

# CHAPTER I

## INTRODUCTION

This chapter introduces the present study, covering background, research questions, aims of the study, research methodology, clarification of key terms, and organization of the paper.

### 1.1. Background

In the beginning of the recent century, news media entered a cyberspace era. Entering this era, news media have undergone changes. Led by the rapid growth of the Internet and digital revolution, one of the changes is that media have shifted their traditional modes into online setting through adaptation and innovation of conventions (Rafaeli et al., 2008: 51). In addition, it is believed that in years later, this online setting may replace the entire traditional modes.

The Internet currently becomes the space where people can connect and share news contents easily. The news contents are not only limited into articles but also pictures and videos. News sites can connect to social media, e.g. Facebook, Twitter, Tumblr, to widen their circulations. In some cases, these social media contribute in spreading news the earliest before it goes around newspaper or news sites.

Evidence that the Internet can share news easily is the case of an Indonesian house representative, Arifinto. On April 8, 2011, a journalist photographed him watching a pornographic video on his tablet computer during a House plenary session. The Media Indonesia journalist who captured the moment claimed that Arifinto's action was done on purpose. Though Arifinto denied that accusation, he decided to resign from the parliament. (Media Indonesia, 2012)

Arifinto's scandal is an instance that reflects the strategic function of media. The strategic function of media is the "ability of its holders to exact compliance or obedience of other individuals to their will" (Bullock & Trombley, 1999: 678). Recalling the case of Arifinto, he decided to resign from the parliament because of the urges from the people and his fellow constituents in his party through their comments, which also appeared in media.

Accordingly, a study on the language strategically put by media is worth undertaken. How media represent actors and actions in certain ways is the main focus in this study. Beside representation, ideologies that go hand in hand with the media can be observed by analyzing its language use, usually by looking through the representations.

In literature, representation has been examined widely in the area of semiotics. Methods used in doing the study of representation are also considered as the ultimate ones of formal analysis. The methods mainly have three major approaches: thematic (e.g. Dyer, 2000), generic (e.g. Neale, 1993), and media-specific (e.g. Tagg, 1988).

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Study on representation can also be traced back to several areas including politics, psychology, arts, and media. The following works are prominent to their areas: *politics* (Mansbridge, 1999; Williams, 1998), *arts* (Prendergast, 1999), *psychology* (Abric, 1993; Bangerter & Lehmann, 1997; Bern, 1974; Breakwell & Canter, 1993; Doise, Clemence, & Lorenzi-Cioldi, 1993; Duveen, 1998; Flament, 1994), and *media* (Diawara, 1998; Dyer, 2000; Gaines, 2000; Tagg, 1988; Neale, 1993).

Representation has also been studied under Systemic Functional Grammar (SFG) proposed by Halliday (2004). Studies on representation using Halliday SFG employ several analytical tools, such as Thematization, and most notably, Transitivity systems. These analytical tools are usually taken into bigger frameworks, such as CDA.

Beyond Systemic Functional Grammar, representation is studied using the analytic paradigm of Critical Discourse Analysis (CDA) employed by Fowler et al. (1979), Fowler (1991), Van Dijk (1993, 1996) and Fairclough (1992, 1995). Besides many other analytic paradigms of CDA, these paradigms mainly ask for explanation of how and why particular discourses are produced.

This study aims to investigate the representations of Arifinto using Thematization and Transitivity systems. Even though there have been many studies on representations conducted by Transitivity or Thematization, there is a few details added to this study that are less explored by previous studies. It is that, in terms of Transitivity system, this study tries to build standpoints of the way the actors and actions are represented instead of focusing on the types of process.

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## 1.2. Research Questions

This study is conducted to find answers to the following questions:

1. How is Arifinto represented in the Jakarta Post and the Jakarta Globe articles regarding his porn-watching case?
2. What are the ideologies underlying the representation?

## 1.3. Aims of the Study

This study aims to explore:

1. the representation of Arifinto in the news reporting regarding his porn-watching case in the Jakarta Post and the Jakarta Globe.
2. the ideologies held by the Jakarta Post and the Jakarta Globe.

## 1.4. Research Method

In general, Critical Discourse Analysis (CDA) is employed as the framework of the present study. It has turned the study of language into an interdisciplinary tool, embracing media criticism. CDA sees texts to demonstrate ideological content and linguistic form. It requires explanation of the production, internal structure, and organization of the texts. Thus, in this study, CDA is put into practice to reveal the representations of Arifinto on his porn-watching case and the ideologies underlying the representations in the articles taken from The Jakarta Post and Jakarta Globe.

Data for this study are articles regarding Arifinto's porn-watching scandal. The articles are taken from two distinguished news sites, which are The Jakarta Post ([www.thejakartapost.com](http://www.thejakartapost.com)) and The Jakarta Globe ([www.jakartaglobe.com](http://www.jakartaglobe.com)). Four chosen articles are retrieved from the sites: "PKS member trapped by anti-porn stance", "Disgraced Arifinto kisses politics goodbye", "Disgraced PKS Lawmaker Arifinto Quits House 'for Honor's Sake'", and "PKS Praises Lawmaker Caught in Porn Flap". The articles are retrieved from the two news sites involved in this study.

After collecting the data, the data are analyzed by a model of CDA. The articles are described the approach proposed by Fairclough (1995). Accompanying this approach, two analytical elements of SFG taken from Halliday (2004), i.e. Thematization and Transitivity, are involved to look specifically for the representations of Arifinto on his porn-watching case in the articles. Then, the underlying ideologies are revealed by inferring the representations.

### **1.5. Clarification of Key Terms**

There are several key terms that need to be clarified in this present study. Most importantly, the terms used in the title of this study have to be explained. This section is addressed specifically to give explanation of the terms used in this study covering representation, porn-watching case, pornography, articles, news reporting, news sites, and Critical Discourse Analysis (CDA).

The first term to be explained is representation. In this study, representation is seen in the perspective of textual analysis, defined as the way in which a certain person, group, or idea are presented in a text (Fairclough, 1995: 134). In this study, it is the way Arifinto is represented in the articles.

The next two terms are news reporting and news site. News reporting, in this study, is defined as the output of news as a text for it is produced in a certain conventions so that it appears as it is. Meanwhile, news site is the location where the news reporting takes place. News site is online channel made specifically for news contents and having World Wide Web (WWW) address. In this study, the articles are taken from The Jakarta Post ([www.thejakartapost.com](http://www.thejakartapost.com)) and The Jakarta Globe ([www.jakartaglobe.com](http://www.jakartaglobe.com)).

Critical Discourse Analysis (CDA), according to Paltridge (2000) is a method to unveil the ideology of the discourse. The aim of this study is to probe the ideological construction of Arifinto on his porn-watching case reflected in the structure of the articles. CDA is considered as a suitable tool to reveal the representation of Arifinto in the case and to find ideology behind the representation.

## **1.6. Organization of the Paper**

This paper is presented in five chapters. Chapter I, Introduction, consists of background of the research, research questions, aims of the research, research methodology, clarification of key terms, and organization of the paper. Chapter II, Theoretical Foundation, provides theoretical framework on the issue covering the

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description and theories of discourse analysis, media discourse definition, approach to CDA, and explanation to the representation of ideology and in discourse. Chapter III, Research Methodology, discusses the formulation of problems, general methodology, data collection, and data analysis. Chapter IV, Finding and Discussions, provides the data presentations, explanation to the analysis of the data and the result of the analysis. Chapter V, Conclusion and Suggestion, summarizes the answers to the research questions and give suggestions for further research. This paper ends with bibliography, the articles retrieved from The Jakarta Post and The Jakarta Globe and the result of practical analyses of Thematization and Transitivity.

### **1.7. Concluding Remarks**

The present chapter has briefly explained several aspects highlighted in the present study. The aspects including background, research questions, aims of the research, research methodology, clarification of key terms, and the organizations of the study have been previewed to mark out important information and characteristics of the study. In the next chapter, theoretical foundations of the study are presented.