an act of defending his own life. Even so, the presence of social actors is predictable. This representation occurs because of the elements of social practice, namely participant and action. The participant as a subject who performs the action of "hit" is "he" which is known to refer to Chaka Zulu.

Excerpt 3

*“And as a result Mr. Robinson began to reach for **his** waistband. Chaka in an effort to try to de-escalate the situation told the young man don't reach for that on more than one occasion.”*

The statement above is part of the chronology of events. In the sentence “And as a result Mr. Robinson began to reached for his waistband”, here it can be seen that the lawyer implicitly mentioned social actors who grabbed the belt. But it is not known and it is made to wonder who the “his” in “his waistband” refers to. Even though it did not state clearly in the clause, it can be known or guessed about the existence of social actors in the next clause, namely “Chaka”. This strategy is a backgrounding strategy which is manifested by the use of paratactic clauses, in which lawyers intentionally delay the existence of social actors. It aims to make the reader discover social practices first, followed by social actors.

The representation occurs because of the elements of social practice, namely participant and action. Participant as the subject is Mr. Robinson who does something "reach" on "his" or refers to Chaka.

Excerpt 4

*“There was certainly no back story whereby Mr. Zulu had any beef with **any of these individuals** as it concerns the crew and the decedent having issues about parking and not being able to get into the club or get a table at the club that certainly is information that we have learned from the witnesses why this*

escalated to the point that it did was that a part of it yes is that the rest of the story I don't believe so."

The excerpt is another example of using the backgrounding strategy embodied in a paratactic clause. The lawyer did not directly say who had the fight with Mr. Zulu. The lawyer used the term "any of these individuals" instead of identifying them specifically. That of course makes audience wonder who of these people could be? Although he did not specifically provide an answer, the lawyer provided a clue in the next clause that what is meant by "any of these individuals" are people who are part of "the crew and the decedent".

The representation occurs because of the elements of social practice, namely participant and location. The participant here is Mr. Zulu and "any of these individuals which were members of the crew of the deceased. They became participants in the incident which was possibly located in a restaurant because there was "had any beef" and club parking because it was stated that they were involved in a parking problem and could not enter the club.

2. Inclusion Strategy

In addition to the exclusion strategy, lawyers use the inclusion strategy to present social actors in the text. Lawyers used several ways of inclusion strategies which were demonstrated during the press conference as follows.

Type of inclusion	Number of Utterances
Role Allocation	9
Genericization – Specification	7 – 3
Assimilation – Individualization	2 – 1
Association – Dissociation	2 – 2
Indetermination – Differentiation	4 – 4
Nomination – Categorization	6 – 2
Functionalization – Identification	8 – 5
Personalization – Impersonalization	2 – 6
Overdetermination	4

From the table above it can be seen that lawyers use certain techniques to present social actors during press conference. What follows is a discussion of the process of forming how lawyers represent social actors during press conference.

1. Role Allocation

Excerpt 1

“The decedent and other members of his crew viciously and violently attacked Chaka from behind before a single gunshot was fired.”

In this sentence, the lawyer represented a social actor using an inclusion strategy. In giving a statement that Chaka was not a guilty actor, then in that sentence the lawyer applied an activation-passivation strategy. Lawyer activated actors in the phrase “the decedent and other members of his crew” committed the act of “attacked”. Whereas “Chaka” here is passive as an object or actor who accept to the action “attacked” by “the decedent and the crew”. In this strategy through activated and passive actors it creates a good perspective for certain actors. The audiences will know who is the

actor who committed the bad deed and who is the actor who accepts the action.

The representation occurs because of the elements of social practice, namely participant and action. Participant as the subject is the actor who carries out the action "attacked" namely the decedent and other members of his crew.

Excerpt 2

"That is when Chaka was confronted by one of the crew members of the decedent that crew member's name is Treymon Robinson."

In this sentence the lawyer used an inclusion strategy to present the actor. This was manifested first through "Chaka" who was passive as a victim, while "Treymon Robinson" plays an active actor who who carried out "confront" actions against Chaka. Through this strategy, the lawyer deliberately created great attention for Chaka, who seemed to be the victim. Thus, the representation occurs because of the elements of social practice, namely participant and action.

Excerpt 3

"At which time Chaka grabbed Mr. Robinson and pushed him up against the car and in an effort to ensure that he could not reach for his firearm."

In another statement, the lawyer gave Chaka an active role as the person who "grabbed" and "pushed" while Robinson here played a passive role as the object of the action. Even though Chaka was given an active role by the lawyer as the perpetrator, uniquely,

the lawyer still tried to present or highlight Chaka as a victim trying to save himself. It can be observed that even though Chaka was the “attacker” because of his action taken against Robinson, the lawyer instead wanted to show that the action was carried out as an “effort to ensure that he could not reach for his firearm”. So “Chaka grabbed Mr. Robinson and pushed him up against the car” was solely done because “in an effort to ensure that he could not reach for his firearm.” Instead, the lawyer brought in Robinson as the assailant because he was in possession of a gun.

Thus, the representation occurs because of the elements of social practice, namely participant and action. Also there is another element of social practice namely location, it is likely to be in a parking lot because there is car.

Excerpt 4

*“Milliseconds later **the shooter Corey Crawford who has yet to be apprehended or arrested shot Chaka in the back** had managed to strategically position himself in between two cars to take cover had poured out his weapon before a shot had been fired and ultimately as **Chaka shot his weapon in self-defense he shoots Chaka in the back.**”*

In the excerpt above, the lawyer clearly placed an active role on the shooter Corey Crawford as an actor who performed the act of “shooting”. Meanwhile, Chaka is given a passive role that can be positioned as a victim or object of the action. Even though Chaka ultimately took the same action, namely shooting in another clause

in “Chaka shot his weapon”, it only shows that Chaka plays an active role as an agent releasing weapons, not shooting because there is no target to take action. In contrast to Chaka, Corey Crawford was emphasized again playing an active role as an agent who shot Chaka from behind, as in the statement "he shoots Chaka in the back." Thus, it is clear here that Chaka plays a passive role as a victim who accepts the action.

The representation occurs because of the elements of social practice, namely participant, action, location, presentation style, tool and material. The participants in the event were Corey Crawford and Chaka, in which Corey took the "shot" action at Chaka. The phrase “...in between two cars...” indicates that it is located in a parking lot. While the presentation style in question is that Corey Crawford is described as a shooter because he has a gun. So the bottom line is the shooter must have a gun. This is also related to the elements of tools and materials where the weapon is a tool for shooting materials.

Excerpt 5

*“When you, when and if you have an opportunity to review the video you you will see that the initial chest contact is with from Mr. Benton that **the initial punch that hit Mr. Chaka was from Corey Crawford.**”*

In the excerpt above, lawyers represented social actors by giving them roles, namely active and passive. The statement “...the initial punch that hit Mr. Chaka was from Corey Crawford”” shows

that Corey Crawford was represented as a subject who played an active role who performs the action of “hit”. Meanwhile, Chaka was represented in a passive role as a victim who got a “punch” from the subject. In this case the lawyer made Chaka the victim of the assault. Thus, the representation occurs because of the elements of social practice, namely participant and action.

Excerpt 6

*“And in this case when you review the video footage and listen to the critical eyewitnesses the truth is unfortunately that **their son attacks Chaka** from behind and made a decision that ultimately caused him that his life that night.”*

In the quote above, lawyer presented social actors through a role allocation strategy, namely giving active-passive roles to actors. The actor “their son” referred to Benton was given an active role as a subject who carried out the action “attacks Chaka from behind”. This activation brought a perspective to the public that the lawyer wanted to show who the actor was behind the incident that caused him to lose his own life. The passive role was given by the lawyer to Chaka as a victim of the attack. Thus, the representation occurs because of the elements of social practice, namely participant, action, and location which is known to be that night.

Excerpt 7

*“But we also ask for justice for **his assistant who was brutally beaten by Mr. Treymon Robinson**, not hit twice, not out, and is suffering physical and mental trauma as a result of that.”*

In the quote above, lawyer presented social actors using a role allocation strategy, in which lawyer assign different roles to actors, which can be active or passive. The difference with the previous quote, in this quote the lawyer presented another social actor who played a passive role as a victim, namely his assistant (referring to Chaka's assistant). Meanwhile, Mr. Treymon Robinson is shown by his active role as the actor who committed the act. Thus, the representation occurs because of the elements of social practice, namely participant and action.

Excerpt 8

“But rather Chaka was attacked by Mr. Bitten from behind on that night.”

In the quote above, lawyer represented social actors using a role allocation strategy. It used to assign roles to actors including active or passive roles to show actors acting as perpetrators and victims. It can be known in the statement “Chaka was attacked by Mr. Bitten from behind...” that the perpetrator or subject who carried out the action was Mr. Bitten or in the analysis known is Benton. It was the use of the activation strategy. Obviously, Mr. Bitten was given an active role. Meanwhile, the passive role was given by the lawyer to position Chaka as the victim or the subject of the perpetrator's actions. Here, the lawyer wants to emphasize that Chaka is a victim, not a suspect in the event that occurred. Thus, the representation occurs because of the elements of social practice,

namely participant, action, and location which is known to be that night.

Excerpt 9

*“From the time that **Treymon Robinson bumped Chaka** in the chest until the shooting was 21 seconds.”*

In the excerpt above, lawyer represented social actors using an inclusion strategy. Lawyer adopted the use of role allocation strategies to show the existence and position of actors in relation to who the actors were carried out the actions and who was the target through active or passive roles. It was specifically indicated by the lawyer in the statement “Treymon Robinson bumped Chaka in the chest...” Here it can be seen that the actor who is given an active role as the subject is Treymon Robinson. Meanwhile, the passive role was given by the lawyer to bring Chaka as the subject of the action by the first actor. Thus, the representation occurs because of the elements of social practice, namely participant, action, and performance which is related to the performance of the shot which takes place in 21 seconds.

2. Genericization – Specification

2.1 Genericization

Excerpt 1

*“And we are now in a protective posture of him being forced to protect him right because **APD** did the wrong thing.”*

In the excerpt above, lawyers represented social actors using an inclusion strategy, in the phrase "APD did the wrong thing", lawyer uses a genericization strategy. Actors were represented unspecified by lawyer. In this strategy, lawyer named actors in general. The public cannot know specifically who the actor who made the mistake is because as was known, there were different positions within the police. As a result, the public only understood the actions taken by the actor without knowing the specific identity of the actor. On the other hand, it also has a big impact on APD itself because it means APD has to bear the impact because it is labeled as having made a mistake as a whole. Here, representation only occurs and is focused on one element of social practice, namely participant.

Excerpt 2

*"We've talked to **the city of Atlanta police department** and and members as well as the investigating officers who were boots on the ground asking the very question that you ask us today. And and we have been met with no answer."*

In another excerpt, the lawyer used an inclusion strategy which was embodied in sentence stating that they had spoken with the city of Atlanta police department. Lawyer described social actors in a non-specific way. He preferred to represent it more generally by using the phrase "the city of Atlanta police department". It has a big impact on the organization because it has to bear risks such as public outrage because of the lack of service. This was proven in the lawyer's statement that "We have met with no answer." On the other

hand, the sentence was used by lawyer to criticize the Atlanta city police. Here, representation only occurs and is focused on one element of social practice, namely participant.

Excerpt 3

“We remain disappointed in APD for deciding to bring charges against Chaka.”

In the quote above, the lawyer used a generic strategy. This can be seen in the phrase "APD" which is mentioned in general, without mentioning specifically which refers to certain actors. As complete as in the statement "We remain disappointed in APD for deciding to bring charged against Chaka", the lawyer showed his criticism because he felt disappointed by them because he was negligent in his duties. It was APD who sued Chaka even though the investigation had not been carried out. Consequently, the use of this strategy is used by lawyers to criticize APD in general. That way the impact will be received by all parties in APD without exception. This representation occurs because there is an element of social practice, namely participant.

Excerpt 4

*“We remain equally disappointed in **the city of Atlanta Police Department** for not lodging charges against the individuals who violently attacked Chaka from behind and not his assistant out clearly on video crimes that are seen and were seen by the city of Atlanta police Department before they decided to large Lodge charges against a single individual.”*

Like the previous, lawyer presented actors by using this strategy to present actors in general. This is in the phrase "the city of

Atlanta Police Department" or can be abbreviated as "APD". Of course, this has a huge impact on certain members of the Atlanta city police because they are publicly represented. That means that even though it is actually certain individuals who are guilty and then criticized, the use of strategy puts anyone who works or is part of the Atlanta police department at risk. That is they have to accept themselves to be blamed even if not the culprit.

The representation occurs because of the elements of social practice, namely participant, action, performance. The participants were APD who took action in the form of filing charges against Chaka which were not based on available evidence. The lawyer explains about the performance of the evidence that it is clearly on the recorded crime video.

Excerpt 5

*"Shortly after **the decedent and his crew** exited the restaurant, Chaka along with a friend exited the restaurant."*

In the excerpt above, the lawyer recounted the beginning of Chaka's meeting with the decedent and the crew. Interestingly, lawyer used a genericization strategy to present actors in general. As a result, the public is only made aware that the actor has an identity, namely as the decedent and the crew without being specifically explained. Even though it has been shown, the public is still made to wonder because the actors involved are not just individuals, but

groups. So who is meant by the deceased here? Who are the people in the crew?

The representation occurs because of the elements of social practice, namely participant, action, and location. The participants, as explained earlier, were the decedent and his crew, and Chaka, both of whom carried out the action, namely "excited" from their location, namely the restaurant.

Excerpt 6

*"It's the facts that happened that night, that evening, and when you take a close close look at the video footage as well as you interview **all of the critical eyewitnesses**, the reality is, is that the only conclusion that you can reach is that he acted in self-defense."*

In the excerpt above, lawyer represented social actors by using an inclusion strategy. In the phrase "...interview all of the critical eyewitnesses...", it is shown that lawyers used a genericization strategy. Actors were represented unspecified by lawyers. In this strategy, lawyers mentioned actors in general, namely "all of the critical eyewitness". Here the public cannot know specifically who was included in the "critical eyewitness" category. As a result, the public only understood the actions taken by the actor without knowing the specific identity of the actor. By mentioning "critical" it has an influence on the perspective of the public because it means that eyewitnesses who were interviewed can provide critical information, and of course its validity can be ascertained.

The representation occurs because of the elements of social practice, namely participant, action, and time. As for the participants, as explained earlier, are eyewitnesses from the incident, where they received action on interviews to demand information. There is also a time that explains that the incident occurred at night.

Excerpt 7

*“And so as much as the **Benton family** has questions and I can understand their pain and appreciate it because I’ve represented many victims as a former prosecutor when I work these cases.”*

In the excerpt above, lawyer represented social actors in general using a genericization strategy. It was applied by the lawyer to non-specifically identify the bereaved family members by choosing to use the word "Benton family". It is a generalization because there is no specific family member, is it the mother? his father? His brother? All generalized to the Benton family. Even though the lawyer did not mention who the family members in question were, this was enough to make the public understand about the actions of these actors and their relationship with the victim.

2.2 Specification

Excerpt 1

*“No, that question needs to be lodged with APD at with **the chief of police the interim chief police.**”*

In the excerpt above, lawyer represented social actors using the inclusion strategy in the phrase "the chief of police". In this case,

the lawyer used a specification strategy by showing the identity of the actor, namely the chief of the police. Here, lawyer presented social actors with clear identities, not in general. That means the actor was the chief constable of the Atlanta police force, not the chief of any other city force. Through the use of this strategy, it will created a perspective that the one who needs to be responsible for the arrest and detention of the case involved Chaka is the head of the Atlanta police. As was known above, representation occurs because of elements of social practice, namely participant.

Excerpt 2

*“Unfortunately that didn't work, an independent eyewitness cooperates. This fact that **independent witness was one of the valet attendees** doesn't know Chaka, doesn't know Tremaine Robinson.”*

In the excerpt above, lawyer presented social actors through specification strategy, in the phrase "witness was one of the valet attendees". In this case, lawyer used a specification strategy by clearly displayed social actors with their identities, namely one of the valet attendees. The specification occurred because the lawyer specifically mentioned the social actor, namely an independent witness who did not know Chaka. The lawyer provided this identity so that the credibility of her testimony could be trusted. That means she gave a statement based only on the facts of what she witnessed is not in doubt because she did not know Chaka. So the testimony given is natural without coercion or demands from anyone. As is

known above, representation occurs because of elements of social practice, namely participant.

Excerpt 3

“Superiors of the Atlanta Police Department unfortunately were pushing to charge Chaka days after the shooting by only watching the video without interviewing any critical eyewitnesses to the scene.”

In the excerpt above, the attorney presented the actor who is guilty of Chaka's arrested by only watched the video without interviewed any critical eyewitnesses to the scene, specifically “Superiors of the Atlanta Police Department”. Here, the attorney adopted a strategy of specification by representing actors with clear identities, namely "superiors of the Atlanta Police Department" not the chiefs of other sections or the chiefs of police of other cities. It provided a perspective for the public to blame the Atlanta police chief for rushing to determine a murder suspect without further investigation. As a result, the public's perspective, which initially "went along" turned into "waiting for" the decision and the truth to be revealed, at least they didn't consider Chaka a guilty actor.

It can be said that the representation occurs because of the elements of social practice, namely participant and action. The participants were the subjects who carried out the "pushing" action on Chaka, namely the superiors of the Atlanta Police Department.

3. Assimilation – Individualization

3.1 Assimilation

Excerpt 1

*“We’ve also had the benefit during the course of our investigation of interviewing **several** critical eyewitnesses, who were at the scene that day actually saw what went down what was said.”*

In the excerpt above, lawyer used the inclusion strategy to present social actors. This is shown in the use of the assimilation strategy through aggregation techniques, in which social actors were represented by equating individuals with groups. This can be seen in the phrase "several critical eyewitnesses". The word “several” denotes a form of plurality, and lawyers pointed out that regardless of the number of individual actors who become eyewitnesses, they are still a group of “eyewitnesses”. This had a huge impact on the public's perspective because the lawyers had eyewitnesses to prove Chaka's innocence. Witnesses are valid evidence that is owned to achieve that. Thus, the representation occurs because of the elements of social practice, namely participant and action. Participants as subjects namely "we" which refers to the lawyer himself doing something "interviewing" on participant as object namely several critical eyewitnesses.

Excerpt 2

“Our team and others pleaded with the city of Atlanta Police Department to conduct a more thorough investigation.”

In the excerpt above, lawyer represented social actors using an inclusion strategy. He applies the assimilation strategy in another way, namely by using collectivity techniques or through the first person plural "we" or the third person "they". In this case, it can be seen that the lawyer represented the actor in the first person plural form in the phrase "our team" or in analysis means that the legal team is represented as "we" who carried out the action "pleaded with the city of Atlanta Police Department to conduct a more thorough investigation ." Meanwhile, other actors are represented through the third person plural "they" represented in the phrase "the city of Atlanta Police Department" which is expected to carry out "more thorough investigation." The impact is that it can have a major influence to lead public opinion to take sides with certain actors because they are represented by "we" and "they".

The representation occurs because of the elements of social practice, namely participant, action, and performance. The participants have been described above, that is, during the investigation there were lawyers or those represented by "our team and others" and the Atlanta police. Lawyers have "pleaded" activities so that APD investigates more thoroughly, which is a performance.

3.2 Individualization

Excerpt 1

*“And so all of this energy is absolutely misdirected at **a man who was a businessman.**”*

In the excerpt above, lawyer represented individual social actors. The phrase "a man who was a businessman" shown the use of an individualization strategy because social actors clearly stated their identities, namely a man who was a businessman. That means the actor was a grown man because given the phrase "a man" and he is a businessman, obviously not a doctor or other profession. Here it can be seen that representation is formed with one element of social practice, namely participant.

4. Association – Dissociation

4.1 Association

Excerpt 1

*“At some point **Chaka and his special guests and their company** began to walk-walk toward the restaurant to go back into the restaurant.”*

In the excerpt above, the lawyer represented social actors using an inclusion strategy, in the phrase "Chaka and his special guests and their company." The strategy used by lawyer is association. Association strategy occurs when individual or group join into group. In this case, the group forms a new group which can be called a business group. Most business people hold a meeting to discuss a business plan at a restaurant. That's what Chaka did, considering that

Chaka is a businessman, it is also called “their company” so it is certain that they will join a group of entrepreneurs to discuss business.

Here it can be seen that representation is formed or can occur because of the elements of social practice, namely participant and location. The participants discussed previously were the subjects or actors involved, namely Chaka and his special guests and their company. While the location is mentioned explicitly in a restaurant.

Excerpt 2

“The APD, the chief, works for the mayor, and at this point APD has to be reeled in clearly the way they've moved in this case absolutely requires some oversight.”

In the excerpt above, the lawyer represented social actors using an inclusion strategy, in the phrase “The APD, the chief.” The strategy used by lawyers is association, that is, individual or group form or join a group. In this case, social actors were associated to become a group to take action “works for the major”. Uniquely, the lawyers also demonstrated the use of another strategy, namely the dissociation strategy, as will be discussed below. The APD is a plurality, the chief is also a plurality because it is impossible for there to be only one head in the police considering that in the police there are several divisions based on their duties. So these groups merged into a group that worked for the majors.

This representation occurs because of the elements of social practice, namely participant and performance. The participant is the

subject raised by the lawyer, namely the APD, the chief. In this case it is also shown how the performance of APD is that it really needs supervision.

4.2 Dissociation

Excerpt 1

*“...after the decedent and his **crew** exit the restaurant and the establishment, is that they are gathered there in front of the cars co-mingling as eventually Chaka walks out to go get his special guests. During that time **Corey Crawford** goes inside his vehicle and pulls out a gun to arm himself, and then all of the sudden this one of the same crew members approaches Chaka that is **Treymon Robinson** and has a beef with Chaka that comes from nowhere.”*

In the quote above the lawyer used the inclusion strategy. The dissociation strategy is used to present social actors by separating their association. It appears that in the previous sentence, the lawyer associated the actor with the others in the phrase "his crew" which indicated that the actor is one of the crew members. However, after that the lawyer specifically represented the actor or perpetrator by mentioning the actor's identity. The lawyer dismissed Corey Crawford from his association "crew" as well as "Treymon Robinson" because the lawyer wanted the public to know clearly about the incident about who the actors were and what tasks they had for Chaka. Hence, it can be clearly seen that Chaka is actually a victim, not the perpetrator as he was accused. Based on the excerpt

above, the representation occurs because of the elements of social practice, including participant, action, location, tool and material.

Excerpt 2

“The APD, the chief, works for the mayor, and at this point APD has to be reeled in clearly the way they've moved in this case um absolutely requires some oversight. They cannot manage this themselves fairly and justly.”

In the excerpt above, lawyer represented social actors with dissociation strategy that are more inclined to individual representation and are not related to other groups. Previously, lawyer used the association strategy to unite social actors into groups, namely "the APD, the chief" became a group that did "works for the mayor". So, in the dissociation strategy, lawyer represented actors who were more inclined towards individuals, namely the APD in the next clause "at this point APD has to be reeled in clearly the way they've moved in this case um absolutely requires some oversight." Thus APD takes action independently which "absolutely requires some oversight”.

The representation occurs because of the elements of social practice, namely participant and performance. The participant is the subject raised by the lawyer, namely the APD, the chief. In this case it is also shown how the performance of PPE is unfair which really needs supervision.

5. Indetermination – Differentiation

5.1 Indetermination

Excerpt 1

“Our team and others pleaded with the city of Atlanta Police Department to conduct a more thorough investigation and to slow the process down interview someone for crying out loud.”

In the excerpt above, lawyer represented social actors by using an inclusion strategy. The phrase “our team and others...” and “interview someone” is an indetermination strategy in which the actor is named anonymously and was not clear who his real identity is and how many people have made the request, it was also not clear which actor's identity was interviewed. Through the indetermination strategy, lawyers explain social actors in the use of indefinite pronouns, the public will not understand specifically who the actors are involved in the action.

The representation occurs because of the elements of social practice, namely participant, action, and performance. The participants have been described above, that is, in the investigation there were lawyers or those represented by “our team and others” and the Atlanta police. The subject performs a "pleaded" action on the APD so that they investigate thoroughly, it is called a performance.

Excerpt 2

“Anybody for that matter across the United States has the ability to defend themselves.”

In the excerpt above, lawyer represented social actors by using an inclusion strategy. To be precise, lawyer adopted the use of indefinite pronouns in the phrase "Anybody for that matter across the United States." It is an indetermination strategy. Lawyer deliberately present actors anonymously with the aim that the public seems to be imagining being in the place of "anybody" which "has the ability to defend themselves". This has an impact on the public, who will be influenced by their opinion and think that it is true that what Chaka is doing is a form of self-defense. Everyone has the right to do that (defense). Here the representation is formed with an element of social practice, namely participant.

Excerpt 3

*“It's not lost on Chaka that **someone** lost his life that evening.”*

In the excerpt above, the lawyer displayed an anonymous social actor in the phrase "someone". It is an indetermination strategy. The lawyer did not mention social actors specifically or in general, but anonymously. So that the public did not know who the actor who has lost his life is. In the sentence above, if it is changed to a strategy specification, it will become "It's lost on Chaka that Benton lost his life that evening." Thus the elements of social practice that build the representation are participant and time. The

participants were the actors involved, namely Chaka and someone, which happened at night.

Excerpt 4

*“They charge **everybody**. And then let the district attorney or **someone else** figure it out.”*

In the excerpt above, lawyer represented social actors by using an inclusion strategy. The phrase “everybody” and “someone else” is an indetermination strategy in which the actor is named anonymously and it is not clear who his real identity is and how many people are meant in the charged "everybody", nor is it clear whose identity the actor is. who knows the action. Through the indetermination strategy, lawyer explained social actors in the use of indefinite pronouns, the public will not understand specifically who the actors were involved in the action.

From this explanation, it can be said that the elements of social practice that build this representation lie in participant and action. The participants are "they" or referring to PPE. The action that is raised by APD is "charge". However, it is possible that APD was wrong in accusing the suspect so that it was created about APD's poor or unfair performance, which in the end someone else would find out.

5.2 Differentiation

Excerpt 1

“Mr. Robinson began to reach for his waistband. Chaka in an effort to try to de-escalate the situation told the young man don't reach for that on more than one occasion. Essentially trying to keep the peace and de-escalate the situation.”

In the excerpt above, lawyer represented social actors by using an inclusion strategy. Here, the lawyer applied the use of a differentiation strategy in which social actors are distinguished from other similar social actors to distinguish "self" and "other". First, the phrase “Mr. Robinson began to reach for his waistband” is a lawyer's way of describing Mr. Robinson as a striker or a bad actor, in the phrase "reach for that on more than one occasion". Meanwhile, the other actor, namely Chaka, was described by the lawyer as having an act that contrasted with Mr. Robinson, where Chaka is a good (peace-loving) actor, in the phrase "Chaka in an effort to try to de-escalate the situation."; “Essentially trying to keep the peace and de-escalate the situation.” From the two events, it can be concluded that the lawyer wanted to mention two different representations in an opportunity as a form of comparison between them.

This representation occurs because of the elements of social practice, namely participant, action, performance. The incident involved actors, namely Robinson and Chaka, where Robinson carried out the "reach for his waistband" action. So here there is a contrasting performance between Robinson and Chaka. Robinson is

depicted with a rough performance because he attacks, while Chaka has a peace-loving performance.

Excerpt 2

“Chaka on that evening without his place of business after the decedent and his crew arrived there at the establishment they parked their vehicles in the VIP section and eventually entered the restaurant.”

In the excerpt above, the lawyer used a differentiation strategy to represent social actors. He did this by providing contrasting events between them. First, the lawyer stated that Chaka parked his vehicle in the VIP section. That's natural because Chaka is actually a VIP member there. Second, the lawyer stated that the decedent and his crew were in the VIP section. This is an oddity and definitely wrong because they are not VIP members so they shouldn't be there. The discourse contained was that the decedent and his crew were dissident groups because they had violated the rules there. The two events were shown by lawyer in different ways to highlight who was guilty and who was not.

The elements of social practice that build this representation are participant and location. The participants represented are Chaka, the decedent and his crew. As for the location, it is mentioned in a complex manner, starting at the VIP parking lot and then ending up at the restaurant.

Excerpt 3

“In any event Chaka gets to his feet in an effort to get back into the restaurant, but the fight's not over, it's a continuous event and ultimately as he gets to his feet the decedent and Treymon Robinson are right there charging Chaka to attack him again.”

In the excerpt above, lawyer represented actors using an inclusion strategy. Precisely using the differentiation strategy, namely showing social actors clearly but making contrasting stories that befall social actors. In the event of a fight involved social actors, namely Chaka, the decedent and Robinson, the lawyer emphasized the good actors on Chaka and the bad actors on the decedent and Robinson. That, as seen in the phrase "In any event Chaka gets to his feet in an effort to get back into the restaurant" shows that Chaka wants to end the fight. In other phrases "the decedent and Treymon Robinson are right there charging Chaka to attack him again" to show their bad deeds which are in stark contrast to Chaka.

The representation occurs because of the elements of social practice, namely participant and action. The fight required the actors involved, namely Chaka, the decedent, and Treymon Robinson. While the action that occurred during the fight was where Chaka "gets" and Robinson with his action, namely "charging Chaka to attack him again.”

Excerpt 4

“We work tirelessly with one another and with Chaka's legal team and investigators to interview those critical eyewitnesses turning over many of them.

Despite our efforts despite our call for them to conduct a thorough investigation APD failed in every respect. In fact to date they haven't interviewed every critical witness or identified every critical witness that was there at the scene that night. In fact they haven't even interviewed the initial instigator Treymon Robinson who began to reach for his race ban and gun and try to escalate the situation into something that Chaka did not want it to do.”

In the excerpt above, lawyer represented "self" and "other" to present social actors through a differentiation strategy. This strategy is appropriated for differentiating social actors from other similar actors. Hence, in his remarks, lawyer used this strategy to express disappointment and criticize actors to be able to provide a different perspective for the public making an assessment. For that reason, it is clear here, that it is explained that "We work tirelessly with one another and with Chaka's legal team and investigators to interview those critical eyewitnesses turning over many of them" to show that those who sided with Chaka "self" did a good job of gathering evidence of Chaka's innocence based on field data.

Whereas in another phrase "...APD failed in every respect. In fact to date they have not interviewed every critical witness or identified every critical witness that was there at the scene that night. In fact they haven't even interviewed the initial instigator Treymon Robinson..." is a lawyer's way of showing that APD is an "other" who takes action in contrast to "self". APD has not done the investigation they should have done as part of the job. It can be

concluded that "other" is an actor who is negligent so there is a possibility of wrongful arrest of Chaka, while "self" is an actor who is responsible for arresting suspects with valid evidence.

So that the elements of social practice that make up this representation are of course participant, action, and performance. For participants, it has been previously explained that they are Chaka's legal team and APD. As for what actions they took, it can be noted in the quote because it is stated explicitly in a coherent manner. Here the point is performance to emphasize that APD is bad, failing at everything.

6. Nomination – Categorization

6.1 Nomination

Excerpt 1

“Chaka on that evening without his place of business after the decedent and his crew arrived there at the establishment they parked their vehicles in the VIP section and eventually entered the restaurant.”

The excerpt presented above shows that the lawyer wanted to mention social actors through an informal naming process. The lawyer did this by only mentioning the actor's first name, Chaka. The use of appropriate nouns in representing social actors can be categorized as a nomination strategy. Through this technique, the lawyer convinced the public that Chaka did not use his status to obtain justice. He became himself with the name “Chaka”.

The representation occurs because of the elements of social practice, namely participant, action, and location. Participants in the scene are Chaka, the decedent and his crew. There was an action taken by the decedent and his crew, namely entering the restaurant, so it was known that it was the location, the restaurant.

Excerpt 2

*“That is when **Chaka** was confronted by one of the crew members of the decedent that crew member’s name is **Treymon Robinson**.”*

In the excerpt above, the lawyer mentioned the specific identity of social actors through the naming process. That is one of the strategies used to present social actors through the use of the nomination strategy. Interestingly, the lawyer mentioned the names of the social actors differently, one in an informal way, namely just the first name for "Chaka", while for the other social actors, they stated the full name for "Treymon Robinson". This distinction is given by lawyer to generate understanding for the public to obtain information about the complete identity and actions taken by these actors. Thus it can be seen that there are elements of social practice that form this representation, namely participant and action.

Excerpt 3

*“And as a result **Mr. Robinson** began to reach for his waistband.”*

In the excerpt above, lawyer represented social actors by using an inclusion strategy. Lawyer presented social actors through the use of the nomination strategy by mentioning the names of social

actors in a semi-formal manner, in the phrase “Mr. Robinson”. It was done by means of mentioning the last name of the actor with the title. That way the public has an understanding of the actor's identity including age (can be estimated by the title "Mr.") and the actions taken because the actor acts as a subject. Thus it can be seen that there are elements of social practice that form this representation, namely participant and action.

Excerpt 4

*“Then **Mr. Benton** that Mr. Benton then stomped him, kicked him, punched him, that uh that those things are just not consistent with the facts.”*

In the other excerpts above, lawyer represented social actors through the use of nomination strategy. Lawyer applied a process of naming last names with titles. As a result, the actor whose real name is Artez Jamin Benton was changed semi-formally in this strategy to “Mr. Benton”. That way the public has an understanding of the actor's identity including age (can be estimated by the title "Mr.") and the actions taken because the actor acts as a subject. Thus it can be seen that there are elements of social practice that form this representation, namely participant and action.

Excerpt 5

*“They didn't charge Mr, uhm, the others of **Mr. Stroger** with a super battery.”*

In the excerpt above, lawyer presented social actors in a unique way. That is by using the nomination strategy. The phrase “Mr. Stronger with a super battery” attracted public attention

because lawyers used unique techniques to identify social actors. Through this strategy, lawyer exaggerated social actors represented by the identity of “Mr. Stronger”. This representation has a major influence on driving public opinion because the public is indirectly suggested by lawyer with the word "Stronger" which refers to the actor and it represents the actor's actions. So here the representation is only formed with one element of social practice, namely the participant or actor who receives the action.

Excerpt 6

*“But rather Chaka was attacked by **Mr. Bitten** from behind on that night.*

Again, in another excerpt, lawyer represented actors using an inclusion strategy. It is used to display social actors in reporting by giving identity to the actor, called the nomination strategy. The identity given is usually in the form of a name, but in the Excerpt the attorney provides a unique identity. He named the actor according to the action taken, namely “Mr. Bitten”. As a result, the public knows that the actor is an adult man because he is given the title "Mr." and knowing the actor's action on the phrase “Bitten”. Through this strategy, attorneys provided brief but clear information that can be understood and remembered easily. Thus it has the effect of providing a perspective for the public to provide an assessment of actors through memorable identities.

The representation occurs because of the elements of social practice, namely participant, action, time. There were participants

involved in the attack, namely Chaka and Mr. Bitten. While the action seems clear that Mr. Bitten attacked Chaka, who knew the time was, that night.

6.2 Categorization

Excerpt 1

*“That is where **his family and his friends** call 9-1-1 and attempt to render Aid.”*

In the excerpt above, lawyer represented social actors using an inclusion strategy. Lawyer adopted a categorization strategy to represent social actors by indicating their specific identity categories. The phrase "his family and his friends call 9-1-1" showed the actor's identity is family and friends of "his" or in the analysis it was known to refer to Chaka. In this case, lawyer wanted to show that social actors were represented in terms of the identities and functions they share with others. It was shown that when Chaka was injured, his family and friends stepped in to help him. Through this strategy lawyers provide an understanding to the public about actors and their actions. Apart from that, the lawyer also tried to influence the public through this information that Chaka was actually a victim. Here there is an element of social practice that you want to emphasize in building representation, namely the participant.

Excerpt 2

*“And it's really deeply unfortunate that **this family of the deceased** is being used in the way they're being used.”*

In the excerpt above, the lawyer also applied the categorization technique to represent social actors. In the phrase "this family of the deceased" lawyers presented social actors by showing their specific identity categories. That means the actor is the family of the deceased, in this analysis "the deceased" referred to Benton, so the conclusion is the Benton family. Through this strategy, the lawyer provided a specific identity, meaning the Benton family, not the Chaka family, or other actor's families. This way of categorizing aims to show that lawyer did not judge victim as guilty or anything, only to be legally fair. Here there is an element of social practice that you want to emphasize in building representation, namely the participant.

7. Functionalization – Identification

7.1 Functionalization

Excerpt 1

*“Fortunately **Chaka’s assistant** sees this violent assault against Mr. Zulu and she runs to his Aid.”*

In the excerpt above, lawyer presented social actors through the use of functionalization strategies. Social actors are represented by how they act. There are many ways that can be used to implement this strategy. In this case, the lawyer presented a social actor through a noun which is produced from a verb (assist) with an -ant ending, in the phrase "Chaka's assistant". Through this strategy the public can find out what actions the actor took. The same method is used in

other Excerpts in (Excerpt 2) “*The initial instigator Tremont Robinson also begins to focus his attention on **Chaka's assistant.***” Here there are elements of social practice that we want to emphasize in building representation, namely participant and action.

Excerpt 3

“*Simply refers to Chaka as the **old guy** and Treymon Robinson as the **young guy.***”

In the excerpt above, lawyer presented social actors by using a functionalization strategy. In the excerpt, lawyer represented social actors through nouns in general categories. The phrase "guy" is a general category that referred to people of the male gender. In this case, the lawyer represented two social actors in the same way, namely Chaka is represented as an “old guy” and Treymon Robinson is represented as a “young guy”.

This representation occurs because of the elements of social practice, namely participant and its eligibility. It can be seen that the participants are Chaka and Treymon Robinson. Then what attracts attention is that Chaka is referred to as old man while Robinson is referred to as a young man. This is an element of social practice called eligibility of participant, why is Chaka called an old man and Robinson a young man, there are conditions. Which in this analysis it is known that Chaka is 52 years old while Robinson is 23 years old.

Excerpt 4

*“Milliseconds later the **shooter** Corey Crawford who has yet to be apprehended or arrested shot Chaka in the back.”*

In the excerpt above, lawyer presented social actors through the use of functionalization strategy. Social actors are represented by how they act. There are many ways that can be used to implement this strategy. In this case, the lawyer presented a social actor through a noun resulting from a verb (shoot) ending in -er, in the phrase "shooter Corey Crawford". Through this strategy the public can found out what actions the actor took. Thus this representation is formed with one element of social practice which is participant, namely the subject who does something and the subject who receives it.

Excerpt 5

*“She was an **employee** of the city of Atlanta Police Department.”*

In another excerpt, attorney displayed social actors through nouns resulting from the verb (employ) with the ending -ee, in the phrase “employee of the city of Atlanta Police Department”. Through this strategy the public can found out what actions the actor took. The element of social practice that occurs in this representation is participant.

Excerpt 6

*“**People** are astonished that he was charged and the only when things don't make sense that should make sense logically.”*

In the excerpt above, lawyer presented social actors by using a functionalization strategy. In the excerpt, lawyer represented social actors through nouns in general categories. The phrase “people” is a general category that refers to human beings. Here it can be observed that this representation is highlighted by an element of social practice, namely participation and performance, which is said to be unreasonably demanding.

Excerpt 7

*“The last **person** that would want to shoot another man is **the man** sitting to my right.”*

In the excerpt above, lawyer presented social actors by using a functionalization strategy. In the excerpt, lawyer represented social actors through nouns in general categories. The phrases “person” and “man” were general categories used to avoid identity differences. In this case, lawyer represented social actors with two general categories in which "the last person" has the same goal as "man". This representation occurs because of an element of social practice, namely participant, in which it is stated that the subject involved is both anonymous: the man sits on the right and another man.

Excerpt 8

*“The police department has not attempted to arrest that **person**, and have had the audacity in the charges to charge Ahmed Chaka Zulu Obafemi with simple battery.”*

In the excerpt above, lawyer presented social actors by using a functionalization strategy. In the excerpt, lawyer represented social actors through nouns in general categories. The phrase “person” is a general category that can refer to anyone. As explained above, the elements of social practice that make up this representation is participant.

7.2 Identification

Excerpt 1

“I know is that the single person to sign the arrest warrants for the city of uh for Mr. Zulu was detective Johnson and she was an employee of the city of Atlanta Police Department.”

In the excerpt above, lawyer represented social actors by using an inclusion strategy through the use of an identification strategy. Through this strategy, lawyer represented social actors who focused on showing who they are, not what they do. The phrases “detective Johnson” as a social actor and “she was an employee of the city of Atlanta Police Department” are the explanatory sentences that complete the actor's identity. From this analysis, the representation occurs because of an element of social practice, namely participant.

Excerpt 2

“Chaka has been a son of Atlanta since he came here to go to college. He is well known in this community his character speaks to it for itself. And he has always done what is right.”

In the excerpt above, lawyer presented social actors through identification strategies. The lawyer did this by showing the existence of actors who determined who they were, not what they did, namely Chaka. Then the lawyer mentioned an explanatory sentence that aims to explain or described the actor's position in the sentence "He is well known in this community his character speaks to it for himself. And he has always done what is right." From this analysis, the representation occurs because of an element of social practice, namely participant.

Excerpt 3

"This is a middle-aged man who was attacked by 23 year olds men as young as one of his own children, absurd."

In the excerpt above, lawyer represented social actors by mentioning the existence of social actors by using their identities. Lawyer highlighted social actors by representing them through the mention of age to provide public understanding of who the actors are involved. Lawyers call the first social actor a "middle aged man" and provide a description of the actor in terms of "who was attacked." Then the lawyer also called the other actors "23 year old man" and "as young as one of his own children" to describe the actor. The exact same strategy was used by the attorney in another of his sentences. It's in (Excerpt 4) in the sentence: *"Simply refers to Chaka as the old guy and Tremaine tremon Robinson as the young guy."*

The representation occurs because of the elements of social practice, namely participant and its eligibility. It can be seen that the participants are Chaka and Treymon Robinson. Why Chaka is referred to as an old man while Robinson is referred to as a young man, is due to an element of social practice called eligibility of participant. Chaka is referred to as an old man and Robinson as a young man, there are conditions, which in this analysis it is known that Chaka is 52 years old while Robinson is 23 years old.

Excerpt 5

*“He's not a member of a criminal street gang. **This is a professional businessman who's worked all going to college** educated himself worked all his life been a philanthropist in the community giving back to the community.”*

In the excerpt above, lawyer represented social actors with identification strategy. It can be seen in how lawyer presented social actors by describing social actors. In the phrase “who’s worked all going to college educated himself worked all his life been a philanthropist in the community giving back to the community” as an explanatory sentence to explain or describe the first position, namely “professional businessman”. Here, lawyer highlighted elements of social practice, of course, participants in forming this representation. It aims to highlight the character possessed by the participant, so that the public can notice about it.

8. Personalization – Impersonalization

8.1 Personalization

Excerpt 1

*“So **these men** were upset that they couldn't get in and they came back out upset wanting to refund wanting their money refunded.”*

In the excerpt above, lawyer represented social actors using an inclusion strategy through the use of a personalization strategy. The phrase “these men” is a representation of who the actors were involved in. Through this strategy, the lawyer made the subject appear like a noun but he used the personalization to show the phrase as a human. That is what lawyers said by using nouns in general categories like "men" which describe humans. Here, the lawyer formed this representation with an element of social practice, namely participant. He wanted to emphasize that “these man” had a bad temper, annoyed just because he couldn't enter the restaurant.

Excerpt 2

*“She jumps on the back of **the decedent** as he is kicking and stomping and punching Chaka.”*

In the excerpt above, lawyer presented social actors using personalization strategy. Lawyer showed the existence of social actors by representing these actors as nouns whose meanings contain human nature. In the phrase "the decedent", the lawyer gave a perspective to the public that "the decedent", who in fact was a victim, was also the perpetrator of the attack on Chaka. So, it can be

concluded that the lawyer wants to persuade the public not to place "the decedent" as an innocent actor. From this analysis, it can be concluded that representation occurs because of elements of social practice, namely participant and action. This is to provide an overview of what happened at that time and what actions were taken by the participants. So, here, we can find out who is guilty and who is not.

8.2 Impersonalization

Excerpt 1

*"In fact, **some of that footage** even before TMZ aired it had been circulating on the internet with **some analysis**."*

In the excerpt above, the lawyer represented social actors using an inclusion strategy. This is demonstrated by the use of impersonalization strategy, namely representing social actors that do not involve human attributes. In the phrase "some of that footage" is an abstract noun that still needs to be questioned by the public; what recordings? how many recordings were leaked to the public? Here, the lawyer represents a social actor who will know which actor is spreading some of these recordings. Lawyer also represented other social actors, namely actors who make the "some analysis".

Excerpt 2

*"Given that the video of the shooting is now circulating on the internet, we felt compelled to have this press conference because there was **some reporting frankly** depicting the decedent as an innocent bystander."*

In the excerpt above, lawyer presented social actors through the use of abstract nouns that do not refer to human attributes. The impact is that the public can only guess which actor is the actor represented by the noun because it is abstract. The phrase “some reporting frankly...” mentioned that there were reports that are in favor of the victims, but it doesn’t say how many reports there are? what is the form of the report? Through this strategy, lawyer implicitly displayed actors by providing clues through the use of these abstract nouns.

Excerpt 3

*“This is a situation where it appears to Atlanta Police Department **for some reason** made a very quick decision.”*

In the excerpt above, lawyers represented social actors using impersonalization strategy. As previously explained, this strategy uses abstract nouns. The phrase “some reason” is an abstract noun that represents a social actor, namely the Atlanta Police Department. In this case the lawyer wanted to show that APD made a decision very quickly for certain reasons, not on the basis of valid evidence, we will never know for what reason.

Excerpt 4

*“But right now we are not authorized to release the video and so as a result based upon um just just **some legal technicalities** that we are trying to do our best to abide by we haven't released the video otherwise we would be presenting to you today with the video.”*

In the excerpt above, lawyer displayed social actors by representing them in abstract nouns that referred to these actors but do not involve human attributes. Even so, the existence of social actors can be identified through this strategy. The phrase "some legal technicalities" is an abstract noun because it does not specifically mention what technicalities the actor uses in carrying out his actions.

Excerpt 5

"Seconds later Chaka is viciously attacked from behind by the decedent and his crew."

In the excerpt above, lawyer represented social actors by utilizing the use of abstract nouns that refer to these actors. In the excerpt, it can be seen that Chaka is a social actor as a victim of an attack. Note that the lawyer uses an abstract word in "seconds later" because how long it will take the actor in the attack is not clearly stated.

Excerpt 6

"That is where his family and his friends call 9-1-1 and attempt to render Aid."

In this quote, the lawyer manifested impersonalization through objectification. That is the strategy used by lawyers to provide clear information but without human attributes, meaning that here the public has clear information about who called "his family and his friends" is the one who has the telephone number 9-1-1. It sounded objective because it clearly stated the number, which it referred to

as the emergency contact for America to ask for help in an emergency.

9. Overdetermination

Excerpt 1

“And in fact the decedent is the second one to punch and kick and stomp Chaka as he falls to the ground.”

In the excerpt above, lawyer represented social actors using an inclusion strategy. Lawyer presented actors by depicting actors with more than one activity at the same time. This strategy is called the overdetermination strategy. In a sentence above, the lawyer showed that the actor performs several actions. The first is to show that "the decedent punch Chaka"; the second is "the decedent kick Chaka"; the third is "the decedent stomp Chaka"; the last one is "Chaka falls the ground." Through this strategy the attorney told the chronology briefly and clearly. It gave an understanding to the public about what actions the actor was took.

Lawyer emphasized the decedent's brutality more than once during the press conference. This was because the lawyer considered it important to straighten out the report about the decedent as an innocent actor that was wrong. There are several other excerpts that mention the actor's actions in exactly the same way as above. Among them are **(Excerpt 2):** *Then Mr. Benton that Mr. Benton then stomped him, kicked him, punched him, that uh that those things are just not consistent with the facts.*

From the analysis above, it can be seen that this representation occurs because of the elements of social practice, namely participant and action. Participant is the subject that performs the action, it is mentioned explicitly. Here, it can be seen that the subject has a bad attitude or is an actor who is guilty of the brutality of his action on Chaka.

Excerpt 3

“She jumps on the back of the decedent as he is kicking and stomping and punching Chaka, and begins to hit the decedent in the head and about the head so much so in an effort to defend his life.”

In the other excerpt above, the lawyer displayed social actors simultaneously at the same time in a sentence. This strategy was used by lawyers because they wanted to focus public attention on what actions the actors took in the event. Thus lawyers represented actors in a complex way in the actions they take. The first action shows that "She jumps on the back of the decedent", the pronoun "she" refers to Chaka's assistant. The second action is "the decedent as he is kicking and stomping and punching Chaka" showing that the actor, namely the decedent, takes several actions at the same time. The phrase "...to hit the decedent in the head..." is an action taken by the actor, namely Chaka in an effort to defend his life. It can be concluded that the lawyer gives the role or all the actions carried out by the actor. It aims to provide an understanding to the public regarding the events of the event. So that the public can provide an

assessment based on facts that occur in the field, not based on individual reports.

From this analysis, it can be seen that lawyers form this representation by emphasizing the elements of social practice, namely participant and action. It is used to provide an understanding to the public about who the actors are and their actions. So that it can make an assessment of actors who are guilty and not.

Excerpt 4

*“First of all Treymon Robinson is the first person to have made physical contact with Chaka . **He chest bumped him in Chaka and he was reaching for a firearm what Chaka believed to be a firearm. After that chest bump as he was reaching for his shocked firearm Chaka tried to prevent him and de-escalate the situation prevent him from pulling that firearm. And then he is attacked from behind. Look he is a licensed to carry he was lawfully in possession of his gun that night in fact when that young man was reaching for his race band and Chaka believed he had a firearm the law would have fallen out a firearm. So no one gets shot instead of being able to prevent that man from pulling out a firearm what happened is he was attacked from behind, beaten, and pummeled to the ground. He's in a defenseless posture and eventually he has to get up in any time in America I can tell you this that four people attack you from behind and start kicking and stomping and beating on you.**”*

In the quote above, the lawyer presented social actors by narrating Chaka's experienced as an assault victim who struggles to defuse the situation while at the same time bringing out the perpetrator so that everyone understand the sequence of events. Therefore, it allowed lawyers to present social actors simultaneously

with more than one action. This strategy is called overdetermination. In this quote, the lawyer presents Treymon Robinson as the first social actor to take action against Chaka. The lawyer explained that he chest bumped him in Chaka, reaching for a firearm, reaching for his race band, attacked Chaka, beaten, and pummeled Chaka to the ground.

From this analysis it can be seen that lawyers form this representation by emphasizing the elements of social practice, namely participant and action. This is used to provide an understanding to the public about who the actors are and their actions. So that it can make an assessment which one is actually the agent and which one is the victim.

B. Discussion

After analyzing data in the form of lawyer's utterances taken from a video press conference with lawyers on September 22, 2022 on the official FOX 5 Atlanta YouTube channel, researcher found two Social Actor Representation strategies based on van Leeuwen's framework (2008). The inclusion strategy is a technique used to display or demonstrate the presence of social actors in news, in this case means during press conference. While the exclusion strategy is a technique used to exclude or exclude actors at press conference.

The findings showed that lawyers used both of these strategies, namely exclusion and inclusion during press conference to exclude or

include certain social actors that are expressed through speech (linguistics). Researcher found 9 data on exclusion strategies and 67 data on inclusion strategies. In the exclusion strategy, suppression strategies are found: passive agent deletion has 1 data, non-finite clause 1, nominalization and process noun 3. Other exclusion strategies, namely background, have 4. Furthermore, for the inclusion strategy, role allocation is the substrate for inclusion that is most used by lawyers with 9 data, followed by functionalization there are 8 data, genericization 7, impersonalization 6, nomination 6, identification 5, overdetermination 4, differentiation 4, indetermination 4, specification 3, assimilation 2, association 2, dissociation 2, categorization 2, personalization 2, and individualization 1.

It can be seen that the inclusion strategy is certainly more often used by lawyers than the exclusion strategy. That's because the lawyer's goal is to sway public opinion and improve Chaka's image. For that reason, lawyers used more inclusion strategies, especially role allocation strategies. According to van Leeuwen (2008) the use of role allocation strategies has the effect of explaining an actor's position in a text. It is because there is an active role that refers to the "agent" and passive refers to the "target". Thus, the reason lawyers often use it is to inform the perpetrators and victims through active and passive roles. While the individualization strategy is one that is rarely employed. According to van Leeuwen (2008) this strategy is used to present actors with their own personal identity in detail. Therefore lawyers rarely use it because lawyers are more frequently used named than

they did specific actor identification. The reason for this is that the lawyer wanted to emphasize and presented evidence that the actor is guilty without personally introducing the actor so that only the name is sufficient.

In addition, the use of exclusion strategy shows that the suppression strategy is more often adapted by lawyers than by backgrounding, even though there is only a slight difference. This is because the suppression strategy allowed lawyers to remove actors from the text as a whole and highlighted what is the goal. In this case, lawyers tended to hide social actors, namely Robinson and Chaka to direct readers to other matters, as well as to lead public opinion in certain discourses. It is in line with Evayani & Rido (2019) that the use of suppression strategy is to direct the reader's attention to one party so that the other party's involvement in the action becomes less valued.

In the same as the findings of Evayani & Rido (2019) that the victim presented as a party that receives the impact of acts of violence. Even though the actions taken, the victim became the target are explained in the clause but it is not explained in terms of who did it. In this case, the lawyer emphasized Robinson as a social actor who carried out the attack on Chaka. Here, the lawyer emphasized Chaka as a victim who accepted this action. It kept the public focused and believes in the action taking place in the case. As a result, people will empathize with the victim (Chaka).

In the suppression strategy, Purwaningsih & Pangaribuan (2021) found that BBC News uses a suppression strategy to tell the experiences of

victims as well as a means for readers to understand the sequence of events that occurred so that all attention and sympathy will be given. It is in line with Jendeya (2022) who showed that exclusion has four main functions, one of which is to protect social actors. Same with previous, lawyers have a specific goal, namely to shake public opinion, where Chaka initially as a perpetrator of a crime turns into a "victim" of an attack. On other occasions, lawyers also tend to criticize the police by emphasizing their actions that fail to investigate cases. As a result, the public will judge that Chaka's arrest as a "suspect" could be wrong because APD alone has failed.

In the backgrounding strategy, it is used to reduce the presence of social actors in the news. It is in line with Prastika (2021) that this strategy is used so that the main concern is the event. Even so, in this case, the lawyer again stressed the social actor Chaka as the victim of the attack. Lawyers do this by shifting the focus of public attention to the actions of social actors. The lawyer confirmed the actions taken by the assailant against Chaka. Even though on another occasion the lawyer also mentioned the actions taken by Chaka, but did not make Chaka the perpetrator. In fact, the lawyer wanted to emphasize that Chaka's actions would make the public empathize with Chaka because of his efforts to defend himself. Therefore, the discourse formed by the lawyers in this case was none other than exposing Chaka as the innocent perpetrator because he himself was the victim and tried to stop the fight.

Then in the inclusion strategy, as previously explained that lawyers used more role allocation strategies, namely providing the use of activation-passivation in presenting actors at press conference. Researcher found representation of social actors with these strategies through interpretation of the findings. The existence of social actors who are given an active role by lawyers in carried out their actions tended to be shown as a party that was not good for the actions they took. This is in line with Prastika (2021) that the South Morning Post described protesters as active through the verbs that are issued. On the contrary, based on van Leeuwen (2008) that actors who are given a passive role actually benefit because they are shown as objects in the representation.

In the functionalization strategy, this finding has similarities with (Evayani & Rido, 2019; Prastika, 2021) showed that social actors are represented based on the actor's profession which is embodied by using the suffix -er. Lawyers tended to emphasized the actions of social actors in the use of nouns that can represented these actors. So, in these nouns the public can find out the perpetrators and the actions taken by them. It has the effect of bringing the public's focus to certain actors because they can know both the actor and the action.

In the identification strategy, this is in line with Simanullang & Pangaribuan (2021) that with this strategy the public can clearly identify social actors in the news. It makes the meaning in the news conveyed directly to the reader without any other presumptions. Lawyers emphasized

social actors on who they are, not on what they do. So that lawyers represented social actors by providing an overview or explaining the identities of these actors. Therefore, lawyers focused on using this strategy to side with certain actors because they are the ones who benefit the most. It has great influence to get public attention. In this way, lawyers can achieved the desired goal, which is to show that social actors, especially Chaka, are innocent.

In the genericization strategy, lawyers wanted society to focus more on the actions of social actors by displaying social actors in general. Based on Jawad & Chiad (2020) genericization is realized in the plural without an article or in the singular with a definite or indefinite article. Thus, lawyers presented APD to criticize as actors who fail to carry out investigations. As a result, advocates influenced the public's perspective not to easily believe in police decisions.

However, on another occasion, the lawyer revealed that social actors which were previously disclosed in general became specific in the use of strategy specification. Based on Abdullah (2018) that specifications are actual people in the real world. This was done by lawyers to support the statements and goals to be achieved to protect certain social actors. In this case, the attorney gave special reference to "the chief of police the interim chief police"; "Superiors of the Atlanta Police Department" because in fact there are levels of rank within the police force. In addition, readers can also immediately know who the actors are clearly. The lawyer also gave special

reference to "that independent witness was one of the valet attendees doesn't know Chaka" because in the real world there are false eyewitnesses, so here the lawyer emphasizes that the eyewitnesses who were at the scene did not know Chaka.

Based on van Leeuwen, 2008; Jawad & Chiad, 2020; Evayani & Rido, 2019) nomination is nominalizing or presenting actors through the use of nouns. Lawyers tended to portray social actors, namely Benton and Robinson, as bad actors through the representations they provide. Meanwhile, Chaka is shown as an actor with his own identity by revealing his first name. In this case, it can be seen that there is a lawyer's partiality with certain actors who are the actors who benefit the most. In the categorization strategy, based on van Leeuwen (2008) that categorization represents social actors through the use of forms of identity and functions that they share with others such as friends, family, etc. Lawyers are neutral by disclosing the identity of actors through certain categories. This is done by lawyers using certain categories that have relationships with related actors such as family and friends.

In line with Sofyan & Zifana (2019) that differentiation strategy makes a group or actor cornered or presents another entity, group or actor, in a discourse that is considered better or worse. It invokes certain prejudices by drawing boundaries between "us" and "them". It is used by lawyers to emphasize the difference between the "self" and the "other" which refers to guilty and innocent actors. This was done by lawyers to appeal to the public

who was the actor who was right and who was guilty. In this strategy, lawyers clearly show their alignment with the actors and clearly reveal their goals to the public by influencing perspectives.

In contrast to the differentiation strategy which is conveyed clearly, in the indetermination strategy, lawyers used abstract nouns. As a result, the community does not know the specific actor in question, but focuses on the actor's actions. Here the advocate only emphasized to the community about the action or event that occurred to give understanding to the community about it. This is in line with Simanullang & Pangaribuan (2021) that certain actors are marginalized and poorly described because of the causes and consequences of cases.

The next strategy is the assimilation and individualization strategy. Van Leeuwen (2008) is quoted from Rahmayati et al (2018) that assimilation is a social actor who is reported in unclear categories. The assimilation strategy is realized by lawyers through the use of aggregation and collectivity. As in Prastika (2021) it is revealed that aggregation treats groups as statistics, while collectivity does not. In this case it was found that the lawyer was "interviewing several critical eyewitnesses" where the word "several" is a statistical group because it can be counted, but here the lawyer did not clearly state how many. Collectivity was formed by lawyers to equate groups with individuals with the aim of emphasizing the parties included in "we" referring to Chaka's legal team, and "they" referring to

APD. It is not statistical because who is a member of the "we" and "they" group is unknown in number or identity.

Meanwhile, van Leeuwen (2008) cited in Rahmayati et al (2018) said that individualization is a social actor whose category is clearly shown in the news. In this case the lawyer only used this strategy once to clearly state the identity of the perpetrator, namely Chaka, by providing information. This can be seen in the expression "a man who was a businessman" to emphasize that Chaka is a businessman, not a gangster and the like. In this case the actor is represented in a certain characterization (Evayani & Rido, 2019).

Furthermore, in the press conference, the lawyers focused on retelling the chronology of events based on video analysis from CCTV. In this process, lawyers use an overdetermination strategy to represent social actors simultaneously at the same time. As a result, the public can know the real "story". In addition, this strategy also benefits the actor who is represented as the victim of the attack, namely Chaka, so that he gets public attention, while Benton and Robinson are represented as bad actors because they committed many brutal acts in the incident that happened to Chaka. In this way, lawyers do this to influence public opinion and give perspective to the public who is actually guilty as the perpetrator.

In the personalization strategy, in line with Purwaningsih & Gulö (2021) that personalization is used to add examples of parables that are intended to make the reader understand the information better. Lawyers

tended to emphasize one actor, namely Benton or more accurately represented as a "decision". This strategy looks like a noun but is a social actor that refers to humans. So that it can be said that the lawyer specifically revealed the whereabouts of the actor. Interestingly, even though Benton was represented as a "dead person", the lawyer remained true to his initial goal, namely to make Benton the perpetrator. This is expressed in the expression "deceased while kicking and trampling and punching Chaka" which indicates that he was the perpetrator of the attack on Chaka.

Meanwhile, impersonalization is when social actors are presented using abstraction or objectivation. As van Leeuwen (2008) states, this linguistic mechanism is not for describing human semantic features. Even so, this strategy was used by lawyers to reveal the true facts and emphasize to the public that Chaka is an innocent actor. This is expressed through abstract terms because lawyers want to focus social actors on the actions taken.

The final inclusion strategy is association – dissociation. In this strategy, lawyers presented social actors as a group in the association strategy. This is as stated by van Leeuwen (2008) that in this case the actor is not shown by himself but is associated with a group. As in this study found in the quote "The APD, the chief, works for the mayor" which shows that "the chief" is not displayed alone, but is displayed with a larger group, namely "the APD", although actually "the chief" is also part of APD. Then

they are linked again with the others, namely "the major" in matters of work, which means "the chief" and "the APD" work for the major.

In addition, through this strategy the lawyer emphasized one actor, namely APD. The purpose of the lawyer presenting APD was to criticize APD for failing to carry out their duties in thoroughly investigating the case. Lawyers reveal that APD did not conduct a thorough investigation but quickly named Chaka as a suspect. It was a wrong decision because establishing a suspect requires an investigation. Here, the lawyer gives bad representation to APD, so the lawyer can influence not to believe the APD decision which declares Chaka a murder suspect.

Meanwhile, disassociation occurs when lawyers present social actors not related to other actors. Actors are only mentioned without being associated with other people. In this case, the lawyer employs this strategy when he separates the social actors namely "Corey Crawford" and "Treymon Robinson" from their previously attached association, namely "Benton's crew". In this case the lawyer gives a specific identity to certain actors through naming, which although does not fully describe the actor. It aims to provide information so that the public does not suspect who the actor in question is because the "Benton's crew" association has several members. This is in line with Rahmayati et al (2018) which states that in this case it is a specific, local case, and is not fully described.

The findings of this study are different from earlier study that Irawanto (2022) conducted for his thesis and covered a related subject. The

CNBC internet media that addresses the Russia and Ukraine problem is the subject of the study. Only nine inclusion techniques, including genericization, specification, activation, passivation, association, indetermination, nomination, personalization, and individualization, were discovered in his research, compared to exclusion tactics such as suppression and backgrounding. According to his research, the specification method is the most widely used inclusion strategy, whereas the personalization strategy is rarely applied. Irawanto's study (2020), which used written discourse as opposed to this research's oral discourse, had distinct research aims and obtained different conclusions.

This study continues to be distinct from the various inclusion and exclusion strategies discovered, such as those in the study of Cahyaningsih & Pranoto (2021). Only a handful inclusion strategies used by Reuters and the NYTimes showed Mr. Trump unfavorably. Reuters employed an inclusion method known as normalization, which includes formalization, specification, activation, and passivation. While the NYTimes employed classification, activation, determination, passivation-of-subject, and specification. Rahmayati et al., (2018) also revealed that just six strategies, including nomination, assimilation, and association - dissociation, were discovered. Suprihatin et al., (2020) only discovered exclusion strategies. Interestingly, in contrast to the findings of previous studies, the findings of this study show that lawyers apply all types of strategies, both exclusion and inclusion.

The findings of this study found all types of strategies both exclusion and inclusion because the object of study is a press conference, and the subject of study is an expert, namely lawyers. Lawyers have excellent verbal communication skills. It is because their work requires them to argue convincingly in the courtroom before the public and the public. In this case, the lawyers is very good at choosing their words. They arrange and process it in such a way as to achieve the goals they want. Moreover, it was an oral discourse, so everything that came out directly from the lawyer's speeches became the public's attention, especially the journalists who were at the location. Therefore, lawyers play a lot of tactics to exclude and include social actors in the news. Lawyers applied an exclusion strategy to highlight events on the ground and facts. Through that, the lawyer wants to analyze objectively to reveal Chaka as a victim. Thus, it can repair the image of Chaka, who was originally accused of being a suspect and becoming a victim. It also led to the public's perspective that Chaka was not a guilty actor after being critically analyzed. Thus, the findings of this study emphasize that exclusion does not always represent social actors negatively. Meanwhile, the implementation of the inclusion strategy was used by lawyers to highlight action. As a result, it reveals who the real perpetrators and victim are based on critical investigations and eye witness reports. Thus, the findings of this study emphasize that inclusion does not always represent social actors positively.

In conclusion, this study has answered research questions that address what types of exclusion and inclusion strategies used by lawyers and how they are represented for social actors during press conference. In the exclusion strategy, lawyers can remove or hide actors, on the other hand, the use of an inclusion strategy allows lawyers to display or highlight certain actors in order to achieve their goals. Lawyers as text producers have a hidden purpose behind their speech which is not well observed by the public and even journalists in that place. Thus the representation of social actors is important to observe. It can provide a deeper understanding of how text producers are able to create and process their words in such a way that can influence people's perspectives. In addition, the benefit of this research is also to provide more accurate information about the most common and frequently used strategies in press conferences. Thus observing the types of exclusion and inclusion strategies can provide an overview of what discourse you want to display.

CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter is presented to determine the final chapter of this research. It consists of the conclusion of this study and suggestions for future researchers.

A. Conclusion

This research is presented to investigate what and how social actors are represented during a press conference regarding the Chaka Zulu case which was broadcast on the FOX 5 Atlanta YouTube channel on September 22, 2022. This study focused on what strategies are used to represent social actors during a press conference based on the theory put forward by van Leeuwen (2008). Based on the findings and discussion described in the previous chapter, it was found that social actors were presented by lawyers during press conferences through both exclusion and inclusion strategies. This shows that social actors can be hidden and featured in news coverage during press conferences. This strategy is used by lawyers with their own goals to achieve certain goals. In the exclusion strategy, lawyers used suppression and backgrounding strategies. In this study, suppression is realized by lawyers through the use of passive agent deletion, non-finite clauses, nominalization, while for the backgrounding strategy lawyers use it to reduce the presence of actors.

In addition, lawyers presented social actors by using inclusion strategies. This is realized through various strategies, including role allocation, genericization – specification, assimilation – individualization,

association – dissociation, indetermination – differentiation, nomination – categorization, functionalization – identification, personalization – impersonalization, and overdetermination. The use of this strategy aims to present social actors clearly, but in certain inclusion strategies the actors are presented unclearly.

In addition, the researcher found that during the press conference, lawyers emphasized the actions of social actors to provide a picture of the actual sequence of events that occurred on the ground based on critical analysis of the video and eyewitness testimony. Apart from aiming to reveal facts, it is also to guide public opinion through the image of a social actor created by lawyers. Lawyers tend to portray social actors like the decedent (real name: Benton), Treymon Robinson, Corey Crawford as bad actors. They are mostly portrayed as the perpetrators of the attack on Chaka. It can be seen in the table (Representation of Social Actors) that their appearance has a high value. This was done because the lawyers wanted to change the public's perspective, which initially saw Chaka as the perpetrator because he was charged as a suspect in the shooting that killed Benton, but in fact Chaka was the victim of an attack. Therefore during the press conference, Chaka was presented as a victim, and occasionally presented as a perpetrator who was struggling to defend his life. The lawyers did this so that the public would pay attention and sympathize with Chaka, how this decision was made solely to save himself.

By conducting this research, researcher can found out that social actors can be described positively or negatively based on the perspective of text producers in representing the actors involved in reporting, such as press conferences in the case of Chaka Zulu. In addition, researcher is also able to know that in representing social actors in a report, there are two types of strategies that can be used to exclude or present social actors. It is a strategy of exclusion and inclusion, a theory of representation of social actors put forward by van Leeuwen (2008). This strategy is often used because there is a certain discourse, namely the goals to be achieved based on the ideology that the producer has. In this research is how lawyers want to protect Chaka by forming a positive image of Chaka.

B. Suggestions

Based on the findings, discussions, and conclusions presented in this study, the researcher makes the following suggestions. First, this study used the theory of Social Actor Representation put forward by Leeuwen (2008). Therefore, further research can further investigate van Leeuwen's other approaches, such as Representation Social Action, The Visual Representation of Social Actors, and Representing Social Actors with Toys. Because this research used oral discourse media in the form of press conference as an object of research, future research is expected to use other spoken discourse which can be used as research objects to dig deeper into this theory. Second, this study examines how social actors are represented by lawyers during press conference. So future researchers interested in

conducting similar research in this context can use other data such as press conference with public relation or others to present different results from previous studies.

REFERENCES

- Abdullah, F. (2018). Social actors in an Intercultural Communication classroom: A discursive lens of intercultural education. *Indonesian JELT*, 13(1), 31-51. <https://doi.org/10.25170/ijelt.v13i1.1449>
- Adrang, D., & Faraji, N. (2021). A Critical Discourse Analysis of Trump's Speech Regarding Iran's Nuclear Deal on the Basis of Van Leeuwen's Socio-semantic Model. *IAU International Journal of Social Sciences*, 11(4), Retrieved October 16, 2022, from https://ijss.srbiau.ac.ir/article_19696_eb049e49d8e1df3e136fd3d99de9fb00.pdf
- Akram, U. (2020). Discourse Analysis: Way of Dealing Written and Spoken Discourse. *American Journal of Multidisciplinary Research & Development (AJMRD)*, 2(12), 09-11.
- Ali, N., & Bustam, M. R. (2020). Exclusion Passivation Strategy of Representation of Social Actor on Aung San Suu Kyi Criticism in the Case of Rohingya Crisis on Online Media Headlines: A CDA Approach. *Apollo Project*, 9(2), 39-4, Retrieved September 24, 2022, from <https://ojs.unikom.ac.id/index.php/apollo-project/article/view/3960/2124>.
- Amoussou, F., & Allagbe, A. A. (2018). Principles, theories, and approaches to critical discourse analysis. *International Journal on Studies in English Language and Literature*, 6(1), 11-18. <https://doi.org/10.20431/2347-3134.0601002>.
- Anderson, J. (2014). A stylistic analysis of some selected political speeches by John Evans Atta Mills. *Unpublished M. Phil Thesis, University of Ghana, Legon*.
- Asiru, H. T., Ogutu, E. A., & Orwenjo, D. O. (2018). Event and actors' representation in selected Nigerian daily newspapers. *Ghana Journal of Linguistics*, 7(1), 84-104. <https://doi.org/10.4314/gjl.v7i1.4>
- Bhatia, A. (2006). *Critical discourse analysis of political press conferences*. *Discourse Soc.* 17, 173-203. DOI: 10.1177/0957926506058057
- Bloor, M. & Bloor, T. (2007). *The Practice of CDA: An Introduction*. Great Britain: Hodder Education. <https://doi.org/10.4324/9780203775660>.
- Brown, G. & Yule, G. (1983). *Discourse Analysis*. Cambridge: Cambridge University Press. <https://doi.org/10.1017/CBO9780511805226>.
- Cahyaningsih, O., & Pranoto, B. E. (2021). A Critical Discourse Analysis: The Representation of Donald Trump in the Reuters and The New York Times Towards the Issue of #Blacklivesmatter. *Linguistics and Literature Journal*, 2(2), 75-83. <https://doi.org/10.33365/lj.v2i2.501>.
- Dijk, T. A. V. (2003). The discourse-knowledge interface. In *Critical discourse analysis* (pp. 85-109). Palgrave Macmillan, London. https://doi.org/10.1057/9780230288423_5.
- Ekström M and Johansson B (2008) *Talks scandals. Media, Culture and Society*. 30(1): 61-79. <https://doi.org/10.1177/0163443707084350>.

- Ekström, M. (2015). "Press conferences," in *The International Encyclopedia of Political Communication*. ed. G. Mazzoleni (New York: John Wiley & Sons), pp. 1–5. <https://doi.org/10.1002/9781118541555.wbiepc048>.
- Ekström M and Eriksson G (2018) Press conferences. In: Wodak R and Forchtner B (eds.) *Routledge Handbook of Language and Politics*. London: Routledge, pp.342–355. <https://doi.org/10.4324/9781315183718-26>.
- Evayani, W., & Rido, A. (2019). Representation of social actors in sexual violence issue in the New York Times and the Jakarta Post Newspapers: A critical discourse analysis. *Teknosastik*, 17(2), 43-55. <https://doi.org/10.33365/ts.v17i2.322>.
- Figuera, R. (2010). Convention, Context, and Critical Discourse Analysis "Jim the Boatman"(1846) and the Early Fiction of Trinidad. *New West Indian Guide/Nieuwe West-Indische Gids*, 84(3-4), 253-268.
- Foucault, M. (1980). *Power/Knowledge*. Brighton: Harvester.
- Foucault, M. (1984). Truth and power. In: Rabinow, P. (Ed.), *The Foucault Reader: An Introduction to Foucault's Thought*. Penguin, London, pp. 51–75
- Gu, C. (2018). Forging a glorious past via the 'present perfect': A corpus-based CDA analysis of China's past accomplishments discourse mediate (is) ed at China's interpreted political press conferences. *Discourse, Context & Media*, pp. 24, 137–149. <https://doi.org/10.1016/j.dcm.2018.03.007>.
- Gu, C. (2019). *Interpreters' Institutional Alignment and (Re) construction of China's Political Discourse and Image: A Corpus-based CDA of the Premier-Meets-the-Press Conferences*. The University of Manchester (United Kingdom), Retrieved September 24, 2022, from <https://search.proquest.com/openview/a0374da0569fdb68e547e76d211e1e58/1?pq-origsite=gscholar&cbl=2026366&diss=y>.
- Gu, C. (2019b). Interpreters caught up in an ideological Tug-of-war?: A CDA and Bakhtinian analysis of interpreters' ideological positioning and alignment at government press conferences. *Translation and Interpreting Studies*, 14(1), 1–20. <https://doi.org/10.1075/tis.00027.gu>.
- Gu, C., & Tipton, R. (2020). (Re-) voicing Beijing's discourse through self-referentiality: A corpus-based CDA analysis of government interpreters' discursive mediation at China's political press conferences (1998–2017). *Perspectives*, 28(3), 406-423. <https://doi.org/10.1080/0907676X.2020.1717558>.
- Gu, C., & Wang, B. (2021). Interpreter-mediated discourse as a vital source of meaning potential in intercultural communication: the case of the interpreted premier-meets-the-press conferences in China. *Language and Intercultural Communication*, 21(3), 379-394. <https://doi.org/10.1080/14708477.2021.1879107>.
- Hakim, F., Astriani, A. S., & Rosiana, S. (2020). Representasi Veronica Koman Dalam Suarapapua. Com: Suatu Kajian Wacana Kritis. *Metahumaniora*, 10(2), 159-160. <https://doi.org/10.24198/metahumaniora.v10i2.29258>.
- Hermaji, B. (2018). Berita Kasus Korupsi E-KTP "Miryam Tersangka" dalam Surat Kabar Suara Merdeka Suara Merdeka (Analisis Wacana Kritis Model Theo Van Leeuwen). *Sasando: Jurnal Bahasa, Sastra Indonesia, dan*

- Pengajarannya Lembaga Penelitian dan Pengabdian Masyarakat Universitas Pancasakti Tegal*, 1(1), 46-55. <https://doi.org/10.24905/sasando.v1i1.9>
- Idul, R. (2021). Sirkumstansialisasi sebagai Piranti Representasi Inklusif Aktor Sosial dalam Pidato Politik (Sebuah Tinjauan Analisis Wacana Kritis Pidato Politik Hasan Rouhani). *Ideas: Jurnal Pendidikan, Sosial, dan Budaya*, 7(3), 19-26. <https://doi.org/10.32884/ideas.v7i3.387>.
- Irawanto, M. F. (2022). *Exclusion and inclusion strategies of social actors' representation in Russia and Ukraina issue on CNBC newsmedia* (Undergraduate Thesis, Universitas Islam Negeri Maulana Malik Ibrahim).
- Jawad, H. F. M., & Chiad, M. O. (2020). Social Actor of Iranian Minority Representation by American Online News Media: a Critical Discourse Analysis. *JETIR*, 7(10), 1713-1719, Retrieved September 24, 2022, <http://jetir.org>
- Jendeya, H. (2022). A Corpus-based Critical Discourse Analysis of Exclusion Strategies in Political Newspaper Articles: The March of Return in Gaza. *International Journal of Linguistics, Literature, and Translation*. <https://doi.org/10.32996/ijllt.2022.5.4.19>
- Jenson, I. (2016). A critical discourse study of Hilary Clinton's presidential campaign discourse. *Unpublished M. Phil Thesis, Aalborg University, Copenhagen*.
- Kamalu, I., & Osisanwo, A. (2015). Discourse analysis. *Issues in the study of language and literature: Theory & practice*. Ibadan: Kraft Books Limited, 189-191, Retrieved October 15, 2022, from https://www.researchgate.net/profile/Ayo-Osisanwo/publication/343214812_DISCOURSE_ANALYSIS/links/5f1c9b5445851515ef4a929b/DISCOURSE-ANALYSIS.pdf
- Kusno, A. (2019). Perbandingan Pesan Politik dalam Konferensi Pers Jokowi dan Prabowo Pascapendaftaran Capres 2019. *SUAR BETANG*, 14(1), 81-90. <https://doi.org/10.26499/surbet.v14i1.99>
- Lombardi, D. (2018). Critical discourse analysis of online news headlines: A case of the Stoneman Douglas High School shooting, Retrieved September 24, 2022, from <https://www.divaportal.org/smash/record.jsf?pid=diva2:1483958>
- Leeuwen, T.V. (2008). *Discourse and practice: New tools for critical discourse analysis*. Oxford University Press. <https://doi.org/10.1093/acprof:oso/9780195323306.001.0001>
- McCarthy, M., Christian, M., & Slade, D. (2019). Discourse analysis. In *An introduction to applied linguistics* (pp. 55–71). Routledge. <https://doi.org/10.4324/9780429424465-4>
- Prastika, Z. (2021). Social Actors Representation in the News Reporting Indonesia Protest in the International Media. *English Journal Literacy Utama*, 6(1), 410–422, Retrieved September 24, 2022, from <https://ejl.widyatama.ac.id/index.php/ejlutama/article/view/150>

- Purwaningsih, N., & Gulö, I. (2021). Representation of Reynhard Sinaga in Bbc News and the Jakarta Post. *Linguistics and Literature Journal*, 2(1), 50-61. <https://doi.org/10.33365/lj.v2i1.965>
- Rahmayati, R., Ermanto, E., & Thahar, H. E. (2018, December). Inclusion of Criminal News In Daily Online Newspaper Haluan Padang: Theo Van Leeuwen Perspective. In *International Conference on Language, Literature, and Education (ICLLE 2018)* (pp. 370-376). Atlantis Press. <https://doi.org/10.2991/iclle-18.2018.62>
- Roller, M. R. (2019). *A quality approach to qualitative content analysis: Similarities and differences compared to other qualitative methods*. SSOAR-Social Science Open Access Repository, Retrieved October 16, 2022, from <https://www.qualitative-research.net/index.php/fqs/article/download/3385/4485?inline=1>
- Salevao, L. (2005). *Rule of Law, Legitimate Governance and Development in the Pacific*. Canberra: Asia Pacific Press. <https://doi.org/10.22459/RLLGDP.12.2005>.
- Sari, K, and B.E. Pranoto. (2021). Representation of Government Concerning the Draft of Criminal Code in The Jakarta Post: A Critical Discourse Analysis. *PAROLE: Journal of Linguistics and Education*, vol 11 (2), 98-113. <https://doi.org/10.14710/parole.v11i2.98-113>.
- Sharma, Y., & Kumar, V. (2022). Spoken Discourse Analysis for Feminist Interviews: Movement towards a Gender Equality Era?. *Specialusis Ugdymas*, 2(43), 2665-2675.
- Simanullang, R., & Pangaribuan, R. (2021). An Analysis of The Exclusion and Inclusion Processes of Reynhard Sinaga Case's in Tribunnews. Com. *The Explora*, 7(2), 49-63. <https://doi.org/10.51622/explora.v7i2.524>.
- Siregar, T. M. (2021). The critical discourse analysis on Joe Biden's elected president speech. *Journal of Applied Studies in Language*, 5(1), 79-86.
- Sofyan, A. N., & Zifana, M. (2019). Representing social action in Indonesian: A case of Indonesian presidential race. *Indonesian Journal of Applied Linguistics*, 9(2), 252-262. <https://doi.org/10.17509/ijal.v9i2.20216>.
- Subyantoro, S. (2019). Linguistik Forensik: Sumbangsih Kajian Bahasa dalam Penegakan HUKUM. *ADIL Indonesia Journal*, 1(1), Retrieved September 23, 2022, from <http://jurnal.unw.ac.id/index.php/AIJ/article/view/141>
- Suprihatin, S., Santoso, B. W. J., & Subyantoro, S. (2020). Social Actor Exclusion on 2019 Presidential Election News Reporting in MediaIndonesia. com and iNews. id. *Seloka: Jurnal Pendidikan Bahasa dan Sastra Indonesia*, 9(1), 36-44, Retrieved September 23, 2022, from <https://journal.unnes.ac.id/sju/index.php/seloka/article/view/36377>
- Syarah, M. M., & Alaina, A. S. (2021). Konferensi Pers di Masa Pandemi Covid-19: Strategi Humas Lembaga Perlindungan Saksi dan Korban (LPSK) dalam Menyampaikan Informasi ke Khalayak. *Global Komunika: Jurnal Ilmu Sosial dan Ilmu Politik*, 4(2), Retrieved September 24, 2022, from <https://ejournal.upnvj.ac.id/index.php/GlobalKomunika/article/view/3360>

- Utama, G. N., Amalia, R. M., & Yuliawati, S. (2020). Social Actor Representation of Indonesian Migrant Workers' Executions in Saudi Arabia. *International Journal of Humanity Studies*, 4(1), 15-27. <https://doi.org/10.24071/ijhs.v4i1.2170>
- Wang, H., & Ge, Y. (2022). The discursive (re) construction of social relations in a crisis situation: A genre analytical approach to press conferences on COVID-19 in China. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.991813>.
- Wodak, R. & Meyer, M. (2001). *Methods of Critical Discourse Analysis*. London: Sage. <https://doi.org/10.4135/9780857028020>.
- Yuliyanti, A. Y., Septiana, P. M., Sari, T., & Busro, B. (2021). Representation of the dismissed KPK employees in The Jakarta Post articles (Representasi pegawai KPK yang diberhentikan pada artikel The Jakarta Post). *Sawerigading*, 27(2), 129-138, Retrieved September 24, 2022, from <http://sawerigading.kemdikbud.go.id/index.php/sawerigading/article/view/921>.
- Zhao, Q. Z. (2006). Introduction. In X. M. Wang, & X. G. Li (Eds.), *Fifteen lectures of government spokesmen* (pp. 1–3). Beijing: Tsinghua University Press. https://doi.org/10.1057/9780230601895_1.

CURRICULUM VITAE



Dina Trisnawati was born in Mojokerto on March 29, 2001. She graduated from MA. Miftahul Ulum Gondang in 2019. During her studies at senior high school, she actively participated in several Olympiads. She is also part of the Student Council (OSIS) and serves as Coordinator of the Health Section. She started her higher education in 2019 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2023. During her studies, she volunteered and works as an English Tutor in Karangkuten Village, Kec. Gondang, Kab. Mojokerto.

APPENDIX

APPENDIX 1

CLASSIFICATION OF THE USE OF EXCLUSION STRATEGIES REPRESENTING SOCIAL ACTORS

Note:

PAD: Passive Agent Deletion

NFC: Non-Finite Clause

NPN: Nominalization and Process of Noun

BKG: Backgrounding

No	Utterances	Exclusion Strategies			
		Suppression			BKG
		PAD	NFC	NPN	
1.	<i>Shooting</i> and that their story would include certain aspects of the video footage that was captured that evening, and some analysis to that footage.				
2.	We felt compelled to have this press conference because there was some <i>reporting frankly depicting</i> the decedent as an innocent bystander.				
3.	And as a result Mr Robinson began to reach for <i>his</i> waistband. <i>Chaka</i> in an effort to try to de-escalate the situation told the young man don't reach for that on more than one occasion.				
4.	<i>Seeking to take a posture of coverage</i> as he is at this point defenseless fighting for his life. Fortunately Chaka's assistant sees this violent assault against Mr Zulu and she runs to his Aid.				
5.	So we're not going to allow the fact that they have as many unsolved murders as they have and they have failed.				
6.	Because it is a felony murder.				
7.	There was certainly no back story whereby Mr Zulu had any beef with <i>any of these individuals</i> as it concerns the crew and the decedent having issues about parking and not being able to get into the club or get a table at the club that certainly is				

	seen by the city of Atlanta police Department before they decided to large Lodge charges against a single individual.																	
66	The initial instigator Treymon Robinson also begins to focus his attention on Chaka's assistant.																	
67	So these men were upset that they couldn't get in and they came back out upset wanting to refund wanting their money refunded.																	

APPENDIX 3

TRANSCRIPT OF A PRESS CONFERENCE VIDEO

Lawyer Gabe: Story about the shooting and that their story would include certain aspects of the video footage that was captured that evening, and some analysis to that footage. In fact, some of that footage even before TMZ aired it had been circulating on the internet with some analysis. Of course as members of his legal team, we had the benefit of having that video surveillance footage for the last several weeks. We knew exactly what was depicted on it, and so we knew exactly what it stood for. We've also had the benefit during the course of our investigation of interviewing several critical eyewitnesses, who were at the scene that day actually saw what went down what was said. And so we've had the benefit of those interviews during the course of our investigation, and that is also important. Given that the video of the shooting is now circulating on the internet, we felt compeled to have this press conference because there was some reporting frankly depicting the decedent as an innocent bystander. And we wanted to make sure that the record was straight. First, the video posted by TMZ is identical to the video footage, not only that we received during the course of our investigation, but that APD obtained on the first night of the shooting, on the night of the shooting. TMZ's analysis of the footage is also accurate that is to say the decedent and other members of his crew viciously and violently attacked Chaka from behind before a single gunshot was fired. To put everything in perspective it is important to recognize that the establishment they were at apartment 4B was a local restaurant and that Chaka and a business partner of his, we're renting out that establishment every Sunday, several months prior to this incident, without issue or complication. In other words Chaka on that evening without his place of business after the decedent and his crew arrived there at the establishment they parked their vehicles in the VIP section and eventually entered the restaurant. The video footage reveals that they were in the restaurant for less than 10 minutes, only to come back outside demanding that they be refunded the money they paid for VIP parking. This establishment when you got there you had to be invited there you had to either have a passcode or personal invitation of Chaka and or his business partner. And so these men were upset that they couldn't get in and they came back out upset wanting to refund wanting their money refunded. Shortly after the decedent and his crew exited the restaurant, Chaka along with a friend exited the restaurant. He had just received a call from a special guest who was coming to the establishment the restaurant that night, and he went to go greet his special guests in the parking lot. As he's greeting the guests the decedent and his crew are mingling around the cars that they parked in the VIP parking spaces. At some point Chaka and his special guests and their company began to walk-walk toward the restaurant to go back into the restaurant. That is when Chaka was confronted by one of the crew members of the decedent that crew member's name is Treymon Robinson. The confrontation went very south very quickly. And as a result Mr Robinson began to reach for his waistband. Chaka in an effort to try to de-escalate the situation told the young man don't reach for that on more than one occasion. Essentially trying to keep the peace and de-escalate the situation that is consistent with who this man is he's a man of Peace, he's a son of this city everybody loves him, he is a beloved person here and he is not a man of violence. Unfortunately that didn't work an

independent eyewitness cooperates. This fact that independent witness was one of the valet attendees doesn't know Chaka from Adam, doesn't know Tremaine Robinson from Adams. Simply refers to Chaka as the old guy and Tremaine tremon Robinson as the young guy. But eventually says to the to the city of Atlanta Police Department this witness says "I saw tremon Robinson reaching for his gun. I believed he had a gun and I overheard Chaka telling him put that ish away put that ish away. The video then reveals that at some point Mr Robinson motioned to the rest of the decedent and his crew to come to his Aid. And then chest bump Chaka making the first physical contact with Chaka. At which time Chaka grabbed Mr Robinson and pushed him up against the car and in an effort to ensure that he could not reach for his firearm. Seconds later Chaka is viciously attacked from behind by the decedent and his crew. And in fact the decedent is the second one to punch and kick and stomp Chaka as he falls to the ground. Seeking to take a posture of coverage as he is at this point defenseless fighting for his life. Fortunately Chaka's assistant sees this violent assault against Mr Zulu and she runs to his Aid. This is all captured on video. She jumps on the back of the decedent as he is kicking and stomping and punching Chaka. And begins to hit the decedent in the head and about the head so much so in an effort to defend his life. That it causes the decedent to focus his attention on her. And turn to her interestingly enough the initial instigator Tremont Robinson also begins to focus his attention on Chaka's assistant. And violently strikes her in the face on two occasions causing her severe damage and causing her to fall to the ground. In any event this delay or this distraction allowed Chaka to get to his feet and thankfully so. Before he got to his feet, there are other Witnesses who told APD that there was a large man with a gun in the center of this fight saying get the F back get the F back. And I can tell you here today that on that evening while Chaka was on the ground and he heard those words, he thought that someone was trying to kill him. Why on Earth would they need to get back and or clear the path other than to shoot and kill the person that they were attacking. In any event Chaka gets to his feet in an effort to get back into the restaurant, but the fight's not over, it's a continuous event and ultimately as he gets to his feet the decedent and Treymon Robinson are right there charging Chaka to attack him again. This is after they have violently attacked Chaka's assistant. In fear of his life knowing that the people who attacked him from behind were still in his path to safety Chaka discharged his weapon lawfully and in self-defense. Milliseconds later the shooter Corey Crawford who has yet to be apprehended or arrested shot Chaka in the back had managed to strategically position himself in between two cars to take cover had poured out his weapon before a shot had been fired and ultimately as Chaka shot his weapon in self-defense. He shoots Chaka in the back. Chaka based on the adrenaline doesn't know that he's immediately hit but eventually knows it and eventually is able to get inside the restaurant. That is where his family and his friends call 9-1-1 and attempt to render Aid. He has rushed to the hospital after having blacked out and according to the medical professionals at Grady he almost lost his life that night. It is important to understand this based upon our Communications in the community. In the community, it is our understanding that superiors of the Atlanta Police Department unfortunately were pushing to charge Chaka days after the shooting by only watching the video without interviewing any critical eyewitnesses to the scene. And frankly you have to question why you would just charge someone by reviewing video footage and not actually interviewing live Witnesses at the scene who were there in real time and saw everything and heard everything, but instead it is our belief based upon our Communications that APD was trying to charge him. Our team and others pleaded with the city of Atlanta Police Department to conduct a more thorough investigation and to slow the process down interview someone for crying out loud. We work tirelessly with one another and with Chaka's legal team and investigators to interview those critical eyewitnesses turning over many of them. To the city of Atlanta Police Department willingly, fully cooperating with the investigation. Despite our efforts despite our call for them to conduct a thorough investigation APD failed in every respect. In fact to date they haven't interviewed every critical witness or identified every critical witness that was there at the scene that night. In fact they haven't even interviewed the initial instigator Treymon Robinson who began to reach for his race ban and gun and try to escalate the situation into something that Chaka did not want it to do. It's important to note that from the physical contact to the shots fired this all occurred over a 21 second period very quickly, where Chaka is on the ground fighting for his life and ultimately having to make split-second decisions to defend his life. So that he could live to see another day. We remain disappointed in APD for deciding to bring charges against Chaka. We

remain equally disappointed in the city of Atlanta Police Department for not lodging charges against the individuals who violently attacked Chaka from behind and not his assistant out clearly on video crimes that are seen and were seen by the city of Atlanta police Department before they decided to large Lodge charges against a single individual. And of course we are extremely disappointed that Corey Crawford still roams these streets as he is the person who first hit Chaka during the attack from behind and who eventually shot Chaka in the back. At this time, the case is now before district attorney fonnie Willis. District attorney Willis is an experienced prosecutor and I have a tremendous amount of respect for her and her team. At this time the Chaka's legal team, myself attorney Davidson and attorney secret will continue to investigate this matter and cooperate with that investigation because we have nothing to hide. We remain confident that through the judicial process Chaka will be cleared of all these charges and we thank you for your time and attention. I want to now turn the mic to Chaka's sister she wants to talk to you about his Hospital stay and his injuries so that you can understand and appreciate that he was in the fight of his life on that evening. Then we'll open it up to questions.

Chaka's sister: Thank you Gabe. My name is Aisha Obafemi. I am the older sister of Chaka Zulu. Ahmed Chaka Zulu Obafemi to be exact his real name. First, you know my family and I would like to give honor and thanks to the most high in our ancestors for the fact that my brother is sitting here today. And be clear you see him sitting but he is still healing. My brother had to fight for his life that night. When I arrived at the hospital and was able to see him before he was taken to surgery I touched his body. It was so so cold to the touch, eerily cold. The amount of blood that he had to receive was at least twice the normal circulating volume of a man his size. So you can only imagine how much blood he'd lost, and how much they had to transfuse him with. Those first few days weeks even were very very critical as he continued to fight for his life while we prayed, stayed, waited, and watched for him to be able to open his eyes, to be able to attempt to communicate with us, just to know that he was going to live. So as we sit here today, he is continuing to fight for his life because now we have to fight the fact as attorney Banks said that APD has not done right by my brother, our family, the community. Chaka has been a son of Atlanta since he came here to go to college. He is well known in this community his character speaks to it for itself. And he has always done what is right. What we want and what we demand is justice we're still dealing with this traumatic experience and it's just evolving every day. That we see statements interviews that people are doing talking about how my brother should be treated and the fact that no one else has had to answer at all for what they've done, what their actions are. This camera and we will not allow it to stand. So we are thankful that he is here we will continue to fight until Justice is done. Thank you.

Well now turn it to questions.

Journalist: Is APD cooperated with the district attorney on the arrest of Mr Chaka?

Lawyer Gabe: I'm not sure of whether they conferred with the district attorney fonnie Willis, while I was a prosecutor for many years frankly there were times that APD moved on their own without conferring with the District Attorney's office there were times that APD worked in conjunction with the District Attorney's office. At this point in time however what I know is that the single person to sign the arrest warrants for the city of uh for Mr Zulu was detective Johnson and she was an employee of the city of Atlanta Police Department. No one from the District Attorney's office took out warrants to arrest Mr Zulu.

Journalist: Someone lost his life that night. But Mr. Zulu gets a lot of support because he is a Celebrity

Lawyer Gabe: Look, I mean, he has a lot of support there's no doubt about this, but it's not his Celebrity Status ultimately that will sway anybody. It's the facts and the circumstances of the investigation. It's the facts that happened that night, that evening, and when you take a close close look at the video footage as well as you interview all of the critical eyewitnesses, the reality is, is that the only conclusion that you can reach is that he acted in self-defense. And in fact I will say this, if he is not able to act in self-defense under these facts and circumstances then I question Who on this side of Heaven in metro Atlanta area or anybody for that matter across the United States has the ability to defend themselves. And so um I'm not the only attorney here, um of course attorney Davis

and attorney secret are here as well and I know that they want to participate in this discussion. I am lead counsel that said everyone here is able to answer questions on this side of the table.

Journalist: If this is like what you said before bringing Mr. Zulu to defend himself, then how do you respond to the APD who has sued him?

Lawyer 2: Let me start with this, and thank you for that question Maria. Let's start with the fact. Let's be clear APD has been under Fire. So we're not going to allow the fact that they have as many unsolved murders as they have and they have failed. This city on so many different levels at the highest level. We're not going to allow them to use our client because of his Celebrity Status to some how gain some favor. That is not what's going to happen because that this was this for us, there has to be some politically motivated reason because as we all evaluated and we've had other attorneys evaluate this video. People are astonished that he was charged and the only when things don't make sense that should make sense logically. Then we have to turn to some other motivation outside of the facts, so the facts speak for themselves. So there are some other factors at play here that we have to uncover. And it's really deeply unfortunate that this family of the deceased is being used in the way they're being used. APD is using them. They're not at all being honest with them about the decedence involvement in what happened in fact Corey Crawford and Treymon Robinson should be charged with their son's murder. Today. Today. Because it is a felony murder. They initiated participated in and under the statute. They should be charged with this murder. And so all of this energy is absolutely misdirected at a man who was a businessman. This is a middle-aged man who was attacked by 23 year olds men as young as one of his own children, absurd.

Journalist: Attorney Davis and any of the attorneys here can answer this what do you say to the Benton family who said they looked through the warrants and the warrants suggests that uh Chaka Zulu here was the aggressor in this situation saying in the warrants that he choked some of the people there what's your response to the Benton family today?

Lawyer 3: Those that assertion is just contrary to the facts of this case that the facts don't support that. When you, when and if you have an opportunity to review the video you you will see that the initial chest contact is with from Mr Benton that the initial punch that hit Mr Chaka was from Corey Crawford. Then Mr Benton that Mr Benton then stomped him, kicked him, punched him, that uh that those things are just not consistent with the facts. He was not the aggressor in this situation. He was walking from the parking lot on the way into his place of business when he has stopped by them. And confronted he is not the aggressor.

Lawyer Gabe: And let me just say this to your question too. It's not lost on Chaka that someone lost his life that evening. The last person that would want to shoot another man is the man sitting to my right. And so as much as the Benton family has questions and I can understand their pain and appreciate it because I've represented many victims as a former prosecutor when I work these cases. The reality is, is this affidavits don't always speak the truth. And in this case when you review the video footage and listen to the critical eyewitnesses the truth is unfortunately that their son attacks Chaka from behind and made a decision that ultimately caused him that his life that night. And so while we respect and we grieve with the family frankly because they lost their loved one. It's not because of the this anything that this man did unlawfully.

Journalist: According to your statement, Mr. Chaka was physically injured and traumatized. Then how could he sit here?

Lawyer Gabe: We certainly appreciate your question. He's certainly here and wanted to be present today because this is an important day for him. At this point in time he's willing to cooperate with the investigation as he has but he's not going to make any public statements at this point in time.

Lawyer Gabe: I will say this. I know this. And he's here he is so eternally grateful for their support. I know he wants to say it but I'm going to make sure that he doesn't say it because I want to make sure I protect him from this process going forward. And we are now in a protective posture of him being forced to protect him right because APD did the wrong thing. He cooperated fully with their investigation and had they done the right thing. We as lawyers wouldn't have to we wouldn't be holding this press conference frankly. But we're here, he's here he's thankful for everyone's support and frankly humbled at the outpouring of support that he's received.

Journalist: Yes sir, thank thank you. Gentleman from The New York Times, it's a question either from Mr Banks Mr Davis or Mr secret two questions if you don't mind. The first one is have you had any indication from APD or anyone else associated with you know the the bringing of the charges as to why they have not brought additional charges given the fact that we have video evidence that appears to show acts of violence um other acts of violence. The second question is can you talk about Georgia and the stand your ground statute and whether or not that plays into a defense of Mr Zulu.

Lawyer Gabe: Sure, so Georgia, let me answer the second question first okay. Georgia courts don't speak in stand your ground terms they use the traditional terms like justification and self-defense and and surrounding that statutory body of law Georgia clearly says that an individual who is met with threats or Force has absolutely no Duty or obligation to retreat. And so in fact while they don't use the language stand your ground the reality is is [that Chaka had every right to stand his ground on that day in question and we are happy that he did. Now, I forgot your first question so you're gonna have to remind me I'm a little....

Journalist: I'm so sorry, a gentlemen and it appears that there is evidence out there from T on TMZ on the internet that other acts of violence occurred. And so my question is has anyone at APD or anyone else involved in the investigation of this given you some justification or had a conversation with you about why no one else has been charged in this case.

Lawyer 2: No, that question needs to be lodged with APD at with the chief of police the interim chief police. Why no one else was charged is baffling everyone that sees the level of violence perpetrated against Chaka is we're dumbfounded. I mean as long as attorney Seekers have been practicing for 40 years 20, 25 and we've never seen anything like this where you have video evidence of this level of violence yet no arrest. And that's why it again raises the question about what other motivation does someone inside of APD have for this. How do they think this is going to advance some other agenda, but not on his back.

Lawyer Gabe: Yeah and it's not we don't have an answer to that question because, not because we haven't asked the question not because we haven't demanded Justice on behalf of Chaka. We've talked to the city of Atlanta police department and and members as well as the investigating officers who were boots on the ground asking the very question that you ask us today. And and we have been met with no answer.

Lawyer 3: And we do ask for justice on behalf of Ahmed Chaka Zulu Obafemi. But we also ask for justice for his assistant who was brutally beaten by Mr Trayvon Robinson, not hit twice, not out, and is suffering physical and mental trauma as a result of that. And that person, the police department has not attempted to arrest that person, and have had the audacity in the charges to charge Ahmed Chaka Zulu Obafemi with simple battery. But they didn't charge Tremont Robinson was simple battery. They didn't charge Corey Crawford with something that right. They didn't charge Mr, um, the others of Mr Stroger with a super battery. And that's the thing that is so unusual. In the time that I've been practicing in Georgia typically what happens in cases like this is this. If there are all these acts of violence that are so clearly and obvious on the video usually everybody's charged. They charge everybody. And then let the district attorney or someone else figure it out. This is a situation where it appears to Atlanta Police Department for some reason made a very quick decision. Unjustifiably quick decision to charge exclusively Chaka Zulu.

Journalist: I want to know if the mayor of Atlanta Andre Dickens has had a chance to review this case or the video.

Lawyer 3: I will say that we were certainly like for those who have authority and oversight to take an interest in Justice in Atlanta whether or not he's seen the video I don't know.

Journalist: Is there anything that he can do to stop anything from going to the DA's office.

Lawyer 2: The APD, the chief, works for the mayor, and at this point APD has to be reeled in clearly the way they've moved in this case um absolutely requires some oversight. They can not manage this themselves fairly and justly. We don't see Justice here and so when you don't see it here the person who gets to a point gets to select is going to have to intervene on some level to redirect them. So that the rest of the world can make sense of what's happening in Atlanta right now with policing.

Journalist: What was Chaka? What was your Association? And I'll speak to you shout out Zulu's association with our test been to the 23 year old young man who is no longer walking. What was the association between his and Chaka.

Lawyer Gabe: There was none other than the fact that on the first night that ultimately they didn't even meet. They didn't even have pleasantries. They didn't even exchange hellos. But rather Chaka was attacked by Mr bitten from behind on that night. That's the first time that he ever encountered Mr. Benton. He doesn't know him and Mr Benton didn't know him.

Journalist: An issue with VIP parking bad feelings feeling disrespected and then it just still into an attack so are you guys contending that that is how this all started that there was no let us.

Lawyer Gabe: There was certainly no back story whereby Mr Zulu had any beef with any of these individuals as it concerns the crew and the decedent having issues about parking and not being able to get into the club or get a table at the club that certainly is information that we have learned from the witnesses why this escalated to the point that it did was that a part of it yes is that the rest of the story I don't believe so. The reality is is that as attorneys and and as Chaka a legal legal team, his legal team continues to investigate this matter. We are going to unturn every stone to ensure that we have the full picture. Frankly I will say this when you watch the video closely, what you see after the decedent and his crew exit the restaurant and the establishment, is that they are gathered there in front of the cars co-mingling as eventually Chaka walks out to go get his special guests. During that time Corey Crawford goes inside his vehicle and pulls out a gun to arm himself, and then all of the sudden this one of the same crew members approaches Chaka that is Treymon Robinson and has a beef with Chaka that comes from nowhere. He's going out to greet a guess that's the only thing that's on his mind there was no prior beef on the inside of the establishment with this uh the decedent and or his crew and then he encounters Treymon Robinson at that time and then it escalates. And so did they have a plan coordinated attack I think that that's a question that you need to ask when you watch the video.

Journalist: We'll be releasing that video since so much hinges on?

Lawyer 2: The video has is out with TMZ it's it's out and it's in the public domain but I want to point out one other point is that before Chaka makes any contact with Treymon Robinson look at his hands, look at Robinson's hands he beckons his crew. So they're already moving so it's very important that you watch this he they're already moving into place to attack him before there's any physical contact. So the the idea that they are somehow coming to his Aid because this 52 year old man is having a rough time with a 23 year old. No, they were moving on him and it was in a level of intentionality that you just have to look very closely and the fact that they've rushed the way they have and not even interviewed Robinson again speaks to issues within APD

Journalist: For you guys to have it here, so you could go through it because there are there are now domain. So is there any plans of you can show like this is where his hand this is where his hands were you think I'm approaching anything like that that could guide uh people to see where when

Lawyer Gabe: We'll certainly leave that open frankly I don't know why the city of Atlanta Police Department hasn't released the video. Right, it's their job to investigate he doesn't have to do a damn thing right and so he has been charged with murder wrongfully and to the extent that you want something you should be asking your constituency or the leaders in this community who lead the parade for the video. It doesn't mean that we won't be open to to having the video because we don't have anything to hide from the video. But right now we are not authorized to release the video and so as a result based upon um just just some legal technicalities that we are trying to do our best to abide by we haven't released the video otherwise we would be presenting to you today with the video.

Journalist: Are there other videos, are there other angles of this shooting that you know of and also um had the fight been separated.

Lawyer Gabe: No, the party's been separated before the first shot was fired. Absolutely not so this is very critical and and I think any skilled prosecutor will understand and appreciate that this is a critical analysis of this case. That is this was a continuous fight and it really wasn't a fight it was a man that was fighting for his life because he was attacked from behind. He didn't have a chance frankly. And so there was no break in the chain of events from the beat down up until

the time that Chaka fired his shots lawfully and defended himself in self-defense . And so that's a very critical question it's a very important question. This was a continuous ongoing beating and attack of Chaka in fact when he reaches, when he reaches his feet, they continue to charge him the the individuals that participated in the Beatdown and kicked him and stomped him and punched him are right there in his path as he is attempting to get to safety into the restaurant. And so no there was no break in the chain of events and to the extent that the city of Atlanta Police Department suggests otherwise that would be a fall falsehood. Lawyer 3: To the point of Chaka that hasn't the fact of the matter is is that the length of time. From the time that Tremont Robinson bumped Chaka in the chest until the shooting was 21 seconds.

Journalist: To the point of Chaka not having an obligation to retreat while being assaulted um aside from his name being uh aside from his celebrity, do you think that his name being obafemi makes this case a political case beyond just because it's supposed to be a quote-unquote stay in your ground state I'm wondering why would they charge a man who was being assaulted and clearly um you know not not uh charge anyone.

Lawyer 3: Else there are some who would suggest or question?

Lawyer Gabe: There's no correlation between what she's doing uh with the hip-hop community in Chaka Zulu. We don't we don't mean there's just no correlation. He's not charged with Rico. He's not charged with gang charges. He's not a member of a criminal street gang. This is a professional businessman who's worked all going to college educated himself worked all his life been a philanthropist in the community giving back to the community. And so there's no correlation between those indictments and the pending charges against Chaka at this point time.

Journalist: in Atlanta live right now on Facebook covering this news conference sir and you know it's all when we talk about the video, It's All About interpretation uh. You have a lot of supporters behind you but you also have people who are out there, who are saying things and making it important the state the state shocked at the start of the fight the kid you choke was scared for his life. The reason his friends jumped in to help him be a man say you made a bad mistake, none of the people you and your group was fighting had a gun or shot a gun.

Lawyer Gabe: Well let me do that that's not true, that's that's simply not true, and so tell your live viewers and let me tell them since we're live that um they shouldn't just go on what they what they believe to be true or what what someone else is telling him what happened at that night is that first of all Treymon Robinson is the first person to have made physical contact with Chaka . He chest bumped him in Chaka and he was reaching for a firearm what Chaka believed to be a firearm. After that chest bump as he was reaching for his shocked firearm Chaka tried to prevent him and de-escalate the situation prevent him from pulling that firearm. And then he is attacked from behind. Look he is a licensed to carry he was lawfully in possession of his gun that night in fact when that young man was reaching for his race band and Chaka believed he had a firearm the law would have fallen out a firearm. So no one gets shot instead of being able to prevent that man from pulling out a firearm what happened is he was attacked from behind, beaten, and pummeled to the ground. He's in a defenseless posture and eventually he has to get up in any time in America I can tell you this that four people attack you from behind and start kicking and stomping and beating on you. Let me tell you something no man in America isn't going to be able to believe that he can't act and firing self-defense that's what he did on that night he would do it again if he were in that position and frankly he did nothing wrong. And so you tell your viewers that they are wrong about that they will be wrong about it today they were wrong about it yesterday they'll be wrong about it several weeks from now.

Journalist: Mr. Chaka has a good feeling to know the initial attack on an unknown person? How did he get it?

Lawyer Gabe: He didn't have any inkling that there was a planned attack but I will just say this in conclusion that at some point he learned while on the ground and felt and believed that these individuals were armed he believed that Treymon Robinson was armed when he first encountered him. And so when he got up to his feet lawfully discharged his weapon. And so look, I know you guys are asking for the video and we appreciate that and to the extent that the video was

ever released and you guys want us to come back and walk you through what our what we see we're happy to do that at this time though we have taken all of your questions we appreciate all of you for being here and we ask everyone in the community to stand with Chaka at this time.

(42:20 – question error)

Journalist: Can you give any information about these people? what does this have to do with Mr. Zulu?

Lawyer Gabe: Can I what now?.... Sure,sure, if you want to um...

Lawyer 2: These are family members that have been with him all of his life um these are people who support him and have seen and know his character and they stand with him as many many um people here in Atlanta and around the world quite frankly continue to stand with him because they know of his good character. Thank you, thank you so much.

