CHAPTER I

INTRODUCTION

This chapter presents the background of the study, the reasons for choosing the topic, the scope of the study, research questions, the aims of the study, research method, clarification of terms and the organization of the paper.

1.1 Background

Prita Mulyasari who is a housewife and mother of two children was a patient at Omni International Hospital for an illness that is eventually misdiagnosed. She sent into jail after sending a complaint in emails to her friend about the unprofessional conduct of a local hospital. The email was widely spread in the internet and it was for that reason the hospital prosecuted Prita. The hospital claimed that she has violated the Information and Electronic Transaction Law and as a result she had to pay as much as 204 million rupiahs. The conflict between Prita and the hospital became a big issue which inspired some people to express their critics of this social injustice. Furthermore, as an expression of sympathy, those people collected coins or *recehan* that was called *Coin for Prita* in order to help her pay the fine.

In this study, coin as a form of money not only serves as medium of exchange, but it also becomes a medium of expression. Furthermore, coin represents something relates to the conflict of Prita, such as empathy, sympathy, and solidarity.

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The conflict of Prita Mulyasari and the hospital can be analyzed through a semiotic analysis. According to Eco (in Chandler, 2002, p.2) "semiotics is concerned with meaning making and representation in many forms, perhaps most obviously in the form of text and media". Speech, text, picture or a certain phenomenon are forms of signs, they have meanings and representations. The term representation means something which stands for or in place of something else or semioticians called as "*sign*" (Chandler, 2002). Moreover, representation is defined as the synonym of referential function of semiosis in general and it usually constructs the reality than reproduces the reality and it always a reason to represent something (Noth, 1990).

Furthermore, this study employs *triadic relation* analysis to examine the "Representation of coin for Prita". *Triadic relation* analysis is a concept which is offered by the greatest American philosopher, Charles Sanders Peirce (1839-1914). He is a figure in semiotics and also the founder of modern theory of sign (Noth, 1990, p.43). *Triadic relation* consists of three elements; *representamen, object* and *interpretant*. The relationship of the three elements is called semiosis process.

There are some previous studies which employ *triadic relation* analysis. Achdi Merdianto (2009) examines the "Symbol of Democracy in A Novel to the Sax. This study discovers that the symbol of democracy consists of freedom and equality, representatives parliamentary, election, and pluralism. Other study is "Signs of Masculinity of A-volution Cigarette TV Advertisement" by Assila Prianggi (2011). This study examines the textual codes of A-volution cigarette TV

advertisement which give influences to the signification of masculinity and significations of A-volution cigarette TV advertisement.

These previous study above are different from this present study. Each study has the different object of research. This present study analyzes the texts in form of news, while two others study analyze the novel and TV advertisements. Both studies arise the different issues that democracy and gender. Meanwhile this present study reveals the social life issue.

1.2 Reasons for Choosing the Topic

The reasons for choosing this topic are: first, the issue of coin for Prita is an interesting phenomenon which presents the value of the coin features. Second, the conflict between Prita Mulyasari and Omni International Hospital is a raising issue in 2009 and it attracts people attention. The issue indicates a social sign which examines the rejection of injustice, solidarity, empathy, etc.

1.3 Scope of the Study

This study provides the analysis of representations of coin for Prita based on *triadic relation* analysis in Kompas and Republika News and analysis the way both media represent the statements of coin for Prita.

1.4 Research Questions

The analysis of the study is formulated in the following questions:

1. What does the coin for Prita represent for?

2. In what way do Kompas Media and Republika online media represent the statements of Coin for Prita?

1.5 The Aims of the Study

The aims of this study are as followed:

1. To analyze the representation of coin for Prita.

2. To reveal the way Kompas and Republika online media represent the statements of coin for Prita.

1.6 Research Method

This study employs a qualitative approach. Creswell (1994, p.11) states "in qualitative, human and social sciences offer several traditions". He further says that qualitative research is the same as interpretative research. In other words, it can be inferred that qualitative is an approach that is used to interpret the data based on people's point of view.

Tesch (in Miles and Huberman, 1994: 7) describes some characteristics of qualitative research: it describes how people understand and take action in a certain setting. Then, it makes the possibilities of interpretation and the analysis is usually in words form. It also involves the researcher as the main device in analysis.

Furthermore, this study also employs interpretative method. Miles and Huberman (1994, p.8) state "in interpretative, the researchers argue, have their own understanding and the interpretation". They regard that human activities are seen as texts, as collection of symbols which present layers of meaning. So, by employing interpretative method, it represents the meaning of a certain phenomenon.

Lastly, this study employs a semiotic framework mainly *triadic relation* analysis. The *triadic relation* consists of representamen (sign), object and interpretant. This concept is applied to analyze the representation of coin for Prita.

1.7 Data Collection

The data sources were the statements of Prita Mulyasari and International Hospital Conflict. The texts were reported in December 2009, available at www.kompas.com and www.republika.co.id. The researcher chose Kompas and Republika online media as sources of data because both media provided a lot of news online related to the conflict and revealed the way both media represents the statements of Coin for Prita which appear in the structures of news: headline, deadline, lead and body.
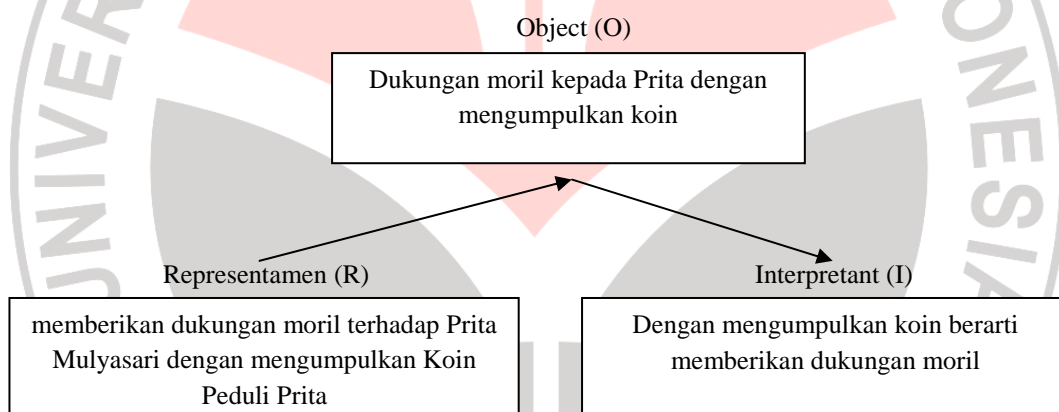
1.8 Data Analysis

In this study, the data were analyzed using *Peirce's TriadicRelation*. The researcher determined the sign (representamen) in every statement. The representamen turns an object into a conclusion. Afterward, the representamen was interpreted as the interpretant. The new sign was created through *semiosis*

process. Semiosis itself was the meaning making process using the three elements of *triadic relation* (representamen, object, interpretant). In this case, the researcher analyzed in three layers of semiosis based on the researcher's knowledge. Hence, the researcher had an important role in continuing *semiosis* process. Here is the example of semiosis.

Daily	Publication Date	Statement	Element of News
Kompas.com	Sunday, December 6 2009	08:03	Meski demikian, Posko Koin Peduli Prita terus memberikan dukungan moril terhadap Prita Mulyasari dengan mengumpulkan Koin Peduli Prita.	Body

Semiosis

Object (O)

Dukungan moril kepada Prita dengan mengumpulkan koin

Representamen (R)

memberikan dukungan moril terhadap Prita Mulyasari dengan mengumpulkan Koin Peduli Prita

Interpretant (I)

Dengan mengumpulkan koin berarti memberikan dukungan moril

Representamen is the sign which is taken from the statement that is *memberikan dukungan moril terhadap Prita Mulyasari dengan mengumpulkan Koin Peduli Prita*. Then, the representamen turns the object into a conclusion *dukungan moril kepada Prita dengan mengumpulkan koin*. Afterward, the representamen is interpreted as the interpretant. Then, the interpretation of the statement is *dengan mengumpulkan koin berarti memberikan dukungan moril*. Moreover, the interpretant becomes the new representamen in the next semiosis.

1.9 Clarification of the Terms

1. Coins are form of money. In this study, coins are symbol which can be interpreted variously by people which probably as rejection of law injustice, etc. Coins have a broader meaning as medium to deliver the message. Coins are the object of representation. For Peirce, object is the relationship between the object of a sign and the sign that represents it is one of determination: the object determines the sign (Chandler, 2002). In this study, coins are constructed based on people's opinion of Prita Mulyasari and Omni International Hospital conflict.

2. According to Peirce (in Noth, 1990, p.42) "representamen is similar meaning to Saussure's signifier. It is the form which the sign takes (not necessarily material)". It is something which stands to somebody for something in some respect of capacity. It addresses somebody, which creates in mind of that person an equivalent sign, or perhaps a more developed sign.

3. "Interpretant is the first sign. It stands for the object, not in all respects, but in reference to a sort of idea. Interpretant is a component which constructs people mind explicitly"(Peirce in Noth, 1990, p.42). In this study, interpretant is a part in which people interpret coins.

4. According to Chandler (2002, p.239) "Representation is something which stands for or in place of something else or semioticians called as *sign*". Representation always involves the construction of reality than reproduce reality. Furthermore, he also states "representation is unavoidably selective, foregrounding some things and back grounding others". In sum, there is always

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a reason to represent something. In this study, coins become object which represents something through people's thinking.

5. "Symbol is a mode in which the signifier does not resemble the signified which is fundamentally arbitrary or purely conventional" (Chandler, 2002, p.36). In this study the coin representation is the symbol for the marginalized people.

1.10 Organization of the Paper

The paper of the study will be organized into five chapters as follows:

Chapter I: Introduction; this chapter presents the background of the study, the reasons for choosing the topic, the scope of the study, research questions, the aims of the study, research method, clarification of terms and the organization of the paper.

Chapter II: Theoretical Framework; this chapter deals with the theoretical framework of the study to discover the representation of Coin for Prita in Kompas and Republika online news and reveal the way of both media represent the statements of coin for Prita. This chapter provides semiotics and gives details about triadic analysis to create the sign and meaning based on *representamen, object* and *interpretant.* Furthermore, this chapter also discusses the media, news structure, coin as medium of expression media, and previous research.

Chapter III: Research Methodology; this chapter presents the methodology of this study. It includes research method, stages of the research which explain the steps in conducting this study, technique of data collection, and technique of data analysis.

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Chapter IV: Findings and Discussion; it presents the result of the study after conducting the research and obtaining the necessary data that is represented including the analysis of the data using the theoretical framework.

Chapter V: Conclusion and Suggestion; this chapter explains the conclusions and also offers suggestions for further research. The conclusion is drawn from the whole research. Furthermore, the conclusions gives the summary of the research as well as the researcher's point of view. Meanwhile, the suggestions provide some inputs for those who are interested to do similar studies or for those who would like to get insights from this paper.