

# CHAPTER I

## INTRODUCTION

### 1.0 Introductory Remarks

This chapter presents the introduction to the present study. It contains the background of the study, statement of the problem, aims of the study, scope of the study and significance of the study. In addition, this chapter provides a brief account of the research method which is divided into data collection and data analysis. Finally, the organization of the paper presents a general description of the contents of each chapter.

### 1.1 Background

In the early February of 2011, the public was startled by the incident of the Ahmadiyah attack in Cikeusik, Pandeglang, Banten on Sunday morning. It was reported that three members of an Ahmadiyah congregation were killed, while five injured in that clash. This case was seriously seen as a national problem because it is related to Islam as the biggest religion in Indonesia. The Ahmadiyah incident led to different opinions among the government, religious leaders, and human right activists as shown. Furthermore, the media continually reported the progress of this case and some even placed it as headlines in several newspapers.

The fact above shows that the presence of the media cannot be neglected among the society. It gives a remarkable contribution in conveying information and entertainment to the public. In addition, it serves as a bridge that connects

people to issues, events, or phenomena in the world nowadays. Moreover, with the advancements of technology, information can be fast and easily accessed through the media such as television, the newspapers, or the Internet. People seem to be dragged to the place where the news is being reported only by pushing the button 'on' on the television or clicking mouse when browsing the Internet. Therefore, the media has become the most important source of information and entertainment that people rely on.

The way the media presents the information is constructed by the power (Jorgensen & Phillips, 2002). It has a significant role in shaping public opinions. This is in line with Goatly (2000: 247) who states that:

“No one doubts the power of media, and no one doubts the media is useful to those in power. Newspapers have vast circulations compared with any other published print, they are frequently, and are accessible through wide distribution networks.” (Goatly, 2000: 247)

This power is not only restricted to the influence of the media on their audiences, but also involves the role of the media within a broader framework of the social, cultural, political, or economic power structures of society (van Dijk, 1992). In addition, he states that the power of media is generally symbolic and persuasive, in the sense that the media primarily has the potential to control, to some extent, the minds of readers or viewers, but not directly their actions. That is the reason why the media cannot stand independently; it holds certain ideologies in delivering information. Matheson (2005) states that there is a systematic ideological bias of the media, particularly to the news in which the journalist and other media workers could never evade the power structures shaping the

vocabularies and other aspects of the way language makes sense of the media content. Accordingly, Sanes (1996) states that ideology is embedded in the news media including in the form of the implicit claims it makes about the nature and validity of its enterprise and the reasons it has for various kinds of action that aim to protect its prerogatives and positions. In addition, Croteau & Hoynes (2003) assert that the media is seen as the purveyors of ideologies which sell products and ideas, both personalities and worldviews.

Consequently, it is not astonishing that there is a tendency reflected in news representations in several mass media, particularly in print media, such as newspapers. To take some examples, Wenden (2005) has examined a number of articles in Aljazeera's special report regarding the politics of representation of the conflict between Palestine and Israel. Her findings revealed that Aljazeera's special report seemed to provide a basis for changing power relations through discourses.

Furthermore, Hernandez (2008) found that *The Gibraltar Chronicle* portrayed Gibraltar as a politicised and de-agentialised entity when dealing with the referendum, whereas in relation to the Prestige event, it was represented as active and resistant. In addition, Chilwa (2011) has conducted a study which investigated the roles of the Joint Military Task Force (JMTF) in the Niger Delta (ND) crisis by examining six Nigerian national daily newspapers. The findings indicated that JMTF was positively represented as national heroes, while the insurgents and civilians were portrayed on a negative light; they were labeled as militants, hoodlums, criminals, or terrorists.

Bearing in mind the previous studies above, this study aims to examine the six articles consisting of three articles from *The Jakarta Post* and three articles from *ANTARA News*. Those articles were selected as the data of analysis regarding the issue of the Ahmadiyah incident. *The Jakarta Post* was chosen because it is mostly read by Indonesian upper-middle class society that has the interest and capability to read English newspapers (Dallyono, 2003). Likewise, *ANTARA News* is considered to be the media which remains on the front line to strive for the national development and maintain the national dignity through dissemination of news in Indonesia throughout the country and abroad (<http://www.antara.net.id/index.php/2007/12/13/brief-history/en>).

In addition, *The Jakarta Post* and *ANTARA News* are the newspapers which enable the readers to access information in English. Access to information is one of the important notions of media power that elite groups and institutions have a broader range and scope of patterns of accesses to public or other important discourses and communicative events than “the ordinary people” do (van Dijk, 1992). In other words, it influences the language and the ideologies covered by mass media: to whom and what extent the issues will be delivered.

The Ahmadiyah incident was a phenomenal issue and was continuously reported in many newspapers. It has been seen as a crucial problem because it involves religion and faith. Moreover, the media has taken part in showing and reporting the progress of the case. The conflicting opinions could not be avoided among the public, particularly, the government, religious leaders, and human right activists. In other words, the media significantly contributes in shaping the public

opinions. Many different opinions whether pros or cons have been continuously emerging among people in various social strata. Moreover, the media holds certain worthiness and the ideologies that are predominantly advanced and universally aligned with the ideologies structured in dominance within the general society (Macdonald, 2003)

In an attempt to unpack the ideologies hidden in the texts, Critical Discourse Analysis (CDA) was used to describe, interpret, and explain the representation of certain actors in the text. Fairclough (2003) mentions that a representation is intertwined with a discourse which could represent the same area of the world even though the positions and the perspectives are different. Therefore, discourse analysis was applied as Fairclough (2003) suggested that it can be operationalized as a way of analyzing texts which gain insights of textual aspects of the social practices. Additionally, CDA fundamentally deals with analyzing opaque as well as transparent structural relationships of dominance, discrimination, power and control as manifested in language (Weiss & Wodak, 2003).

The Hallidayan Systemic Functional Grammar was used in this study. The analysis involved processes realized by verbs, participants, and circumstances. It aims to make it possible to say sensible and useful things about any texts, whether spoken or written, in modern English (Halliday, 1994). It is in line with Eggins (2004) who asserts that the functional grammar of modern English shows how simultaneous strands of meaning (the ideational, interpersonal, and textual

metafunction) are expressed in clause structures. Moreover, Halliday (1994) argues that discourse analysis that is not based on grammar is not analysis at all.

## 1.2 Statement of the Problem

The inquiry is guided by the following questions:

1. How is the Ahmadiyah attack incident represented in *The Jakarta Post* and *ANTARA News* articles?
2. How are social actors regarding the Ahmadiyah attack incident represented in *The Jakarta Post* and *ANTARA News* articles?
3. What are the ideologies underlying such representations?

## 1.3 Aims of the Study

Based on the formulated questions above, this study aims to:

1. investigate the representation of the Ahmadiyah attack incident in *The Jakarta Post* and *ANTARA News* articles.
2. investigate the representation of social actors regarding the Ahmadiyah attack incident in *The Jakarta Post* and *ANTARA News* articles.
3. uncover the ideologies underlying such representations.

## 1.4 Scope of the Study

This study focuses on finding the representation of the Ahmadiyah attack incident in *The Jakarta Post* and *ANTARA News* articles which includes the representation of the social actors and the ideologies underlying such representations. To gain deep insights of the representations and the ideologies behind it, this study was undertaken with the employment of Critical Discourse

Analysis proposed by Fairclough (2003) and Systemic Functional Grammar by Halliday (1994, 2004). The six articles from both newspapers were considered to be sufficient because the essence of the Critical Discourse Analysis (CDA) is the depth of the analysis not the number of the texts.

### **1.5 Significance of the Study**

In the light of the problems reviewed, this study is expected to contribute to the society where English is used as Foreign Language (EFL). Firstly, it attempts to enrich the literature on Critical Discourse Analysis (CDA) as well as the textual analysis on the media discourses. Secondly, the present study is expected to give information regarding the representation in the media which is not arbitrary because the media tends to hold certain ideologies to shape the public opinions. Therefore, building the critical reading is considered to be important. By reading critically, it could build the awareness of the readers not to take for granted what media has conveyed.

Likewise, in educational setting particularly, this study is mostly expected to enable the students to think critically not only in reading, but also in facing actual issues. Huckin (2002) states that Critical Discourse Analysis is also a valuable tool for the teachers and the students because it can readily be used in undergraduate writing courses wherever students are required to analyze a text critically and then write about it. Lastly, this study hopefully could lead to release a policy for the media company for the betterment in reporting the news to the public.

## 1.6 Research Methodology

In an attempt to gain deep insights of the representation of Ahmadiyah attack incident in *The Jakarta Post* and *ANTARA News* articles, this study largely employs a qualitative method. It is relevant to the nature of the qualitative studies which have a greater emphasis on a holistic description, that is, on describing in detail all of what goes on in a particular activities or situations rather than on comparing the effects of particular treatments (Best, 1981; Fraenkel & Wallen, 1993). Furthermore, a qualitative research is best used to discover themes and relationships between at case level. In other words, it plays a discovery role (Gall et. al., 2003).

The method of Fairclough's CDA (Critical Discourse Analysis) was used in analyzing social texts taken from *The Jakarta Post* and *ANTARA News* articles consisting of the Ahmadiyah attack incident topic. This study attempts to unpack the ideologies covered over the social texts. Fairclough (2003) asserts that one productive way of doing social research is through a focus on language, using some form of discourse analysis.

Moreover, this study uses the systemic Functional Grammar proposed by Halliday (1994, 2004) because the analysis is in the domain of verbs, participants, and circumstances. In order to provide insights into the meaning and effectiveness of a text, a discourse grammar needs to be functional and semantic in its orientation, with the grammatical categories explained as the realization of semantic patterns (Fairclough, 2003). The analysis is divided into four parts: thematization, transitivity, passivization, and nominalization. Furthermore, to gain

the descriptions of social actors in text, this study uses the theory of Fairclough (2003) of grammatical role, pronoun/noun, name/classified, activated/passivated, and specific/generic.

### **1.6.1 Data Collection**

The data of this study consisted of six articles concerning on the Ahmadiyah attack case. Three articles were downloaded from <http://www.thejakartapost.com> published on February 6<sup>th</sup>, 7<sup>th</sup>, and 13<sup>th</sup> 2011 and three articles were downloaded from <http://www.antaraneews.com> published on February 6<sup>th</sup>, 17<sup>th</sup>, and 24<sup>th</sup> 2011.

### **1.6.2 Data Analysis**

The data were analyzed by Fairclough's theory of Critical Discourse Analysis (CDA). It began with the description of the texts, interpretation of the texts, and the explanation of the texts. Halliday (1994) argues that discourse analysis that is not based on grammar is not analysis at all. Therefore, Systemic Functional Grammar (SFG) was also applied. The analysis was divided into thematization, transitivity, passivization, and nominalization. In addition, the representation of social actors was analyzed based on the theory of Fairclough (2003) as mentioned earlier.

## 1.7 Organization of Paper

The paper is organized into five chapters. Chapter one is introduction consisting of the background of the present study, statement of the problem, aims of the study, scope of the study, significance of the study, research methodology, and organization of paper.

Chapter two discusses a theoretical foundation. It describes the theories and concepts that are related to the topic of the present study. The principles of Critical Discourse Analysis as well as its essential tools of analysis, Functional Grammar, are systematically elaborated.

Chapter three explains the method of the research to answer the research questions. It contains formulations of the problem, overview of the methodology, analytical framework, data source, data collection, research procedures, data analysis, and classification of the key terms.

Chapter four consists of findings and discussion. The results of analyzed data were systematically delivered and discussed. This section is expected to answer the research questions which were previously noted.

Chapter five covers the conclusions and suggestions. The findings of the study are concluded by relating to the theories, concepts, and some previous studies stated in the previous chapters. In addition, the suggestions are made to improve the quality of future studies similar to this research.