

CHAPTER I

INTRODUCTION

This chapter contains an introduction of the present study. It covers information on the background of the study, scope of the study, research questions, purposes of the study, research methodology, significance of the study, clarification of key-related terms, and organization of the paper.

1.1 Research Background

The issue of bullying is often discussed as a social phenomenon due to its unique nature of aggression. However, Yahn (2012) claimed that there is little research that offers a coherent, comprehensive, and uniform understanding of the underlying dynamics, the causes, and the societal influences of bullying. Yahn also added that there is no universally accepted set of definitions or criteria for what constitutes bullying. As Waasdorp and Bradshaw (2015) described, bullying is a form of ‘unwanted aggressive behavior’ that occurs repeatedly against a victim, that shows power imbalance that could occur physically (e.g., hitting and kicking), verbally (e.g., teasing and threatening), and relational (e.g., rumor spreading and exclusion). The phenomenon can be described as intentional aggression or abuse to assert dominance and create a power imbalance over the victim that can occur in physical, verbal, and relational forms.

Furthermore, mass media has the ability to expose any social phenomenon in every aspect of layers of a community: criminal acts, celebrity controversies, political issues, catastrophes, etc. Therefore, bullying can be considered a social phenomenon that can be explored as news material. All of these events are exploited as news material which is a valuable commodity in the world of mass media, both in print and electronic (newspapers, radio broadcasts, television, internet, etc.) This implies that the mass media has become one of the most powerful tools of social control (Suherman, 2008).

The ability of the media to control social phenomenon representation implies that the mass media have the ability to stir and construct reality regarding one’s issue. Suherman (2008) explained that rhetorical strategies of journalists in writing news could vary the public’s response regarding how the mass media

convey its ideology and representation in their news. According to Purwanto (as cited in Suherman, 2008), a journalist is capable of leading their readers into a certain attitude towards various types of news that cannot be separated from various interests. This means that mass media can independently publicize their beliefs into their own prints. Particularly to the interest of the study, is the representation of the mass media ideology of bullying issue. Therefore, it also implies that mass media cannot be considered neutral due to the possibility of a certain bias.

As a news material, there was one topic that most debated in 2019 revolving around Audrey's bullying issue. Audrey is 14-year old a junior high school student from Pontianak, West Kalimantan, who was beaten by a number of high school students. As reported, the beating occurred on Friday, March 29th, 2019. However, her parents reported to the South Pontianak Police Station one week later or on Friday, April 5th, 2019. Audrey's case first gained people's attention on Twitter in the middle of 2019. Because of the massive attention, Audrey's case became one of the most popular topics on the platform. The hashtag #JusticeForAudrey, led the issue from an online discourse to mass public movement and petition for the government to take Audrey's case to the court. According to the media, the beating resulted in Audrey being traumatized and needed treatment in a hospital. Further explained, the beating was triggered by mutual commentary between Audrey and the suspects on social media regarding teen-romance issues leading to physical aggression.

The study aims to unveil media representation and the social context in Audrey's case. This study used the model of Systemic Functional Linguistics (SFL) Appraisal System Analysis Approach by Martin and White (2005). The theory allows the researcher to conduct an in—depth analysis of the texts and connect the representation of media to the social context that will unveil representation and ideologies behind the texts. For example, the journalists or mass media as discourse markers have the bias in representing Audrey's case as a condemning the act or trying to gain audience's sympathy

There are several studies related to the appraisal system that have been conducted. For example, Ross and Caldwell (2020) explored a selection of the tweets of President Donald Trump in relation to his use of negativity as a rhetorical political strategy. The data analyzed were a corpus-based comparative keyword analysis and the analytical framework of Appraisal. The study revealed that Trump utilizes the Appraisal system in a variety of ways, with the ultimate aim to attack and undermine his political opponent.

Su (2016) conducted a study about positive discourse analysis of Xi Jinping's speech at the National University of Singapore by employing appraisal theory as a method to analyze the discourse. Su found that there are more positive resources in Mr. Xi's speech in order to construct a harmonious relationship with his listeners; as in the usage of engagement system; adopting more up-scaling force than the down-scaling force in his speech, and using sharpened force than softened force in terms of the graduation system.

Furthermore, Jakaza (2013) conducted a study on appraisal devices focused on political issues. The study explored debates and speeches in the Zimbabwean parliament and their representation in newspaper articles. The analysis was a corpus of newspaper articles based on four Zimbabwean newspapers reporting on the same debates and speeches themes of the Zimbabwean parliament within the period 2009 and 2010.

Widya (2008) explored the appraisal system found in punk-zine columns in order to identify the writer's ideology represented to the readers. Six columns taken from United States punk-zine published in 1980-1990 were analysed using appraisal theory. The study revealed that the writer's attitude was identified through appraisal devices in punk-zine columns. The attitudes that the writer wanted to tell to the reader, were (1) negative attitude and assessment given by the writer to the government and government supporting party, (2) positive attitude and assessment to punk music and punk circumstances, (3) on negative and positive attitude and assessment. In addition, ideologies that the writer wanted to represent were; opposed to government, supporting free thought, and free speaking.

Based on the previous study found, this research attempted to expand the appraisal analysis in investigating another field unexplored in some of the previous studies. This study is expected to raise language awareness to the readers to be more critical in responding to the news.

The investigation was conducted through analyzing the discourse by employing the model of Appraisal System Analysis Approach from Systemic Functional Linguistics (SFL) perspective. Appraisal theory is an analytical tool within the scope of discourse analysis which emphasizes the positioning of the reader of a text with three main domains, namely (1) engagement (2) attitude and (3) graduation, each of which becomes a unit to analyze interpersonal meanings in the text. This study is expected to give a contribution to the study of Discourse Analysis and Appraisal System that will enrich research references in the study of media representation.

1.2 The Scope of the Study

This study analyzed interpersonal meaning through Appraisal theory. The study was conducted to reveal the hidden representation of five online news from five news portals, in order to reveal the ideology and how these mass media represent issues in Audrey's bullying case. The study involved online news regarding Audrey's beating case in Indonesia in five online media portals published by South China Morning Post, Coconuts.co, Nextshark.com, The Jakarta Post, and Tempo.

1.3 Research Questions

Relating to the problems that discussed throughout the paper, this study is guided by two research questions, as follows:

1. What appraisal devices do the media use to represent Audrey's issue?
2. What are the representations shown from the use of appraisal devices?

1.4 Purpose of the Study

The study aims to investigate the representation of bullying done by the online media and try to reveal hidden ideologies in the representation of bullying through analysis of appraisal devices by the online media.

1.5 Research Methodology

The research design of this study is descriptive qualitative research. Greenhalgh and Taylor (1997) define qualitative study as an approach that is aimed to “make sense of, or interpret, phenomena in terms of the meanings people bring to them”. The nature of qualitative research is to describe and to interpret the result of textual analysis. The study employs Appraisal System Analysis Approach by Martin and White (2005) to answer the research problems concerning the representation of Audrey’s case. The qualitative method and Appraisal concept was chosen due to the focus of the study is to interpret and describe the result of textual analysis.

The steps conducted to gather the data for this study are by browsing and collecting the article from the Internet related to the topic of Audrey’s bullying case. The data analyzed by using the model of Appraisal System Analysis Approach by Martin and White (2005), in order to unveil the ideology and representation of the media.

1.6 Significance of the Study

Although research using the Appraisal System Analysis Approach by Martin and White (2005) theory has been done quite a lot before, the research in a linguistic field related to the topic of bullying representation itself still tends to be limited in number. This research attempted to expand the appraisal analysis topics in another field. The topic raised in this research also was one of the top national issues back in the middle of 2019, making this research update and following the current issue. The research also hoped to raise language awareness to the readers to be more critical in responding to the news, due to the hidden bias developed by the mass media.

1.7 Clarifications of Terms

To avoid misunderstanding, there must be some clarification of the terms for a better comprehension of understanding the issue of Audrey’s bullying case in the study. The clarifications are as follows:

- 1) Bullying : “Bullying is an unwanted aggressive behavior that occurs repeatedly against a victim, where there is an “observed or perceived” power imbalance, and includes physical (e.g., hitting and kicking), verbal (e.g., teasing and threatening), and relational (e.g., rumor spreading and exclusion) forms” (Waasdorp & Bradshaw, 2015).
- 2) Media Discourse : Media discourse refers to how reality is represented in broadcast and oriented media from televisions to newspapers. (O’Keefe, 2006)
- 3) Appraisal Theory : Appraisal theory is an analytical tool within the scope of discourse analysis which emphasizes the positioning of the reader of a text with three main domains, namely (1) engagement (2) attitude and (3) graduation, each of which becomes a unit to analyze interpersonal meaning. (Suherman, 2008)
- 4) Representation : Representation is a world reality composed by certain parties and addressed to certain parties as well. (Ahmadi & Mahardika, 2019)
- 5) Netizen : The term netizen is a derivation based on the combination of the words Internet and citizen (citizen) "citizen of the net". The word refers to someone who is actively involved in virtual communities or the Internet in general.

1.8 Organizations of the Paper

This paper is divided into five chapters. Each of the chapters provides information about the present study. To get detail information about what the study is, bellow is the explanation of each chapter:

The first is the Introduction. This chapter contains an introduction of the present study that covers information on the background of the study, scope of the study, research questions, purposes of the study, research methodology,

significance of the study, clarification of key-related terms, and organization of the paper.

The second chapter contains the Theoretical Framework. This chapter provides relevant theory related to the study and some previews of the study that correlates with the findings of the study.

The third chapter is the Research Methodology. This part of the study provides information on how the study manifested; this chapter includes research design, data collection, and data analysis.

The fourth chapter is Findings and Discussion. This chapter discusses the representation of bullying and hidden ideology found in Audrey's news analysis through analysis by using the model of Appraisal System Analysis Approach by Martin and White (2005) which includes interpersonal meaning, in order to unveil the hidden ideology and representation of the media.

The last is the Conclusion and Suggestion. This part provides conclusions of the study and suggestions regarding the study of bullying representation; the conclusion is the summary of the research question answer, while the suggestion contains the writer's suggestion for future study.