CHAPTER I

INTRODUCTION

This chapter contains a brief introduction to the study, which is divided into some sections. The sections are the background of the study, research questions, aims of the study, scope of the study, definition of terms, and organization of the paper.

1.1 Background of The Study

Magazines are prime examples of multimodal text constructed by the integrated combination of visual and verbal elements to convey messages. Their covers are often a captivating gateway to draw in potential readers; thus, they are usually designed meticulously. The sophisticated magazines' cover not only serve as a marketing strategy but also accommodate the entire contents of the magazine and influence the readers' perception (Nurjannah, 2018). Further, the magazines' cover plays a role as a marker that depicts cultural and social events in the area where the magazines are published (Abrahamson et al., 2003).

In the context of Indonesia, *Tempo Magazine* is one of the reputable media that solely encompasses political and social discourses in Indonesia on its covers. Established in 1971, *Tempo Magazine* is the first magazine not associated with the government and has maintained a consistent commitment to serving as a responsible member of the press, the fourth pillar of democracy, to this day (The Jakarta Post, 2021). Moreover, the weekly magazine sold well due to its extensive, comprehensive, and authentic content (Ismartono, 2021).

Tempo Magazine often uniquely employs caricatures as its cover in order to communicate specific connotations to its readers. It frequently becomes a tool for criticizing the government and society. In 1984, *Tempo* was once banned due to their criticism of the New Order government and political parties; in 1994, the government prohibited them from printing the magazine for the second time (Santana & Sevtiany, 2023). However, despite being banned twice, it did not stop *Tempo Magazine* from making another critical publication. During the 2024 presidential election, *Tempo Magazine* was never absent in reporting the event.

They have published numerous covers throughout October 2023 and February 2024, criticizing the government by featuring political figures and candidates on its cover. They incorporate visual and verbal modes to report the issue and convey particular messages regarding the election. Hence, the *Tempo Magazine* cover is a multimodal text.

Multimodality refers to a way of communication that combines different modes simultaneously. Jewitt and Kress (2003) stated that multimodality provides information through various modes, such as written language, visual images, design elements, and other semiotic resources. Most media in society, such as newspapers, magazines, Instagram, and Twitter, have now practiced multimodality. Thus, the use of multimodality in *Tempo Magazine* about the 2024 election is an interesting phenomenon to study and relevant to today's society in the sense that people now represent their ideas and experiences using different modes. In relation to that, this study aims to unearth how *Tempo Magazine* covers as multimodal texts construct their ideational and interpersonal meanings.

The ideational and interpersonal meanings of multimodal text have become a highly studied topic by many researchers. Several studies related to this study have explored ideational and interpersonal meanings in various contexts, such as children's picture books (Lirola, 2022; Hermawan & Sukyadi, 2017) and caricatures (Royce, 2015; Gao, 2017). The theoretical framework that those studies proposed was mostly the same: Systemic Functional Linguistics by Halliday (2004) and Visual Grammar by Kress and Van Leeuwen (2006).

Most studies (Hermawan & Sukyadi, 2017; Gao, 2017; Lirola, 2022) reveal that children's picture books and caricatures mostly use material and narrative processes. On the other hand, Royce (2015) found that behavioral processes are predominantly used in political caricatures to represent political figures, while written texts are constructed through verbal processes.

Further, the study of political cartoons or caricatures in multimodal discourse has also been largely conducted. While many of the studies adopted the SF-MDA approach, for example, Royce (2015) and Gao (2017), others used a different

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method, such as the Critical Discourse Analysis conducted by Aazam et al. (2007). However, despite the difference in the approach used by those studies, there was an agreement regarding the use of cartoons or caricatures in multimodal discourse. The studies showed that the verbal and visual modes supported each other in conveying satirical messages (Royce, 2015), criticizing, and mocking the government (Aazam et al., 2020). Political cartoons can also unveil the economic, political, and social discourse that happens in society (Aazam et al., 2020).

As mentioned, numerous studies have been done regarding the meaning of visual and verbal texts in multimodal phenomena. Studies on magazine covers using multimodal analysis remain lacking in Indonesia, particularly on the 2024 presential election, which was a current issue at the time of the investigation. The focus of this study is merely to discuss the ideational and interpersonal meaning in magazine covers related to the 2024 presidential election and how it represents Indonesia's political situation using the Systemic Functional Multimodal Discourse Analysis (SF-MDA) approach. Thus, conducting this study is essential to fill in the gap in the use of ideational and interpersonal metafunctions in different contexts while also providing broader insights into Indonesia's current political situation as represented through the magazine covers.

1.2 Research Questions

The present study attempts to answer the following questions:

1. What are the ideational and interpersonal meanings of the verbal and visual modes used in the selected *Tempo Magazine* covers on the issue of the 2024 presidential election?
2. What does the representation signify in relation to the political situation in Indonesia?

1.3 Aims of The Study

Relevant to the research questions mentioned above, the present study aims to investigate the ideational and interpersonal meanings of visual and verbal modes used in the selected *Tempo Magazine* covers about Indonesia's 2024 Presidential

Election. The study also aims to discuss what the representation signifies in relation to the political situation in Indonesia.

1.4 Scope of The Study

In line with the mentioned aims, this study examined how multimodal text constructs ideational and interpersonal meanings using Transitivity and Mood Systems of Systemic Functional Linguistic and Visual Grammar theory. This study only addressed the verbal and visual modes in the five selected Tempo Magazine covers to uncover the ideational and interpersonal meanings in relation to the 2024 presidential election and what the representation signifies in relation to the political situation in Indonesia.

The visual data was only extended to the prominent images on the selected magazine covers, and the verbal data used for this study was limited to the clause used in the magazine covers. This means that a single word contained in the magazine covers is not included as the data source for this study. Further, the position of the chosen verbal data is in the center of the covers. Specifically, it must be close to the image on the covers. As the verbal data were written in the Indonesian language; thus, in analyzing the mood structure, this study only focuses on the elements of mood systems, that is, the identification of clause types. This is due to the fact that there is a different realization of finiteness between the Indonesian and English languages.

1.5 Definition of Terms

To facilitate the understanding of this study, some terms are defined as follows:

1. Systemic Functional Multimodal Discourse Analysis (SF-MDA)
   Systemic Functional Multimodal Discourse Analysis (SF-MDA) is an extension of Halliday's (2004) Systemic Functional Linguistics that focuses on the structure of semiotic choices as tools for constructing meaning in multimodal texts (O'Halloran & Lim, 2014; Jewitt et al., 2016).
2. Visual Grammar
   Visual Grammar is a tool to understand how grammar is applied in order to study non-linguistic resources (Kress & van Leeuwen, 2006; Jewitt et al.,

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2016). Adapting the Systemic Functional Linguistic metafunctions, Visual Grammar embraces three metafunctions: representational, interactive, and compositional (Kress & van Leeuwen, 2006).

3. Ideational Meaning

The ideational meaning is associated with human experience regarding the meaning-making of the world. It focuses on the 'content' of the experience, which involves the processes, participants, and circumstances (Royce, 2013; Thompson, 2014).

4. Interpersonal Meaning

Interpersonal meaning involves interactive and personal functions, allowing speakers to express their attitudes and judgments while interacting. It is realized in the lexico-grammar, namely the mood system (Gerot & Wignel, 1994).

5. *Tempo Magazine*

Tempo Magazine is one of Indonesia's trustworthy news magazines, focusing solely on the country's political and social issues.

6. Systemic Functional Linguistic (SFL)

The term Systemic Functional Linguistic (SFL) can be inferred as a way of looking at how grammar is used within the clause rather than the sentence. It aims to understand the language patterns used to perform various social functions (Jewitt et al., 2016).

7. Transitivity System

Transitivity refers to the language representation of experiences beyond language, including external phenomena as well as feelings, thoughts, and perceptions (Halliday, 1967). The transitivity system categorizes the experiences into process types: material, behavioral, mental, verbal, relational, and existential (Halliday & Matthiessen, 2004).

8. Mood System

Mood is the grammar of speech function. It refers to the organization of participants in speech situations, including speaker roles such as informing, questioning, and commanding (Halliday, 1967). The mood system consisted of subject and finite elements (Halliday & Matthiessen, 2004).

1.6 Organization of The Paper

The organization of this paper is divided into five chapters as follows:

CHAPTER I

This chapter contains a brief introduction to the study, which is divided into some sections. The sections are the background of the study, research questions, aims of the study, scope of the study, definition of terms, and organization of the paper.

CHAPTER II

This chapter presents the theoretical frameworks used in the study and other researchers' ideas related to the topics of the study. It consists of brief explanations on verbal metafunctions, visual grammar, general election, and magazine cover.

CHAPTER III

This chapter provides information on the methodology used in this study, which includes research design, data sources, data collection procedures, data analysis, and sample of data analysis.

CHAPTER IV

This chapter explains the findings of the analyzed data on the ideational meaning of magazine covers and the discussion of the findings, which provide answers to the research questions.

CHAPTER V

This chapter presents the conclusions of the study. This section also provides the suggestion for further study following the findings and discussion.