

CHAPTER I

INTRODUCTION

This chapter presents an introductory section of the study. It provides background of the study, research questions, aims of the study, significances of the study, research methodology that includes data collection and data analysis, clarification of key terms, and organization of the paper.

1.1 Background

There are many ways to represent our identity, for instance, we can represent our identity through what we do. The way we act and dress can be one of the ways to represent our identity. For example, the way nuns dress and the way Buddhist monks wear three rectangular pieces of cheap dress to cover their body show their religious identity. Similarly, the way Indonesian Moslem women wear *hijab* represents their identity as a Moslem.

In relation to the term *hijab*, Abdulmumin (2012) says that there are misunderstandings regarding the term in which the meaning of the term has been corrupted and reduced to women's headscarf. In addition, Guindi & Zuhur (2013) mention that nowadays, the word *hijab* refers to the use of cloth that covers head following certain style of dress considering Islamic rules. They also provide some references from Qur'an, however, none of them mention that *hijab* is associated to women's outfit or headscarf. Instead, it refers to spatial partition or curtain. In relation to the misconception of the word *hijab*, media play an important role in changing the meaning of *hijab*, especially in Indonesia.

Media, as Livingstone (1996) states can change people's behavior and belief towards the information they are exposed. He says that media bring gradual changes as a part of social construction and eventually those changes are considered as tradition. It is not surprising that some of the terms spread in the societies have changed or shifted from their original meaning. Furthermore, Feng & Lapata (2010) assumed that the meaning of a word can be perceived by the linguistic environment, where words that have similar meaning tend to perform

similarly in any contexts. The representation of the meaning of certain words can be required, organized and used in language processing and understanding. Those representations can be retrieved from verbal text as well as from visual text. Text according to Halliday (1994, cited in Eggin, 2004) is not always in the form of words, it can also be in the form of visual such as pictures. In analyzing visual and verbal text, multimodality analysis can be used. Multimodality communicates messages through more than one semiotic mode. Understanding the concept of multimodality is important to do the analysis because the term *hijab* has been shifted from its original meaning and the media contribute heavy proportion of such changes through both verbal and visual text.

Within that context, Bezemer & Kress (2008, cited in Hermawan, 2013, p.20) describes that mode can be in the form of images, sounds and space that are shaped culturally and socially. Additionally, Hermawan (2013) states that in analyzing a multimodal text we should combine linguistic tool of analysis such as Systemic Functional Linguistics (SFL) and other tools for analysis to understand the meaning of picture for example Reading Images. O'Halloran (2008) asserts that Systemic Functional Linguistics (SFL) focuses on the analysis of the sequence parts which form stages in the development of the text, such as words, word groups, clauses, clause complexes and paragraphs.

Previous studies which used multimodality analysis, for example, O'Halloran (2008) who conducted a study using systemic functional-multimodal discourse analysis (SF-MDA) approach. The study revealed how metaphorical construction of the meaning occur in both verbal and visual element in printed advertisement. Correspondingly, Knox (2007) conducted a study where the sources are both in the form of verbal and visual text in online newspaper home pages. The study brought about a new news text genre and specific genre of visual grammar which combined socio-historical trends and the demand of the new medium in news reporting. Meanwhile, Feng & Lapata (2010) conducted a study that employed both visual and linguistic analysis on web documents. It used corpus to find out the semantic representation of the data by considering two models where a computational model is also employed to find out the visual

representation of the data. They found that visual modality was considered important to see a word learning and word similarity in priming studies. In the same way, Kong (2013) also used corpus in collecting data of 110 newspaper articles. His study focused on identifying the similarities and differences of multimodality in Chinese and English language newspapers. His research found that English as an alphabetic language used fewer pictures and tend to emphasize words or sentences by capitalizing the word and make them in bold format. Chinese, in contrast, as a pictorial or logographic language tend to use more pictures, photos, icons, and arrow, tables and lists to serve informative purposes.

This study aims at analyzing the visual and verbal representation of the word *hijab* in Indonesian online media. It combines Halliday's SFL (1994) and Kress & Van Leeuwen's Reading Images (2006) as the framework analysis along with corpus as the tool in collecting the data.

1.2 Research questions

Regarding the issue above, the study is geared toward answering the following research questions:

1. How is *hijab* verbally and visually represented in Indonesia online-media?
2. What does the representation signify?

1.3 Aims of the study

1. To investigate verbal and visual representation of *hijab*
2. To find out the signification of the representation of *hijab* in Indonesia online media.

1.4 Significance of the study

The study is expected to offer a new alternative procedure in analyzing texts, especially multimodal text. The study uses corpus as a method in collecting verbal data so that the involvement of larger data is facilitated. Moreover, the results of the study are also expected to enable readers in acknowledging that the meaning of words might change over time.

1.5 Clarification of key terms

To avoid misunderstanding, the following is the clarification of the terms used:

1. Representation is the process which links the relation between things, concepts, and signs. It produces meaning of the concepts in our minds through language (Hall, 2007).
2. Multimodality is an “analysis procedure” that combines linguistic analysis i.e Systemic Functional Linguistics and other analysis tools to understand pictures or images, if the texts are in the form of verbal and visual. (Hermawan, 2013).
3. Corpus is a large collection of texts consisting of naturally occurring examples of language stored electronically. In accordance with that, corpus linguistic is a discipline, a methodology or an approach to the study of language in use through corpus/corpora (Bennett, 2010).
4. Visual Grammar is the resources for encoding interpretations of experience and forms of social interaction in visual images / pictures (Kress and van Leeuwen, 2006).
5. Transitivity is a concept in Systemic Functional Linguistics where clauses serve as representation. In dismantling the representation, transitivity offers three linguistics structures which are used to explain the real world, the three structures are circumstances, processes and participants. (Gerrot & Wignell, 1994)

1.7 Organization of the paper

This study is organized in five chapters. Chapter I, Introduction, covers background of the study, research questions, aims of the study, significance of the study, research methodology, clarification of terms as well as organization of the paper. Chapter II, Theoretical Foundation, discusses theoretical framework used in answering the research questions. Chapter III, Research Methodology, discusses the research design, data collection and data analysis. Chapter IV, Finding and Discussions, presents the data presentations, explanation to the analysis of the data and the result of the analysis. Chapter V, Conclusion and Suggestion, comprises summary of the answers to the research questions, and suggestions for further research.