

ABSTRACT

ROSANTY, Priska Jeanny (2026). **Humanism and Counter-Hegemony in Valika Smeulders' Utterances in *Narrative Of Slavery*: A Critical Discourse Analysis**. Yogyakarta: Department of English Letters, Faculty of Letters, Universitas Sanata Dharma.

The language features that are used by a person is a window to their personal beliefs and values. This statement is apparent in how Valika Smeulders, the head of Rijksmuseum's history department, addresses her ideas in the *Narrative of Slavery* live stream that is held by The Dutch Centre. The live stream discusses the Rijksmuseum's first slavery-related exhibition entitled the Slavery exhibition. Due to the sensitivities of the issues brought in the exhibition and the urgency to make use of language to decolonize a museum's voice, this thesis aims to uncover the ideology and counter-hegemony found in Valika Smeulders' utterances in The Dutch Centre's *Narrative of Slavery* live stream.

This thesis investigates 2 research questions: 1.) What language features are used in Valika Smeulders' utterances from The Dutch Centre's *Narrative of Slavery* live stream? 2.) How do the language features, alongside discursive practices and social practices, used in Valika Smeulders' utterances shape the humanism ideology and counter-hegemony found in The Dutch Centre's *Narrative of Slavery* live stream? This thesis utilizes Fairclough's Critical Discourse Analysis framework. This framework is suitable to fulfill the aims since it views Valika Smeulders' utterances through how they are described, interpreted, and consumed.

As the object of the thesis, Valika Smeulders' utterances are taken from the live stream's transcript and narrowed to 263 utterances through purposive sampling. The utterances undergo three steps in their analysis. First, the language features are identified for the textual analysis dimension. Second, the way that the utterances are produced, distributed, and consumed is identified from the discursive practice dimension. Third, the way that the discourse is related to social settings is assessed in the social practice dimension, including the resistance, in the form of counter-hegemony, and the humanism ideology within the discourse.

There are 6 language features in Valika Smeulders' utterances: emotive language, metaphor, national identity, modality, inclusive pronouns, and rhetorical questions. These features demonstrate humanism and counter-hegemony resistance through advocating for sharing truthful information of Dutch history. The advocacy efforts are seen in conversational genre, persuading and promoting activity types, institutional and inclusive styles of language, post-colonial and media discourses, and intertextual references through institutional and exhibition references. The humanism ideology is manifested by expanding the public knowledge of slavery during the Dutch colonization era. Meanwhile, the counter-hegemonic resistance is shown by reframing the narrative around freedom and accountability for power dynamics of that era.

Keywords: *Critical Discourse Analysis, slavery, Dutch colonialism*

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Bahasa yang digunakan oleh seseorang adalah jendela dari keyakinan dan nilai-nilai pribadinya. Pernyataan ini terlihat dari cara Valika Smeulders, kepala departemen sejarah Rijksmuseum, menyampaikan ide-idenya dalam siaran langsung *Narrative of Slavery* yang diselenggarakan oleh The Dutch Centre. Pameran pertama Rijksmuseum yang berkaitan dengan perbudakan, *Slavery exhibition*, dibahas di siaran langsung. Kesensitivitas isu-isu pameran dan pentingnya bahasa dalam dekolonisasi terminologi museum membuat skripsi ini bertujuan untuk mengungkap ideologi dan kontra-hegemoni yang ditemukan di tuturan Valika Smeulders dalam siaran langsung *Narrative of Slavery*.

Skripsi ini mengkaji 2 rumusan permasalahan: 1.) Fitur bahasa apa yang digunakan dalam tuturan Valika Smeulders dari siaran langsung *Narrative of Slavery* di kanal The Dutch Centre? 2.) Bagaimana fitur bahasa, bersama dengan praktik wacana dan praktik sosial-budaya, yang digunakan dalam tuturan Valika Smeulders membentuk ideologi humanisme dan kontra-hegemoni yang ditemukan dalam siaran langsung *Narrative of Slavery* di kanal The Dutch Centre? Skripsi ini menggunakan kerangka kerja Analisis Wacana Kritis Fairclough. Kerangka ini cocok untuk menjawab rumusan masalah karena memandang tuturan Valika Smeulders berdasarkan cara tuturan itu dideskripsikan, ditafsirkan, dan dicerna.

Sebagai objek penelitian skripsi ini, tuturan Valika Smeulders diambil dari siaran langsung dan dipersempit menjadi 263 tuturan melalui teknik purposive sampling. Ujaran-ujaran tersebut dianalisis melalui tiga tahapan. Pertama, fitur-fitur bahasa dianalisis di dimensi analisis tekstual. Kedua, cara tuturan diproduksi, didistribusikan, dan dicerna diidentifikasi dari dimensi praktik wacana. Ketiga, keterkaitan wacana dengan konteks sosial dianalisis dalam dimensi praktik sosial-budaya, termasuk adanya resistensi kontra-hegemoni serta ideologi humanisme di dalam wacana tersebut.

Ada 6 fitur bahasa dalam tuturan Valika Smeulders: bahasa emotif, metafora, identitas nasional, modalitas, kata ganti inklusif, dan pertanyaan retorik. Upaya advokasi terlihat dalam genre percakapan, jenis aktivitas membujuk dan mempromosikan, gaya bahasa institusional dan inklusif, wacana pascakolonial dan media, serta rujukan intertekstual melalui rujukan institusi dan pameran. Ideologi humanisme diwujudkan dengan memperluas pengetahuan publik tentang perbudakan pada masa kolonisasi Belanda. Sementara itu, resistensi kontra-hegemonik ditunjukkan melalui pembingkai ulang narasi seputar kebebasan dan pertanggungjawaban terkait dinamika kekuasaan pada masa tersebut.

Kata kunci: *Critical Discourse Analysis, slavery, Dutch colonialism*