CHAPTER I

INTRODUCTION

This chapter presents a background of the study that contains reasons why this research conducted. This chapter also provides the research questions, aims of the study, data collection and data analysis. Last, organization of the paper presents a general description of the paper.

1.1 Background of the Study

Ambalat is a sea block which is located in Celebes Sea (Andi Arsana, 2005). This block is rich in oil. For that reason, many big oil companies want to explore it. One of those companies is Shell, an oil company from America. Shell explored Ambalat after having an oil exploration concession from Indonesia. In December 2004, Indonesia stopped the concession for Shell to do oil exploration in Ambalat.

In February 2005, Malaysian state-owned oil company Petronas gave an oil exploration concession in Ambalat area to Shell (Seneviartne, 2005). It triggered a question, whether Ambalat block belongs to Indonesia or Malaysia. Each country has its own reasons to claim Ambalat as the part of their territory.

The media of the two countries put the Ambalat case in their coverage. For the same case, the media gave different explanation, quoted different sources and made different frame. Entman (Eriyanto, 2002) mentions that framing involves "selection" and "salience". In other words, the framing process is to select a piece

of information to be reported and neglect others intentionally. Entman (Eriyanto, 2002) determines that framing devices include problem identification, causal interpretation, moral evaluation and treatment recommendation.

However, Eriyanto (2002:288) argues that framing analysis proposed by Entman does not give a detailed analysis tool on how the sentences or words are analyzed to understand the frame of media. Therefore, critical discourse analysis (CDA) proposed by Fairclough (1995) is suitable to be applied. It is because CDA has "three dimensional" framework: analysis of language (spoken or written) texts, analysis of discourse practice (process of text production, distribution and consumption), and analysis of discursive events.

The present study examines the frames of the news report of the 2005 Ambalat case in Indonesia's number one selling newspaper, *Kompas*, and the leading Malay-language newspaper in Malaysia, *Utusan Malaysia.*

This study is significant for two reasons. First, it combines the framing analysis and critical discourse analysis (CDA) to investigate the differences in the frames of the respective media. Finally, this study reveals the ideology that underlies the differences.

1.2 Research Questions

This study is conducted to answer the following questions:

a. What are the differences in the frames of *Kompas* and *Utusan Malaysia* with regard to the Ambalat case?

b. What is the ideology behind the differences?

1.3 Aims of the Study

This study is aimed at:

a. revealing the differences in the frames of *Kompas* and *Utusan Malaysia* regarding the Ambalat case.

b. revealing the hidden ideology behind the differences.

1.4 Research Method

The present study is largely qualitative; however, some descriptive quantification is also employed. Strauss and Corbin (2003:5) state that a qualitative method can be used to better understand any phenomenon which little is yet known.

The study relies on critical discourse analysis (CDA) as the analytical framework of analysis and discussion. CDA, according to Fairclough (1995), is a 'three-dimensional' framework, namely analysis of (spoken or written) language texts, analysis of discourse practice (processes of text production, distribution and consumption) and analysis of discursive events as instances of sociocultural practice.

To guide the writer in investigating the different point of view of the two media, framing elements as proposed by Entman (Eriyanto, 2002) is applied. Here, problem identification, causal interpretation, moral evaluation, and treatment of the Ambalat case are examined.

This study analyzes the frames of *Kompas* and *Utusan Malaysia's* texts regarding the 2005 Ambalat case. *Kompas* and *Utusan Malaysia* are chosen since

they are known as leading newspapers. *Kompas* is a leading newspaper in Indonesia. The readers of this newspaper achieve 2.25 million people in all over the country (retrieved from http//www.wikipedia.com). Meanwhile, *Utusan Malaysia* is the number one selling Malay-language in Malaysia (retrieved from http//www.wikipedia.com).

All the texts were read first for comprehension. Afterwards, the texts are analyzed by using topical theme analysis, transitivity analysis, and evaluations. It is very beneficial to find the frame of the texts: problem identification, causal interpretation, moral evaluation, and treatment recommendation. Then, the results of analysis are interpreted. Eventually, the result of interpretation is explained with regard to the social context in the discourse.

1.5 Organization of the Paper

The paper is organized into five chapters. The first chapter is introduction providing background of the study, research questions, aims of the study, research method and organization of the paper. The second chapter is theoretical foundation. This chapter presents media framing, discourse analysis (DA), critical discourse analysis (CDA), media discourse, ideology, topical theme, transitivity, and evaluations. The third chapter is research method. This chapter consists of research design, data collection, and data analysis. The fourth chapter is findings and discussion. It contains the analysis of the text. The last chapter is conclusions and suggestions. This chapter provides the conclusions and suggestions of the study.