

**LANGUAGE HEGEMONY TOWARD ZAKIR NAIK'S  
LECTURE IN HIS Q&A SECTIONS AT UNIVERSITY OF  
UTARA MALAYSIA: CRITICAL DISCOURSE ANALYSIS**



**Achmad Fanani Rosyidin**  
**Reg. No. 165300055**

**ENGLISH LANGUAGE EDUCATION DEPARTMENT  
FACULTY OF TEACHING TRAINING AND EDUCATION  
UNIVERSITY OF PGRI ADI BUANA SURABAYA  
2020**

**LANGUAGE HEGEMONY TOWARD ZAKIR NAIK'S  
LECTURE IN HIS Q&A SECTIONS AT UNIVERSITY OF  
UTARA MALAYSIA: CRITICAL DISCOURSE ANALYSIS**

**Submitted in partial fulfillment of the requirements for  
Completing the Bachelor Degree in the Department of English  
Education**

**By:  
Achmad Fanani Rosyidin  
Reg. No. 165300055**

**ENGLISH LANGUAGE EDUCATION DEPARTMENT  
FACULTY OF TEACHING TRAINING AND EDUCATION  
UNIVERSITY OF PGRI ADI BUANA SURABAYA  
2020**

## CERTIFICATION

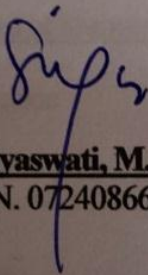
Thesis by : Achmad Fanani Rosyidin  
Reg. No. 165300055

Title : Language Hegemony Toward Zakir Naik's Lecture  
In His Q&A Sections At University Of Utara  
Malaysia: Critical Discourse Analysis

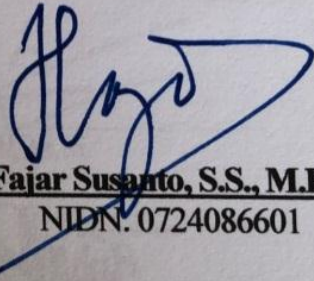
Surabaya, January 16<sup>th</sup> 2020

Acknowledge by :  
Head of English Education Department

Advisor,



**Dr. Sivaswati, M.Pd**  
NIDN. 0724086601



**Fajar Susanto, S.S., M.Pd.**  
NIDN. 0724086601



FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
UNIVERSITAS PGRI ADI BUANA SURABAYA

Kampus I : Jl. Ngagel Dadi III-B/37 Telp. (031) 5053127, 5041097 Fax. (031) 5662804 Surabaya 60234

Kampus II: Jl. Dukuh Menanggal XII Telp. (031) 8281181, 8281182, 8281183 Surabaya 60234

<http://fkip.unipasby.ac.id/>

Unipa Surabaya

APPROVAL SHEET

This is to certify that the undergraduate thesis entitled "*Language Hegemony toward Zakir Naik Lecture in his Q and A section at University of Utara Malaysia: Critical Discourse Analysis*" by Achmad Fanani Rosyidin (Reg. No. 165300055) has been approved by the Board of Examiners on 30 January 2020.

The Board of Examiners

1. Chairperson



Dr. Suhari, S.H., M.Si.

2. Secretary

Dr. Endang Mastuti Rahayu, M.Pd.

3. Member

Salim Nabhan, S.Pd., M.A.

4. Member

Fajar Susanto, S.S., M.Pd.

## STATEMENT OF ORIGINALITY

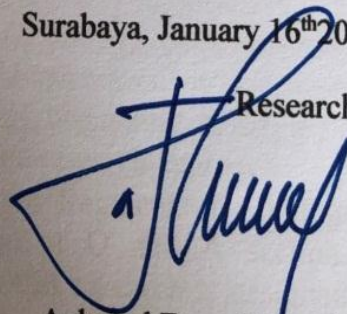
**This is to certify that I, the undersigned below:**

Name : Achmad Fanani Rosyidin  
Student registration number : 165300055  
Department : English Education Department  
Faculty : Teacher Training And Education

Justify that this ungraduated thesis is my original work. I do not plagiarize other people's works, except legal quotations. If it can be proved someday that this thesis is a plagiarism, I am to bear the consequences of my deed.

Surabaya, January 16<sup>th</sup> 2020

Researcher



Achmad Fanani Rosyidin

## ABSTRACT

Rosyidin, Achmad Fanani. 2020. *Language Hegemony toward Zakir Naik Lecture in his Q & A Sections at University of Utara Malaysia: Critical Discourse Analysis*. Undergraduate Thesis, English Language Education Department, Faculty of Teacher Training and Education, University of PGRI Adi Buana Surabaya, Advisor: Fajar Susanto, S.S., M.Pd.

**Keyword:** CDA, Hegemony, Syllogism, Metaphor, Discourse.

Language is not seen as neutral vehicle to represent the reality. The topic of this research is examined on Language Hegemony in views of Linguistic usage of some famous speaker. There should be tendencies that is derived from the linguistic usage of Zakir Naik lecture in which refers to the way of logical thinking and metaphor. These elements in view of linguistic usage can perfectly influence the audience to construct their behavior, beliefs and so forth. The research question can be formulized into how language hegemony is represented in Zakir Naik especially in his Q and A section at University of Utara Malaysia. The objective of this research is to describe how language Hegemony is represented in Zakir Naik lecture in his platform. To Figure it out it entails some particular elements to represent language hegemony in Zakir Naik such as methodology, research design, and research approach.

The data of this research are the fragmentation dialogues between Zakir Naik and his audience at Q and A section at University of Utara Malaysia. Although this research is designed in qualitative approach in which focuses on social phenomena of Language hegemony of toward Zakir Naik. This data has been classified into seven fragmentations and its analyzing and further exploration about it. The data has been analyzed by the Critical Discourse Analysis Method that arise from the linguistic usage of Zakir Naik with reference of Norman Fairclough. The result of this research language hegemony can be described from linguistic perspective includes metaphor and syllogism.

## **MOTTO**

*Ideology today is unfreedom which you personally sincerely  
experience as freedom*

## **DEDICATION**

This research is dedicated to my beloved father, my beloved mother, and all of my family. They have given me love and affection. They also taught me to do hard work and always support me to be successful.

## ACKNOWLEDGEMENTS

All praises belong to Allah SWT for blessing, love, opportunity, healthy, and mercy to complete this undergraduate thesis. This undergraduate thesis entitled “ Language Hegemony toward Zakir Naik’s Lecture in His Q&A Sections at University of Utara Malaysia: Critical Discourse Analysis” is submitted as the final requirement in accomplishing undergraduate degree at English Language Education Department, Faculty of Teacher Training and Education, University of PGRI Adi Buana Surabaya.

This undergraduate thesis would not have been completed without support, guidance and help from individual and institution. Therefore, I would like to express special thanks to:

1. Dr. M. Subandowo, M.S as the Rector of University of PGRI Adi Buana Surabaya.
2. Drs. Suhari, S.H., M.Si as the Dean of Faculty of Teacher Training and Education.
3. Dr. Siyaswati, M. Pd as the Head of English Language Education Department.
4. Fajar Susanto, S.S., M.Pd. as the advisor who always give suggestions, recommendations and supports for this research.
5. Rahmat Setiawan, S.S., M.A as my second advisor who always gives suggestions, recommendations support for this research.
6. My father and my mother who always pray for me and give me best support.
7. My big family from father and mother who always support me to finish this undergraduate thesis.
8. My partners Ira Natalia Novitasari, Nurufiyah, Julio Krisna Mahendarta who has sincerely given me best encouragement and motivations.

The researcher realize that this this research can not be perfect without recommendations and suggestions. Therefore, the researcher invoke suggestions and criticism from the readers who read this researc. Hopefully, this research can usefull for all us.



## TABLE OF CONTENTS

Title .....	i
Certification .....	ii
Approval .....	iii
Author's Declaration .....	iv
Abstract .....	v
Dedication/Motto .....	vi
Acknowledgements .....	vii
Table of Contents .....	viii
List of Figures .....	x
List of Appendices .....	xi

### CHAPTER I INTRODUCTION

A. Background of the Study .....	1
B. Scope and Limitation of the Study .....	3
C. Research Questions .....	3
D. Purpose of the Study .....	3
E. Significance of the Study .....	3
F. Definition of the Key Terms .....	4

### CHAPTER II REVIEW OF RELATED LITERATURE

A. Rhetorical .....	5
1. Metaphor .....	6
2. Syllogism .....	6
B. Hegemony in Gramsci Concept .....	8
C. Critical Discourse Analysis .....	9
D. Background of Zakir Naik .....	10
E. Review of Previous Related Studies .....	12
F. Conceptual Framework .....	13
G. Assumption .....	14

### CHAPTER III RESEARCH METHOD

A. Research Design .....	15
--------------------------	----

B. Data and Source of Data .....	15
C. Data Collection Technique .....	15
D. Data Analysis Technique .....	16
E. Data Validity .....	17

#### **CHAPTER IV RESEARCH RESULT AND DISCUSSION**

A. Result of the Study .....	19
B. Discussion .....	27

#### **CHAPTER V CONCLUSION AND SUGGESTION**

A. Conclusion .....	35
B. Suggestion .....	36

<b>REFERENCES</b> .....	37
-------------------------	----

<b>APPENDIX</b> .....	41
-----------------------	----

## LIST OF FIGURE

Figure 1 Conceptual Framework .....	13
Figure 2 Data Validity .....	17

## LIST OF APPENDICES

Appendices	
Appendices 1 .....	41
Appendices 2 .....	45
Appendices 3.....	46