

CHAPTER I

INTRODUCTION

This chapter describes the nature of the study. The background of the study is explained in the beginning as the basis for the statement of problem and aim of study. This chapter also comprises research method that will be taken in this study followed by the clarification of related terms. This chapter is ended with the organization of paper as a general description of the research paper.

1.1. Background of Study

In the beginning of 2011, a massive demonstration happened in Egypt. The Egyptians were very angry with the government, particularly with Mubarak's tyrannical regime that led Egypt into poverty. Grievances of Egyptian protesters were also focused on political and economic issues including police brutality, lack of free election, wild corruption, high unemployment, and food price inflation. The Egyptians were not satisfied with Mubarak's government since his almost 30 years reining the country. Thus, his regime became the major reason for the protesters to force Mubarak to step down from his office.

There were also many victims in this massive demonstration, including the police and civilians. In clashes with the police who fired tear gas and rubber bullets at the crowds, 55 protesters and 15 police were injured on the first day (al-Atrush, 2011). The clashes between the police and the protesters made Cairo, the capital of Egypt, chaotic.

Fundamentally, demonstration is an expression of the people's voice; therefore it logically represents the practice of democracy. According to

Lincolnian's definition of democracy, it is "of the people, by the people and for the people". Thus, since the people's voice truly comes from the people, then it must be democratic (Drnell, 2010). The same as the Egyptians, besides ousting Mubarak's regime, their primary goal of the demonstration is demanding for a new democratic system in Egypt.

Egypt is a country in which ninety percent of its population is Muslim, while the rest is Coptic Christian and other forms of Christianity. Although the Muslims are majority, but all the Egyptians including Christians also come together in this massive demonstration to voice their grievances and demands. An analyst of Geopolitical, Idries de Vries (2011) argues that "in most protests — though not all — the featured slogans were "democracy" and "freedom" and not "Islam". Further, he states that:

The organizers of the demonstration in Egypt felt themselves forced to ask the demonstrators not to show their religious views, and begged the people to bring only Egyptian flags and no religious symbols.

From that statement, it is clear that the Egyptians want democracy and freedom, regardless their race and religion. In relation to Islam, basically, Egypt is a secular state in which Islamist groups have been marginalized in the political process. Islamist movements were banned in 1954 after an assassination attempt on President Nasser. One of the Islamist movements in Egypt is *The Muslim Brotherhood* in 1928. Until now, it is the largest and best-organised opposition movement which supports a move away from secularism, and a return to the rules of the Quran as a basis for healthy families, communities, and states (Jones, 2011). The reality that this largest Islamist movement have finally been able to

voice their demands after banned for long time thus leads the Egyptian demonstration associated with Islam. However, democracy and freedom are still the main points of this demonstration.

After 18 days of the massive demonstration, Mubarak finally resigned on Feb 11, 2011 ending 30 years of his autocratic rule. The military, then, stepped forward and took power. However, it did not stop the demonstration since the demonstrators saw the military's loyalty to the core of Mubarak's government and the slow pace of change led to a new massive demonstration and violence in April. Again, the chaotic clashes were still going on in October where 24 people were killed in a night of clashes between Muslims, Christian protesters and police (Mackey, 2011).

The massive demonstration in Egypt became a hot issue in the world's mass media, particularly in 2011. In Indonesian mass media, this event also became public's attention, because there are many Indonesians who stay in Egypt, particularly students. In addition, this tragedy is similar to the tragedy of massive demonstration in Indonesia in 1998, in which the Indonesians people also demanded for democracy by overthrowing Soeharto's 32 years regime, the president of Indonesia at that time.

The report of Egypt demonstration in Indonesia is not only in printed media, radio, or television, but it is also available in online media. As the new phenomenon in history of journalism, online media provides the web users easily to obtain news and information. Besides, the hot issue in online media can appear more than once in a day since it has unlimited space to create information.

One of the most informative media in Indonesia is *The Jakarta Globe*. It is an English-language newspaper in Indonesia which provides the readers with national and international reports. As the extension of its printed edition, *The Jakarta Globe* online complements the newspapers with the latest stories, breaking news around the clock and a searchable archive of stories. For instance, the reports of Egypt demonstration appeared more than once in January 27, 2011 with different headlines, photographs, and news stories. That is to say, the news is always up-to-date. As Ward (2002, cited by Dimitrova and Neznanski, 2006) states that:

Breaking news is available to audiences from the moment it is uploaded into the news website. This can be done quickly and at any time allowing online information to be extremely up-to-date.

Therefore, these reports are quickly received by the viewers/readers in Indonesia, either as headlines, breaking news, or archive stories.

As one of mass media products, news photograph, or known as photojournalism is not only a picture of an event but it also covers news and fact. Becker (1995, p.5) states that photojournalism is commonly supposed to be “unbiased, factual, complete, attention-getting, storytelling and courageous”. The presence of an image and the content of a news photograph help to determine the interpretation of a news event (Entman, 1993). The presence of news photographs will also shape personal interpretation towards the meaning of the photo since the message delivered by the picture is hidden and implicit. Thus, the researcher is interested in conducting a study to uncover what is beyond the news photographs in the mass media.

As mentioned previously that demonstration is an expression of the people's voices, thus, their voices are related closely with their demands and wishes toward a new government in Egypt. Then, the present study focuses on the portrayal of the voice of the people in the news photographs of *The Jakarta Globe* online newspaper regarding the massive demonstration in Egypt. Since news photographs consist of headlines, photos and captions, then, headlines and captions are also analyzed to discover the relevant information with photograph visually in supporting the emergence of the people's voice.

To fulfil the aim of the study, some theoretical approaches are needed as the research foundation. According to Stokes (2006, p.76), semiotics is the appropriate tool of analysis for revealing a meaning of an image. Since the photographers have used various signs in their attempts to create a particular meaning, thus, semiotics as the study of sign can be applied to uncover the hidden meaning within photographs. Roland Barthes' orders of signification and photographic message are utilized to analyze the portrayal of the people's voice in the 15 news photographs in *The Jakarta Globe* online newspaper regarding the tragedy of Egyptian demonstration.

1.2. Statement of Problem

The problems in this study are formulated into the following question:

“How is the voice of the people portrayed in the news photographs of massive demonstration in Egypt in *The Jakarta Globe* online newspaper?”

1.3. Aim of study

Considering the issue discovered in this study, it is aimed at revealing the the voice of the people portrayed in the news photographs of massive demonstration in Egypt in *The Jakarta Globe* online newspaper.

1.4. Research Methodology

1.4.1. Research Design

In this research, the news photographs, which the researcher takes from *The Jakarta Globe* online newspaper, are analyzed by means of a qualitative method. As Strauss and Corbin (1990) state, qualitative research, broadly defined, is any kind of research that produces findings not arrived at by means of statistical procedures or other means of quantification. Qualitative method can be used to understand any phenomenon about which little is yet known. Thus, it is not about how many texts that matter, but the quality in analyzing the selected text.

1.4.2. Procedure of the Research

In conducting this study, the following procedures are followed:

1. Data Collection

The news photographs of massive demonstration in Egypt are selected as a source of data. There are 15 selected photographs capturing this event from *The Jakarta Globe* online newspaper. This website provides a lot of information, either national or international news. The relevant theories are also figured out based on library research.

2. Data Analysis

In this study, the data analysis is guided by the main aim of the study, portraying the voice of the people in the 15 news photographs of massive demonstration in Egypt in *The Jakarta Globe* online newspaper using semiotic analysis. Roland Barthes' orders of signification and photographic message are employed to analyze and uncover the hidden meaning of these news photographs. The theory consists of denotation as the first order signification where the literal or actual meaning can be depicted. Meanwhile, connotation as the second order signification is used to describe the meanings that are implied by a sign. To fully understand the connotative meaning, Barthes' photographic message is utilized to describe the multiple messages embedded within images. The photo text (headline and caption) then is analyzed by identifying the news elements of the **wh**-model to fix the various interpretations of the photograph and to see how it can affect the meaning of the photograph.

3. Interpretation of Data and Conclusions

The data are interpreted by reflecting on how the findings relate to the existing research. Here, the data are interpreted to reveal the portrayal of the people's voice in the news photographs and to discover the relevant information among headlines, photographs, and captions in supporting the people's voice regarding the tragedy of Egyptian demonstration in *The Jakarta Globe* online newspaper.

1.5. Clarification of Key Terms

- Semiotics is concerned with everything that can be taken as a sign (Umberto Eco, as cited in Chandler, 2002, p.2). It involves the study not only of what we refer to as 'signs' in everyday speech, but of anything which 'stands for' something else.
- Barthes' two orders of signification are used to analyze the significance of a sign. The first order is a relationship between signifier and signified towards external reality. Barthes called it denotation or the literal meaning of a sign, while connotation is the term used to indicate the second order. It describes an interaction when a sign meets the reader's/the viewer's feeling or emotion with their cultural background. The orders of signification called denotation and connotation combine to produce ideology – which has been described as a third order of signification (Fiske & Hatley, in Chandler, 2002, p.144).
- Barthes' photographic message is the way to focus on connotative meaning on a photograph. There are six connotative procedures including trick effects (fake photos), pose (posture and arrangement of people), object (placement of objects), photogenia (technical aspects of photo), aestheticism (imitation of artistic styles), and (syntax arrangement of photos in a series).
- Photojournalism or news photograph is an object that has been worked on, chosen, composed, constructed, and treated according to professional,

aesthetic or ideological norms which are so many factors of connotation (Barthes, 1977, p.19).

- **Headline** is the most important element which can gain immediate viewers'/readers' attention and lead them into the text (Altstie and Grow, 2006). **Caption** is a phrase, sentence, or paragraph describing the contents of an illustration such as a photograph or chart (Bear, 1997). Caption should be comprised of the 5W + 1H element: who, what, where, when, why and how to explain the information of the photograph (Wijaya, 2011).
- **Online Media** is new ways of communication, based on altered text organization, its multimedia design and on the concept of word-image-body (Janez Stehovec, 2007).

1.6. Organization of the Paper

The paper would be organized into five chapters as follow:

Chapter 1 Introduction. It presents the background of the study, statement of problem, aims of study, research methodology, clarification of key terms and organization of the paper.

Chapter 2 Theoretical Foundation. It discusses the theories and concepts that are used in answering the research question. The study focuses on the theory of Semiotics which is used to analyze the news photograph. Some previous researches are also illustrated in this chapter.

- Chapter 3 **Research Methodology.** This chapter elaborates the procedures taken in conducting the study, including data collection and data analysis.
- Chapter 4 **Finding and Discussion.** In this chapter, the analysis of news photographs and photo texts will be interpreted based on semiotic analysis using Roland Barthes' photographic message and orders of signification.
- Chapter 5 **Conclusions and Suggestions.** It covers the conclusion of the study and its result. The chapter also considers several suggestions for future study.

