

CHAPTER I

INTRODUCTION

This chapter provides several aspects of introducing this study briefly. It contains the background, research questions, aims of the study, significance of the study, and scope of the study. Besides, it presents how the study is conducted, the list of key terms and organization of the paper.

1.1 Background

Mass media has a strategic position in one country. It is considered as the fourth pillar of modern democratic country besides legislature, executive and judiciary (Joshi, 2000). It has a function as a bridge between people and policy makers by providing information of, for instance social and political issues.

According to Van Dijk (1995) media has symbolic and persuasive power. It has an influence to control to some extent the minds of readers or viewers, but not directly their actions. It leads the idea that mass media generates and mediates public text and talk to deliver certain ideology for influencing their minds. In addition to that, Eriyanto (2001) notes that in critical paradigm, media is not free and neutral. It is owned by certain group and used to dominate other groups. It is a subject that constructs reality with its view, bias and tendency.

What becomes the concern is what is written in mass media especially in an editorial. The editorial, as explained by Lagonikos (2005), has potency to shape opinion, create reality and convey ideology. It is in line with what has been delivered previously that media mediates public text and talk to deliver certain ideology (Van Dijk, 1995).

The purpose of the editorial is to stimulate readers into action that is implicitly expressed (Hulteng, 1973 & Stonecipher, 1979 in Lagonikos, 2005). Expert voice is used in the editorial to interpret the news and at the same time to construct reality implicitly from a particular worldview for the reader (Jaworski & Galasinski, 2002: 643 in Lagonikos, 2005). Hutleng (1973: 13 as cited in Lagonikos, 2005) argues that another function of the editorial is to provide benchmarks for readers to test thinking against and shape conclusions about events and their meanings. In other words, editorial in mass media can be categorized as a discourse since it produces others such as notion, concept, and effect (Foucault in Eriyanto, 2001).

Furthermore, editorial board in mass media decides what its stance will be on certain issues (Hutleng, 1973 in Lagonikos, 2005). It leads the idea that editorial in mass media becomes the identity of that media on certain issue. It is in line with Fairclough (2003, 160) who says “*Identity is often said to be an effect of discourse, constructed in discourse*”. In other words, editorial treated as discourse constructs the effect of identity of its own media.

Some studies have been conducted related to identity constructed in discourse, specifically to subject position, such as Eduardo Godeo (2006) investigating subject position on a certain magazine. However, those studies investigated the identity of relevant participants in those discourses, not the authors of the discourses themselves. Meanwhile, a study investigating the author himself has been done by Rahmat (2010) in relation to discursive identity of the author of '*Malaikat Juga Tahu*'.

To make this paper different from previous studies, the paper examines the identity of media institution as the author discursively. In addition, it uses some selected editorials as the sources of data since editorial is the reflection of the author's voice representing media institution. Although the research in relation to ideology in editorials has been conducted, such as Lagonikos (2005) regarding to a comparison selected editorials after September 11, the present study sees the discursive identity of the media institution in the selected editorials before it reveals ideological message contained in the selected editorials.

Furthermore, the raised issue that the present study uses is different. The present study uses the fuel issue in the first semester of Indonesian government 2012. It deals with Indonesian government's plan to raise fuel price in April 2012. Whereas, referring to Domino theory, fuel price has big impact on other economic sectors. Consequently, there was big demonstration of, either support or refusal, for the plan. However, by the end of March 2012, the House of Representatives and government decided not to raise fuel price in next six months (Detikfinance, 2012; LintasMe, 2012).

By considering that there were pros and cons of the plan of raising fuel price and fuel price has big impact on other economic sectors, it can be inferred that fuel problem can influence social life in community. Therefore, this problem can be concluded into a social issue.

1.2 Research Questions

1. How is the identity of *The Jakarta Post* constructed discursively on the fuel issue in the first semester of Indonesian government 2012 in the selected editorials?
2. What is the ideological message of *The Jakarta Post* contained in the selected editorials toward the chosen issue?

1.3 Aims of the Study

1. To reveal how the discursive identity of *The Jakarta Post* on the fuel issue in the first semester of Indonesian government 2012 is constructed in the selected editorials.
2. To discover its ideological message contained in the selected editorials toward the chosen issue.

1.4 Significance of the Study

This study has significance for three possible areas, namely:

a. Knowledge in the area

In this point of view, this study can enrich the literature on discursive identity and ideological message in mass media analyzed from the concepts of *Critical Discourse Analysis* and *Systemic Functional Grammar*.

b. Practical Guidance

It is expected to provide a good practical guidance in analyzing text by using *Critical Discourse Analysis* and *Systemic Functional Grammar* to reveal discursive identity, especially the identity of certain mass media and to find out its ideological message.

c. Professional Significance

Mass media has big power over the people. The journalists have an important role in delivering news and ideology, especially concerning to social issue. They should have no bias on certain issues, in order to keep balance in journalism area.

1.5 Scope of the Study

The focus of the study is on finding how the identity of *The Jakarta Post* on the fuel issue of Indonesia 2012 in the selected editorials is constructed discursively. It is applied in the perspectives of *modality* and *evaluation* with the employment of *Critical Discourse Analysis* proposed by Norman Fairclough (1995) and

Systemic Functional Grammar by M.A.K Halliday (1994). Then this study is expected to reveal *The Jakarta Post*'s ideological message contained in the selected editorials toward the chosen issue.

1.6 Methodology

The present study employs a *descriptive qualitative* method. To support the method used, it uses *Critical Discourse Analysis* (Fairclough, 1995) as the basic framework of the study. It applies the tools of *modality* and *evaluation* (Halliday, 1994; Martin, 1995; Martin, Matthiessen, & Painter, 1997; Fairclough, 2003; Halliday & Matthiessen, 2004; Eggins, 2004) included in the area of *Systemic Functional Grammar* to examine the identity of *The Jakarta Post* on the fuel issue of Indonesia 2012 discursively. By relating the tools of *modality* and *evaluation* to *Critical Discourse Analysis*, it is expected to reveal the ideological message of *The Jakarta Post* toward the chosen issue contained in the selected editorials.

In conducting the research, the paper followed several steps such as data collection and analysis. In terms of data collection, it took several editorials related to the chosen issue from the on-line version of *The Jakarta Post*. They were *Editorial : Huffing and puffing over fuel* (dated on March, 2nd 2012) and *Editorial : Only an ad-hoc fuel measure* (dated on March, 31st 2012). Afterwards, these editorials were analyzed by using the tools of *modality* and *evaluation* in the framework of *Critical Discourse Analysis* to achieve the aims of the study. The more elaborative and detail explanation about the methodology of the study is presented in Chapter III.

1.7 Key Terms

- Discourse is viewed as a form of social practice framed by particular discursive event and the situation, institution and social structure. (Fairclough & Wodak, 1997, cited in Wodak & Meyer, 2009)
- Mass media is largely seen as the fourth pillar of a modern democratic country. (Joshi : 2000)
- Editorials are public, mass communicated types of opinion discourse par excellence. (Van Dijk : 1996)
- Discursive identity is a way of being of an author or involved participant constructed in the discourse and text. It can be identified by the analysis of *modality* and *evaluation* presented in the text and discourse.
- Ideology is representation of aspects of the world which can be shown to contribute to establishing, maintaining and changing social relations of power, domination and exploitation. (Fairclough : 2003)
- Fuel issue is related to the plan of raising fuel price in April 2012 by Indonesian government, but the House and government decided not to raise fuel price in six months. There were pros and cons of the plan, as well as, of the decision. The present study identifies this phenomenon as a social issue.

1.8 Organization of the Paper

The paper is organized into five chapters. Chapter I (Introduction) focuses on presenting general introduction of presented study. It consists of the background, research questions, and aims of the study, significance of the study and scope of the study. It also provides how the study is conducted, the list of key terms and organization of the paper.

Chapter II (Theoretical Foundations) discusses the concepts of discourse, Discourse Analysis, Critical Discourse Analysis, Fairclough's approach to CDA, media discourse and editorial, the discursive construction of identity, polarity and modality, evaluation, ideology, and the previous research related to the study.

Research Methodology is presented in chapter III explaining how the study is conducted. It describes the focus of the study realized by the formulation of problem. In addition, it presents the explanation of research design, data collection and data analysis employed in this study.

Then, Findings and Discussions will be provided in chapter IV. It provides the data obtained from the study, as well as the analysis of the data.

The last chapter presents the conclusions from the present study. It also offers the writer's suggestions for further research.

1.9 Concluding Remark

Brief explanation of this study has been highlighted in this chapter. It has presented the background, research questions, and aims of the study, significance of the study and scope of the study. Besides, it also has presented how the study is conducted, the list of key terms and organization of the paper.