CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research which covers the background of the study, the reason for choosing the topic, research questions, the aim of the study, the scope of the study, research method, and the organization of the paper.

1.1 Background of The Study

Nowadays, internet and information have structurally changed the way information is collected, transformed, and disseminated. It makes news media have undergone changes. Rafaeli et al (2008) stated that news media change from traditional modes by adapting and innovating conventions. Further, traditional media such as newspapers shift into online environment through generating new genres. Thus, as Tandon (2009) stated that the online setting will replace the traditional modes in the future in order to accept transparency, responsiveness, and efficiency.

Currently, people can share news content easily in internet because internet becomes space where people can connect, communicate, and share everything easily. News content is not only articles, but also pictures and videos. However, people might not notice and realize that news has a function as a meaning-maker, because it is constructed socially, culturally, and ideologically.

News tends to be manipulated by some people to control over other people because news shapes publics opinions (Bonyadi, 2010). It may involve power abuse and reproduce inequality. There is also an opportunity to convey ideologies through the mass media. According to van Dijk (2006), manipulation is being exercised through text, talk, and visual messages.

Richardson (2007) also stated that newspaper discourse or the language use of newspapers makes a significant contribution to the production of social reality or social life.

Accordingly, a study on the language used by media is worth to be conducted. The way media represents social actor and action certainly is the main focus in this study. Beside representation, the signification of the representation from media can be analyzed through its language use.

Representation of the social actor in Critical Discourse Analysis (CDA) has become one major point that has been investigated along the history of CDA. There are some previous studies related to different kinds of discourse, such as news (Bekalu, 2006; Connell, 1998; Erjavec, 2004), speeches (Post, 2009; Wang, 2010), reports (Wenden, 2005), and press conference (Bhatia, 2006) in social and political contexts. Those studies were also used Critical Discourse Analysis in examining the discourse.

Representation has also been investigated using Systemic Functional Grammar (SFG) proposed by Halliday (2004) as a tool. SFG has several analytical tools, such as Thematization and Transitivity systems. These analytical tools are usually used in bigger frameworks, such as CDA.

Within this context, the present study aims to investigate the representation of Muhammad Daming Sunusi, the judge who claims that women enjoy being raped, in the six related articles taken from Indonesian online newspapers, i.e. *Detik, Kompas, and Tribunnews*. It explores the way the representation is realized in the text using sociosemantic approach introduced by van Leeuwen (2008). Furthermore, the inclusion-exclusion relation of social actor becomes the center of the analysis to see the representation in the text and reveal the signification of the representation in the news.

1.2 Reason for Choosing the Topic

Muhammad Daming Sunusi (Daming) is a judge who serves as Head of the Banjarmasin High Court. In early 2013, he ran for Supreme Court Justice. Then, on 14th January 2013, he attended fit and proper test forum in Parliament, Senayan, Jakarta. It is an interview for Supreme Court Justice Candidates.

Daming gave a controversial statement when he was asked of the punishment for the sexual abusers whether they have to be punished to death or not. He answered that it is not needed because women also enjoy being rapped. His statement made people there so surprised and angry. Because of his controversial statement, media blew it up for several weeks.

Daming's case is an instance which reflects the strategic function of media. It is "the ability of its holders to exact compliance or obedience of other individuals to their will." (Bullock & Trombley, 1999 as cited in Bayram, 2010). Because of the case, Daming decided to resign from court because the urges from people through their comments, which also appeared in media.

1.3 Research Question

This research is carried out to answer the following questions:

1. How is Muhammad Daming Sunusi represented in three Indonesian online newspapers?
2. What does the representation signify?

1.4 Aims of Study

The purposes of this study are:

a. To reveal the representation of Muhammad Daming Sunusi in seven Indonesian online newspapers.

b. To reveal the signification of the representation in the news.

1.5 Scope of Study

The present study investigates only the representation of the Judge Muhammad Daming Sunusi in the news and the signification of representation revealed from the analysis. This study focuses on the relation of inclusion-exclusion in the text to reveal the representation. This study uses six related articles of the Judge Muhammad Daming Sunusi who said women "enjoy being raped" taken from three Indonesian online newspapers. The six news reports were selected because the articles were the most frequently accessed by readers, which reach more than 3000 viewers. It is seen as the articles are at the top of the Google search engine. The online newspapers are also the national online newspapers.

1.6 Significance of Study

This study is expected to describe how Muhammad Daming Sunusi is represented as a social actor in three Indonesian online newspapers and to reveal the signification of the representation in the news. Hopefully this study can give more contribution and information.

1.7 Research Methodology
1.7.1. Research Design

The present study uses a descriptive qualitative data analysis. The study investigates the way social actor is represented in the news. Then, the study reveals the signification of the representation in the news. "Qualitative data analysis is a very personal process with few rigid rules and procedures" (Kumar, 2005) and the data were obtained from several sources (Emilia, 2008). Qualitative research aims to explore, discover,

understand or describe phenomena that have already been identified but are not well understood. This research employs Theo van Leeuwen's approach to CDA as the main tool to examine the representation of the Judge Muhammad Daming Sunusi in a news article. Critical discourse analysis is an approach to explore the connection between the use of language and the social and political context in which it occurs. The aim of critical approach to discourse analysis is to help reveal some of these hidden and 'often out of sight' values, position, and perspectives (Paltridge, 2006). Thus, Halliday's transitivity is used as a tool to examine the representation and its signifcation.

1.7.2.   Data Collection

To answer the research questions of the representation of the Judge Muhammad Daming Sunusi who said women "enjoy being raped" in fit and proper test on January 14th, 2013, the articles collected are six related articles of him taken from three Indonesian online newspapers. The online newspapers are *Detik, Kompas,* and *Tribunnew.* The online newspapers selected are also the national online newspapers which have higher probability to be accessed by Indonesian people everywhere, not only in one region. It can be seen from survey of Top Indonesian Sites conducting by Alexa in 2013 (alexa.com) as Top 3 Indonesian Online Newspapers. The articles were written on January 15th, 2013.Table 1.1 presents the collected articles and the sources.

Table 1.1 The source of six related articles selected

No	News Articles	Source
1.	"Permintaan Maaf Lengkap Daming Soal 'Pemerkosa & Korban Saling Menikmati"	*Detik* taken from: *http://www.detik.com/news/read/2013/01/15/142644/2142659/*

		10/2/permintaan-maaf-lengkap-daming-soal-pemerkosa--korban-saling-menikmati
2.	"Gaji Rp 45 Juta, Daming 'Pemerkosa & Korban Saling Menikmati' Lukai Rakyat"	*Detik* taken from: *http://www.detik.com/news/read/2013/01/15/083351/2142203/10/*
3.	"Bercanda soal Pemerkosaan, Daming Tak Layak Jadi Hakim Agung"	*Kompas* taken from: *http://www.nasional.kompas.com/read/2013/01/15/09101459/Bercanda.soal.Pemerkosaan.Daming.Tak.Layak.Jadi.Hakim.Agung*

4.	"Candakan Pemerkosaan, Daming Dianggap Dangkal Nurani"	*Kompas* taken from: *http://www.nasional.kompas.com/read/2013/01/15/09264092/Candakan.Pemerkosaan.Daming.Dianggap.Dangkal.Nurani*
5.	"Muhammad Daming Sunusi: Saya Memohon Maaf Sebesar-besarnya"	*Tribun News* taken from: *http://www.tribunnews.com/nasional/2013/01/15/muhammad-daming-sunusi-saya-memohon-maaf-sebesar-besarnya*
6.	"Calon Hakim Agung Daming Sunusi Dimarahi Istri"	*Tribun News* taken from: *http://www.tribunnews.com/nasional/2013/01/15/daming-sunusi-dimarahi-istri*

1.7.3. Data Analysis

To answer the research questions of the representation of the Judge Muhammad Daming Sunusi concerning his controversial statement in seven related Indonesian online newspapers, the present study uses Theo van Leeuwen approach of representing social actor to CDA. Several steps have been taken in doing the analysis. The collecting data in the form of articles are broken down into clauses. It is conducted to reveal the social actors included in the text. The next step is categorizing the social actors in each clause. Those steps become the foundation to reveal how the social actor is represented in the texts. Then, it moves to the analysis of the categorization of social actor based on the social actor network proposed by van Leeuwen (2008). It reveals the role of the participants in the clauses. The last step is to conclude from each clause how the social actor, Muhammad Daming Sunusi, is represented in the text.

1.8 Organization of the Paper

This research is organized in five chapters. The first chapter presents an introduction; it includes the background of the study, research questions, aims of the study, scope of the study, significance of the study, a brief explanation of research methodology, clarification of the terms, and organization of the paper. Then, it is continued by the second chapter, which presents the Theoretical Framework. It explains the theories and concepts that are used in this study. The third chapter contains Research Method. It elaborates the research design, data collection, and data analysis. The fourth chapter presents Findings and Discussion of the study. Then the last is the fifth chapter, it contains Conclusion and Suggestion of the results, the answer of research questions and several suggestions for future study.