

CHAPTER I

INTRODUCTION

This chapter covers the background of the present research. It also defines the research questions which this research aims to answer. Furthermore, it clarifies the limitation of the study as well as the aims of study to frame the points of research. The research method by which the study was conducted is also mentioned here. Lastly, the organization of the paper is described in this chapter.

1.1 Background

In the middle of 2007, Malaysia, the neighboring country, was lively reported to have attempted to claim several traditional dances, songs, and musical instruments that originally belong to Indonesia as Malaysia's cultural heritage. Some of the Indonesian piece of cultural items that were claimed by Malaysia were the *Reog Ponorogo* dance, the *Serampang 12* dance, the bamboo musical instruments, *angklung*, *batik* and some Indonesia's traditional songs, namely *Rasa Sayange* and *Jali-jali*.

The occurrence gave a quite big shock to Indonesians that were previously lack of attention to their own cultural heritage. This is the case because despite the fact that Indonesia with the 17,508 islands and the cultural heritage it possesses, pieces of Indonesian culture can no longer be seen in its own land for the past few years. Many of the cultural heritages, such as traditional dances or musical instrument are no longer performed, either by the Indonesians or in places in

Indonesia. It seems that Indonesians have abandoned their precious possessions that, in fact, do not belong to any other nations.

The reports in media on the issue soon built an awareness of many Indonesians to begin to pay more attention to their immense cultural heritage. The media report resulted in many seminars, workshops and discussions on the cultural heritage preservation. They were held as one way to prevent another attempt to claim the local heritage in the future. They also appeared to be the kind of attention Indonesian people begin to have towards the local cultural heritage.

The strong influence of media makes an interesting reason to have media as a topic of research. Another interesting base for such a research is the fact that media has a distinguished way to report one particular event. The different language use and style that appear in articles or reports media produced are caused by the different points of view they have. Hall (1997) referred to the term “representation” to explain the use of language to say something or represent the world meaningfully to other people.

In addition, such news reports they produced are the final result of selection, editing and personal preferences. Therefore, mediated news reports are open for interpretation and interesting to explore.

Bearing in mind the interesting points media have in research, the current study aims at revealing how the issue was reported by media. The particular media discussed here is the newspaper. There were two newspapers were investigated, namely, The Jakarta Post and ANTARA News.

An effort and theoretical approach are needed to fulfill the aim of this research. Three lines of meaning that proposed by Halliday (1985) in Functional Grammar were used to reveal the representation appeared in the media.

1.2 Research Question

This study attempts to answer the following questions:

1. How is the claimed Indonesian cultural heritage issue represented in the Jakarta Post?
2. How is the claimed Indonesian cultural heritage issue represented in ANTARA News?

1.3 Limitation of the study

This current research concerns how The Jakarta Post and ANTARA News as two leading English newspapers in Indonesia view the cultural heritage preservation issue. A close analysis was conducted in this search for the representations about cultural heritage preservation issue in the two media. It does not touch the area of controversy about how much the government and Indonesian people in general pay attention to the preservation of the nation cultural heritage.

This paper does not discuss Malaysia's claims about some of Indonesia's cultural heritage or the argument about the ownership of a particular cultural item. Instead, it only uses the articles related to the claim that spread in the middle of 2007.

1.4 Aims of the study

Representation, as Hall (1997) suggested, is an interesting field of study. Furthermore, he said that representation is never fixed and it involves a “dialogue” between the addresser and the addressee. In relation to the news report that appeared in the media, it is open to investigation and interpretation. Representation is slippery yet interesting to investigate.

Systematically, the study aims at:

1. Investigating the representation of cultural heritage preservation issue in The Jakarta Post.
2. Investigating the representation of cultural heritage preservation issue in ANTARA News.

1.5 Research method

The method of this research is based on a qualitative approach. It was stated that qualitative research deals with the examination of social event. The kind of qualitative research that used in the current study was the case study. A case study was conducted because case study is used to explain a situation, to explore, or to describe an object or phenomenon. It is suited to the aim of this research which is to investigate, explore and interpret representations found in two English newspapers in Indonesia.

The present study used a critical analysis of texts in answering the questions under study. That is to say that it looks deeper and investigates all elements of the texts to find what they mean. The critical analysis was one way of searching for the slippery representations that media have.

Representations are not that bare and easily found on the surface. Therefore, critical analysis was taken to examine the deep representation. In terms of the kind of research it was conducted, the current study employed qualitative research which uses texts as its data source.

Theoretical frameworks that were used in the analysis of representation of two newspapers about the cultural heritage preservation issue were the Theory of Representation developed by Hall (1997) and Functional Grammar developed by Halliday (1985).

1.6 Method of Analysis

In terms of analyzing the data, several steps were taken to fulfill the aims of the research. First, the texts were examined from their linguistic features point of view by using Functional Grammar developed by Halliday (1985). Second, the linguistic features of the texts were interpreted by a representation theory (Hall 1997).

The tool for linguistic features element used in the current study the investigation of the three lines of meaning in Functional Grammar. They were the system of mood, transitivity and the thematic and information system. The combination of the three forms of meaning resulted in a complete discussion on

the way media represent the particular issue under discussion. In addition, Halliday stated that: (Halliday 1985:58)

Each of the three forms part of different functional configuration, making up a separate strand in the overall meaning of the clause.

This is the case because each of the three forms of meaning serves different strands of meanings. System of mood reveals the relationship between the addresser and the meaning delivered. Transitivity with it the process categorization reveals the meanings about things and ideas. Meanwhile, thematic and information system provide the textual meaning in which describes how language is textually relevant. The combination of the three levels of meaning provides a comprehensive base for the interpretation of the media representation.

Representation which means the way people describe something to other people is an interesting part of the linguistic study. In terms of mediated texts, representations of one media about the same event are always different from another media. It is understood that different people hold different ways of seeing the same things, and different media see the same things in different way.

The representations were then discussed according to the approach suggested by Hall (1997). Hall (1997) makes meaning of representation as an activity in which language is used to say something meaningful about the world to other people. He believes that representation is constructed and therefore had to be revealed.

1.7 Data Source

The particular texts used in the current study were taken from articles and news from two English-language newspapers, namely, The Jakarta Post and ANTARA News. Four articles constitute the data for this study were two articles from The Jakarta Post (October 3 and 27 2007) and two articles from ANTARA News (November 24 and 29 2007).

The newspaper articles were chosen as the source of data for current study for its accessibility and responsibility as a powerful media that contributes to the shaping of social, cultural, and political thinking among people. Newspapers via the news articles and reports they produce offer their reader different points of view. The views would contribute to the way the reader think and view the world.

Despite the fact that the emergence of the Internet and television since the late 1900s has changed the way people consume news, newspaper still widely reaches people throughout the world. In fact, several newspapers launched the online version of the printed newspaper in order to stay ahead their readers.

The Jakarta Post and ANTARA News were chosen for several reasons. Despite the fact that the two are both English language media in Indonesia, each has different characteristics such as coverage areas, visions, and aim. The distinct characteristics, in fact, provide some interesting sources for the research.

The Jakarta Post, which was established on 23 April 1983, is a small but influential newspaper oriented towards local English-speaking expatriates, the diplomatic community, academics, intellectuals, and politician. It was launched to provide an Indonesian perspective to counter what is called the “highly

unbalanced” Western-dominated news and views. It grew into the largest English language newspaper in Indonesia with an average circulation of around 25,000 copies. (http://en.wikipedia.org/wiki/The_Jakarta_Post)

ANTARA News, on the other hand, claims itself as the one who remains on the front line to strive for the national development and maintain the national dignity through dissemination of news on Indonesia throughout the country and abroad. ANTARA was founded in 1937, and has wider bureaus than The Jakarta Post. It has not only bureaus in all provinces in Indonesia, but also in several countries such as Cairo, Canberra, Kuala Lumpur, New York City, Sanaa, Tokyo and Beijing.

1.8 Organization of the Paper

This research paper is organized into five chapters. The first chapter contains introduction that consists of background, research problem, limitation of the study, aims of the study, research method, as well as organization of the paper.

The second chapter covers theoretical foundations related to the study, namely Systemic Functional Grammar, and the theory of representation. The third chapter deals with Methodology which covers formulation of the problem, research design, data collection and data analysis.

The fourth chapter recounts analysis, finding and discussion of the study. The paper ends with the fifth chapter which contains conclusions and recommendation related to the present research.