

CHAPTER 1

INTRODUCTION

This chapter presents the introduction to the study. It presents the background that motivated the writer to conduct the research. This chapter also includes a statement of the problem, the aim of the study, reason for choosing the topic, research method, data collection and data analysis, clarification of the key terms covers a number of terms that have to be defined to guide the analysis. Finally the organization of the paper summarizes the content of each chapter.

1.1 Background of The Study

It appears that the mass media have a significant role in modern society nowadays. People rely on the media as a source of information in which they can access both entertainment and information (Hornby 2000). In addition, the mass media are important in forming opinions. In this respect, the mass media are beneficial for the conduct of a democratic society. As mentioned by Sobur (2001), some theoreticians consider the mass media as “the fourth estate” whose job is to watch for wrongdoing of the “three powers”, namely, the legislative, executive, and judiciary.

“No one doubts the power of the media, and no one doubt the media is useful to those on power newspaper have vast circulations compared with any other published print, they are frequent, and are accessible through wide distribution network ” (Goath 2000:247)

Based on the quotation above, it is evident that the media has important roles in the society. Its roles are significant as Zastroum (2000) asserts that the mass media occupies a strategic position as a legitimate device working ideology in order to set up a social conformity toward certain concerns.

Although the existence of the mass media is important and occupies a strategic position, the information in the media may not always be as it is. Eriyanto (2002) supports this idea by stating that the mass media as often people can see now, has shaped a fact which is different from the reality.

On the other hand, the view that the media are not innocent is evident in Goatly's comment (2000) when he argues that the media are not entirely free since they are controlled by political and economic power.

For this reason, it is not surprising if the same event, issue, or condition is constructed differently by different media. To take an example, Eriyanto (2002) assumed that *Kompas* and *Republika* represent a Middle East affair during 1994-1997 differently. A series of events in the Middle East at that time were constructed by *Republika* as a part of Israelis' brutishness. *Intifadah*, a site of struggle of Palestinian, was accepted and supported as a form of struggle against western conspiracy that intended to destruct the existence of Palestine and the Islamic world. *Kompas*, on the other hand, tended to portray Palestine in a negative way. *Kompas* seemingly blamed *intifadah* because it opposed the principles of peace.

The above example indicates that the media has the tendencies to be subjective. Although they report the same event, the reality is presented in

different ways depending on the perspective or point of view of the writer. In relation to this, Hyman (1989 as cited in Eriyanto, 2002:20) argues that:

Reality is not given, not humanly existent, independent of language and toward which language stands as a pale refraction. Rather, reality is brought into existence, is produced, by communication-by, in short, the construction, apprehension, and utilization of symbolic forms. Reality, while not a mere function of symbolic forms, is produced by terministic systems-or by humans who produce such system-that focus its existence in specific terms.

The subjectivity of the media occurs because of some possible reasons. First, there are no 'value-free' words. Words are deliberately used to express the tendency of something. Fiske (1994 in McGregor 2003) states that words are never neutral. For this reason, both writers and speakers tend to be unable to maintain their objectivity when they speak and write. What people speak and write is politicized, even if they are not aware of it because it carries the power that reflects the interests of those who speak. (McGregor 2003).

The second possible reason is that access to media is limited only to certain people. Some people have access to be reported, interviewed, quoted and exposed in the media so they have more opportunities to affect the public in general (van Dijk 1996). The access commonly goes to those having significant power, such as conglomerates and government officials. Accordingly, the media tend to be subjective.

Recently, one of the most outstanding issues in Indonesia is the issue of violence. The increase of fuel prices which was announced on May 24th caused protests in many parts of the country. Economically, the decision to increase fuel

prices, which the government claimed was acceptable and unavoidable, burdened the people more. Moreover, announcing the fuel prices increase in May was believed to be politically unwise, given the students' sentiment and euphoria to commemorate May 1998. The fall of Soeharto was marked by the fatal shooting at Trisakti Univeristy allegedly committed by Armed Force members including the police. The students' killing remains a dark case.

The recent riots following the student street demonstrations, especially those in Jakarta, provide valuable lessons to government officials, police and students, who contributed to the clash between the police and students. During the past month (July), the case appeared in many mass media. Furthermore, they reported this event as their news headlines. The story was crafted by mentioning the participants of the event and exposing their roles in the events. This paper critically studies how the news and ideologies get represented in the text.

In the background of the issues presented above, this study investigates how the police as 'those in power' and students as 'those not in power' are represented in the mass media on the issue of the increase of the fuel prices which was announced on May 2008.

Based on Goath and Zastrow's point of view which is mentioned, a conclusion can be drawn that the media is not independent in conveying the message. It interacts with those who have certain interests regarding the news. In such conditions, the media cannot possibly stand in a neutral way. It is not innocent; it will oscillate dynamically among the whirlwind of concerns.

As a legal institution which has the authority, the government can control news in the press. It has the power to construct the world to the news. Information which is astonishing can be represented as a common thing and vice versa. This phenomena lead to the tendency of ideologies of the media which is interesting to investigate. There are some examples, which can be taken out, of the case where news about the increase of the fuel prices in *the Jakarta Post*.

As *The Jakarta Post* is one of the few English newspapers in Indonesia, the news paper was chosen as research data. In addition, considering that *the Jakarta Post* appears to be one of the most popular newspapers in Indonesia, read mostly by upper-middle class society, it has a major influence on its readers.

Since this study aims to describe, interpret, and analyze social texts to disclose ideologies hidden in the words of the text, critical discourse analysis (CDA) was applied. CDA is a tool to help analysts understand the messages sent and the meaning of the words spoken and written by others (McGregor 2003). Fairclough (1989-1995) argues that to reveal these usually out-of-right values, one can use a critical approach that examines the usage of language in the sense why certain features has been used and what the implications are. Discourse Analysis investigates the correlation between language use and social contexts in which it occurs (Paltridge 2000)

Fairclough (1995) reformulates, that Discourse Analysis is not a “level” of analysis as, for example, phonology or lexico-grammar, but, an exploration of how “texts” as a frame work within sociocultural practices. Overall, Critical Discourse Analysis is needed to uncover ideologies behind text. This research,

then, explores language features used by *the Jakarta Post* in presenting the news and the ideologies hidden beneath these languages features.

1.2 Statement of The Problem

To uncover the ideologies of the text, the present study attempts to address the research problems formulated in the following questions.

- 1 How are police officers represented in *the Jakarta Post* during the 2008 fuel price increase?
- 2 How are UNAS Students represented in *the Jakarta Post* during the 2008 fuel price increase?
- 3 What are the ideologies behind such representations?

1.3 Aim of The Study

In line with the statement of the problem, the study aims to

- 1 investigate the representation of police officers in *the Jakarta Post* during the 2008 fuel price increase?
- 2 investigate the representation of UNAS students in *the Jakarta Post* during the 2008 fuel price increase?
- 3 unveil the ideologies behind such representation?

1.4 Reason For Choosing The Topic

Since the reform era in 1998, there have been many changes in Indonesia. The mass media such TV, newspaper, radio, and internet have more freedom in

conveying their news. Newspapers as one of the media in Indonesia have an important role among the society. They are one of the major sources of information in Indonesia. *The Jakarta Post* as one of the major newspaper in Indonesia has a major influence among its readers. It is read mostly by the upper-middle class society in Indonesia. The way it frames the news may shape opinions of the readers.

Since the fatal shooting at Trisakti University allegedly committed by Armed Force members including the police, the clash between the police and students in Indonesia remains a dark case. The event happened again, recently, regarding the increase of the fuel prices. This event grabbed public attention. As it involved students, who were considered to be the spear-heads of many people's interest, and policemen, who were considered to be the symbol of security, no wonder that the mass media reported this event as their news headlines. It is interesting to examine the tendencies of ideologies implicitly mentioned by *the Jakarta Post*.

1.5 Methodology of The Research

As this study aims to describe, interpret, and analyze social texts to disclose ideologies hidden in the words of the text, a qualitative approach employed in this research. This approach was employed because it was suitable with the purpose established in this research. The method was suitable because it categorizes data into patterns as the primary basis for organizing and reporting

results (Denzin and Lincoln 2005) and it aims to gather an in-dept understanding of human behavior and the reasons that govern human behavior (Mills 1959).

This study was conducted by analyzing the texts which were taken from *the Jakarta Post*. There were some texts analyzed as research data regarding the issue of the increase of fuel prices. For the discussion and analysis of the data, the present study relies on Critical Discourse Analysis (CDA) as a framework of analysis and discussion.

Because this research involved texts, Fairclough's framework was chosen to examine the meaning conveyed in the texts. The reason why this research employed the method mentioned above is that the framework have more potential to elaborate discourse elements.

This research was conducted by using systemic Functional Grammar proposed by Halliday (1994, 2004) as the tool of analysis. Furthermore, the used of Hallidayan functional grammar is aimed to construct a system of clause, involving the analysis of processes realized by verbs, participants and also circumstances. Moreover, Fairclough (2003) asserts CDA bases its analysis on Halliday's Systemic Functional Grammar (thematization, transitivity, passivization, and nominalization).

1.6 Data Collection

The data of this research were texts in *the Jakarta Post* concerning the issue of the increase of fuel prices published from May, 27th 2008 until July, 2th 2008. The sample of the data consisted of two texts:

1. UNAS student dies a month after protest clash, detention
2. UNAS students take their protest to the house

All texts were taken from The National Report section published by the official website of *the Jakarta Post* available at <http://thejakartapost.com/opinionandedditorial/>

1.7 Data Analysis

In analyzing the data, the present study applies the levels of text analysis in CDA which is offered by Fairclough (1989), namely description of the text, interpretation of the relationship between the productive and interpretative process, and explanation of the relationship between discourse process and social process. This study explores meanings contained in the texts with systemic Functional Grammar which is proposed by Halliday (1994, 2004). In particular, this study employs tematization and transitivity as the tool of analysis.

Huckin (1997) suggests that the analysis may start from large (text-level) features to small (word-level) ones. Hence, firstly, the analysis proceeds through the texts in sentence by sentence to discover the macrostructure i.e. the general meaning of a text can be comprehended by intensively examining the topical theme of the text. This process is called thematization.

Secondly, the research involved transitivity to observe the agent-patient relations in sentences. Through transitivity, it can be discovered who is represented as the actor, the goal (the patient) and in what circumstance.

Finally, the research concerned with manipulation at sentence level i.e. deletion or omission of agents, which escapes the notice of many uncritical readers. Agent-deletion occurs most often through nominalization and the use of passive sentence.

1.8 Scope of the Study

As in all qualitative studies, the role of the researcher is dominant because it is the researcher who decides which data to exclude. In interpreting data, it is the researcher who decides which details to emphasize and which one to leave out. In this study, the research is aimed to analyze the language used by *the Jakarta Post* in portraying the actors and to discover the ideologies behind the text. To gain depths in the research, the data were limited in terms of sampled text. It is because the most important thing in Critical Discourse Analysis is the depth of the analysis, not the number of samples which are analyzed.

1.9 Clarification of The Key Terms

To guide the analysis and to avoid unnecessary misunderstanding, there are a number of terms that have to be identified in this research. The following are key terms used in this present study:

1. Representation

Representation is defined as how an event, people, situation or everything is presented in the text (Fairclough, 1989)

2. Discourse

Discourse refers to the use of the language in speech and writing seen as a form of social practice (Fairclough, 1995:54)

3. Critical Discourse Analysis

Critical Discourse Analysis is a method to unpack the ideology of the discourse (Paltridge 2000)

4. Ideology

Ideology is defined in the present study as representations of aspects of the world which can be shown to contribute to establishing, maintaining, and changing social relations of power, domination and exploitation (Fairclough, 1995)

5. Theme

Theme is the element which at the point of departure of the message (Halliday 1985:38)

6. Topic

Topic corresponds roughly to the experiential part of theme i.e. topical theme "topic is the subject matter of a clause; what the clause is going to be about (Gerot & Wignell, 1994:104).

7. Power

Power is defined as the ability of people and institutions to control the behavior and material lives of others (Fowler, 1985)

1.10 Organization of The Paper

The paper is organized into five chapters. Chapter one consists of Background of the study, statement of the problem, aim of the study, reason for choosing the topic, methodology of the research, limitation of the issue, data collection, data analysis, clarification of the key terms, and organization of the paper.

Chapter two discusses a review of related literature. The chapter covers a number of important concepts of discourse, discourse analysis, critical discourse analysis. The principles of critical discourse analysis are elaborated as well. The essential tools employed in critical discourse analysis which covers thematization all also highly structured.

Chapter three discusses the theoretical and methodological framework guiding this study. This chapter consists of aims of the study, procedure, subject of the study (i.e. defining of the populations sample and sample size), data collection, and limitation of the study, analytical framework and data analysis.

Chapter four consists of the analysis of the data, research findings and corresponding discussions. This chapter requires a critical analysis of the research data. Findings and corresponding discussions in this chapter attempt to answer the research question which is mentioned previously.

The final chapter is chapter five. Chapter five covers the researcher's interpretations and the result of the research in the form of conclusion and suggestion related to the research.