

CHAPTER I

INTRODUCTION

This chapter describes the paper in general. It explains the background of the study, statements of the problem, the aim of the study, reasons for choosing the topic, methodology of the research, limitation of the study, data collection, data analysis, clarification of the key terms, and organization of the paper.

1.1 Background of The Study

People need information about what happens everyday. All kinds of media are the tools to answer the need. However, the media have different ideology that can be manipulated by certain persons or groups (Eriyanto, 2006). Media, including news media, took place to build a stereotype of the object of the media itself. That is why news objectivity, nowadays, has been a question. Since media create the stereotype and image of its object, it is clear that articles in the media create readers' view on a happening case. An exaggerated language used in an article creates exaggerated view on readers' mind. However, critical thinking of the readers divides exaggerated information from the factual one.

Adelman and Levine note that an image of a culture depends on the stereotype from the mass media (television, newspaper, etc) (Adelman & Levine,

1988). In line with Adelman and Levine, Sobur views, since media is a tool to spread information out, it has important role to build public view (Sobur, 2004). Media also convey its ideology to the readers. Readers are affected by the ideology then go along with the ideology.

Each media has its own ideology. Moreover, the ideology affects the objectivity. Therefore, it is important to uncover the ideology of media so that readers can select media that has similar ideology with them.

Many studies to reveal ideology of media on an issue had been conducted. This present study aimed at comparing objectivity of two different media on a similar issue. *Pilkada* in West Java become the issue selected in this present study since it was a historical moment for West Java people. It was the first time for people of West Java to elect the governor and vice governor directly.

There were three couple of candidates of governor and vice governor of West Java. First couple was Danny Setiawan-Iwan R Sulandjana (*Da'i*), second was Agum Gumelar-Nu'man Abdul Hakim (*Aman*), and third couple was Ahmad Heryawan-Dede Yusuf (*Hade*). The result of the Election Day was unpredictable for some people. Therefore, this present study attempted to uncover the objectivity of two different media in presenting *Pilkada* issue during campaign period.

In conducting the study, three stages of critical discourse analysis (CDA) by Fairclough (1989) were employed. The stages are description, interpretation

and explanation. Description stage relates to formal properties of the text, interpretation stage concerns on relation between text and interaction, and explanation stage deals with relation between interaction and social context.

1.2 Statements of The Problem

Research problem of this paper are summarized in these following questions:

- How does the objectivity occur in www.kompas.co.id related to *Pilkada* issue?
- How does the objectivity occur in www.republika.co.id related to *Pilkada* issue?
- What is the ideology behind the issue in www.republika.co.id and www.kompas.co.id?

1.3 The Aim of The Study

Knowing the objectivity of a media helps readers to choose the appropriate news sources. This study, however, is aimed at comparing two different news sources in order to uncover the objectivity of the news sources by analysing how the issue was presented.

1.4 Reasons for Choosing The Topic

Many topics can be explored in the language field. This study took critical discourse analysis as the main theme of the analysis. Furthermore, this study

analysed news articles of two different media in presenting the similar issue in the same range of time. The articles were chosen for particular purposes to make the analysis easier, faster and more representative. Those news articles should have similarity in the theme of content. For example, they presented about the character of the candidates, their perspectives, and their speech on campaign stage.

The topic of this paper is to analyse the same issue that was presented by two different media. It is important to uncover the objectivity and ideology behind an issue presented by two different media since readers need to view the issue from the precise side. In this paper, the issue was *Pilkada* in West Java. It is important for West Java people to reveal the objectivity of news sources in presenting *Pilkada* issue since it was the first time they elected their governor and vice governor directly. The question is, is there objectivity in media? In fact, media can be manipulated by the ideology (Eriyanto, 2006).

1.5 Methodology of The Research

This study required qualitative research that explores the text as data. It employed the researcher as the dominant instrument in this research. The analysis was described based on the researcher thought and be supported by reliable theories. Fairclough view on discourse analysis was very much useful to support the interpretation of the data. In addition, this study employed theories of transitivity, nominalization, and representation of social actors to analyse the data.

1.6 Limitation of The Study

The population of this study was news articles available on www.republika.co.id and www.kompas.co.id. It is believed that there were many news articles related to *Pilkada* in West Java. To limit the sample, this study took only four news articles – two news articles from www.kompas.co.id published on April 02nd 2008 and April 08th 2008 and another two news articles from www.republika.co.id published on March 28th 2008 and April 02nd 2008– as representatives. Those articles presented the similar topic in a different way of presentation. In addition, those news articles were in the same range of time that was campaign period of *Pilkada* in West Java in the end of March to early April.

1.7 Data Collection

This present study analysed written text or document as the data, so that the data was secondary data. Furthermore, researcher analysed news language in those articles in order to uncover the objectivity.

1.8 Data Analysis

This study employed qualitative method. Qualitative study analyses data in terms of language description rather than numbers. However, some descriptive quantification was also required. After collecting samples, it was required to analyse the samples using theory of transitivity, nominalization and representation of social actors. The use of those theories is expected to uncover the objectivity of the articles.

1.9 Clarification of The Key Terms

1. Transitivity is the analysis of circumstances, processes, and participants of sentences or utterances (Gerot & Wignell, 1995)
2. The transitivity system construes the world of experience into a manageable set of process types. (Halliday, 1994)
3. Nominalization is the most powerful device in grammatical metaphor (Halliday, 1994)
4. Representation of social actors is usually participants and physical objects (Halliday, 1994)
5. Discourse is use of language functioned as a form of practice in social life (Fairclough, 1989).

1.10 Organization of The Paper

The paper is divided into five chapters.

- The first chapter describes the background of the study, limitation of the study, statements of problem, the aim of the study, reasons for choosing the topic, methodology of the research, clarification of the key terms and organisation of paper.
- The second chapter explores theoretical framework including the theories of analysis and analytical method that relevant to the study.

- The third chapter is research methodology that explains data collection, population and sample, and technique in analysing the data.
- The fourth chapter is finding and discussion that describe the data collection result, analyse the data and research findings.
- The fifth chapter is conclusion and suggestion that explain the interpretation of research findings generally and suggestion for further research and the implication of the study.

