

## **CHAPTER I**

### **INTRODUCTION**

The chapter presents an introductory section of the study. It provides the background of the study, the research questions, the aims of the study, the scope of the study, the research methodology which contains research data, data collections, research procedure, data analysis, the clarification of terms, and the organisation of the study.

#### **1.1 Background of the Study**

Most people in the world cannot be separated from the media whether they are visual, audio, or audio-visual media. These media serve as sources of information on global phenomena such as the programs of health risks, political elections, royal weddings, armed conflict financial crises, and natural or man-made disaster (Doveling, von Scheve, & Konijn, 2011). The media are not free from ideologies and many realities shown in the mass media adopt the perspective of dominant groups or the owner of the mass media (van Dijk, 2008). These realities shown in the media are often represented by different types of texts such as verbal and visual. Many people now use different media, especially verbal and visual to communicate their messages at the same time.

Communication which uses two or more different modes is called “multimodality”. Multimodality is the term that people use to communicate by using more than one mode at the same time (Kress and van Leeuwen, 2006). In relation to this, Paltridge (2006) states that any reading of text is constructed not just by the use of words, but also by the combination of words and other modalities, such as pictures and sound.

Studies of multimodal texts have been conducted by scholars, one of which was done by Iedema (2003). Iedema (2003) investigates the advantages of a multimodal approach that has to offer and exemplify its application. His study has two aims: to trace the development of multimodal discourse analysis and to advance a complementary perspective to that of multimodality. His study shows

that multimodality can be used to give the instructions on how to turn the Machintosh on and off by Apple<sup>TM</sup>.

Another study was conducted by Hull and Nelson (2005) who investigated the method and the results of a very detail multimodal analysis, revealing semiotic relationship between and among different modes. This study reveals that a digital story written by Randy in DUSTY (Digital Underground Storytelling for You(th)) can be analysed by using multimodal analysis. This study shows that Randy's composition presents patterns among different modes which constitute a multimodal whole.

Another study was conducted by Adami (2009) who investigated how video responses relate to the initial video and how the video-summary selectively transforms the resources of the responses while presenting itself as a resume of the video-thread. This study finds that the multimodal analysis can be used to analyse the primary interactional exchange between each response and the initial video in the video-thread entitled "Where Do You Tube?" by ChangeDaChannel.

This present study analyses how flood is represented in online newspapers by using Multimodal Critical Discourse Analysis. The topic of flood in Jakarta was chosen because it was headline topic in many online newspapers at the time. Flood in Jakarta was also the main topic to be talked by people in Indonesia. In addition, flood was a situation which became the case in point of the society. This study uses Systemic Functional Linguistics as a tool to analyse verbal texts in online newspapers. It investigates the representation of flood in [Republika.co.id](http://Republika.co.id), [Kompas.com](http://Kompas.com), [Harianjogja.com](http://Harianjogja.com), and [Radarcirebon.com](http://Radarcirebon.com).

## **1.2 Research Questions**

The study was conducted to answer these following questions:

- 1) How is flood represented verbally and visually in the selected Indonesian online newspapers?
- 2) What does the verbal and visual representation signify?

## **1.3 The Aims of the Study**

- 1) To reveal the different representation of flood in the online newspapers;

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- 2) To disclose the potential meaning of the verbal and visual representation of flood.

## **1.4 Scope of the Study**

This study investigates only the verbal and visual representation of flood in Indonesian online newspapers and what this representation signifies. The data of the study were taken from different online newspapers, namely Republika online newspaper 21 January 2013 edited by Endah Hapsari, Kompas online newspaper 28 January 2013 written by Didik Purwanto and edited by Erlangga Djumena, Radar Cirebon online newspaper 17 January 2013 edited by Wok, and Harian Jogja online newspaper on 5 March 2013 edited by Emanuel Tome Hayon.

## **1.5 Research Methodology**

### **1.5.1 Research Design**

The study uses a descriptive qualitative method. Qualitative method is used because it can help to analyse texts deeply, clearly, and widely (Muhammad, 2011). In addition, this method was used because the data of this study were in the form of words and images, not in the form of numerical data. The data were collected in the form of texts: visual and verbal texts. This study uses text analysis to reveal the representation of flood in Indonesian online newspapers. Flood is considered to be main participant in the event.

In relation to this, qualitative research is a research method, in which the researcher based on the views of the participants, collects data consisting of words, describes and analyses the words, and conducts the questions (Creswell, 2008). He argues that qualitative research tends to address research problems requiring an exploration in which little is known about the problem and a detailed understanding of a central phenomenon. Then, qualitative research aims to explore, discover, understand or describe phenomena that have already been identified but are not well understood.

### **1.5.2 Data Collection**

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The data for this study were in the form of words, phrases, sentences, and images critically selected from the four articles entitled “*Ini Dia Orang yang Paling Girang Saat Jakarta Banjir*” from Republika online newspaper on 21 January 2013, “*Dampak Banjir, Inflasi Bisa Melonjak*” from Kompas online newspaper on 28 January 2013, “*Ahok Menghilang, Jokowi Hadapi Banjir Sendirian*” from Radar Cirebon online newspaper on 17 January 2013, and “*Jakarta Banjir Lagi: 9 Kelurahan Terendam*” from Harian Jogja online newspaper on 5 March 2013. The data were selected because the issue became the headline at that time.

### **1.5.3 Data Analysis**

The data in the form of visual texts were analysed by using Reading Images as proposed by Kress and van Leeuwen (2006). The data in the form of verbal texts were analysed by using Systemic Functional Linguistics as proposed by Halliday (1994).

In conducting the study, the following steps were taken:

- 1) Searching the articles in online newspapers;
- 2) Reading the articles thoroughly to understand the texts comprehensively;
- 3) Critically selecting the data in the form of both visual and verbal texts;
- 4) Analysing the visual texts by using Gunther Kress and Theo van Leeuwen’s theory of multimodality (2006);
- 5) Analysing the verbal texts by using Systemic Functional Linguistics; and
- 6) Making conclusions.

### **1.6 Clarification of the Terms**

To avoid misconception and misunderstanding, there are some significant terms have to be clarified as follows:

- 1) Mass Media

Mass media is a media which is read by most of all people whether in the form of visual, audio, and audio-visual media. Mass media today cover global phenomenon such as the programs on health risks, political elections, royal

weddings, armed conflict, financial crises, and natural or man-made disaster (Doveling, von Scheve, & Konjin, 2011).

2) Reading Images

Reading Images is the way to read a text which focuses on the structures or grammar of visual design includes color, perspective, framing, and composition (Kress & van Leeuwen, 2006).

3) Online Newspaper

Online newspaper is a newspaper that exists on the World Wide Web or internet, either separately or as an online version of a printed periodical (TheFreeDictionary, 2013).

4) Multimodality

Multimodality is an analysis of texts by using more than one mode at the same time (Kress & van Leeuwen, 2006).

5) Critical Discourse Analysis

Paltridge (2006) also stated that Critical Discourse Analysis is one of the approaches in a linguistic field that examines the use of discourse in relation to social and cultural issues.

6) Systemic Functional Linguistics

Gerot and Wignell (1994) states that Functional Grammar or Systemic Functional Linguistics is a conceptual theory which investigates not only the use of language, but also the choices made by people in using language and to see how meanings are formed in the interaction.

## 1.7 Organisation of the Study

The study is organised as follows:

### CHAPTER I

This chapter contains background of the study, the research question, the aim of the study, the scope of the study, the research methodology, the clarification of the terms, and the organization of the study.

### CHAPTER II

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It consists of theoretical review that provides a basis for conducting the research problems.

### CHAPTER III

This chapter contains the research methodology which is used in conducting the study.

### CHAPTER IV

This chapter contains elaboration of findings and discussions. In this chapter, there are also results of the research which are elaborated.

### CHAPTER V

This last chapter contains the interpretation toward the result of the research in a form of conclusion and suggestion in accordance with the research.