

# CHAPTER I

## INTRODUCTION

This chapter presents an introduction to the present study including the background of the study, the scope of the study, the research problem, and the aims of the study, the research method, and the organization of the paper.

### 1.1 Background of Study

The chronology of tax evasion scandal by Gayus Tambunan has become a widely discussion topic lately. The scandal was revealed by Susno Dadji putting forward a broker case to the antimafia unit of the Indonesian police force.

According to Susno, while he was still serving as Kabareskrim, the Center for Report and Financial Transaction Analysis gave a report of swelling account of an employee tax in the name of Gayus Tambunan. Susno mentioned that Gayus had \$ 25 billion in his account. The swelling account certainly surprised the government, considering Gayus is only a tax employee of IIIA level. As comparison, the salary of civil servants IIIA group with tenure of 0 to 10 years only ranges from Rp 1,655,800 to Rp 1,869,300 per month.

In this case, Gayus got 3 chapters for tax evasion, money laundering, and corruption. But in court, he was only charged with a tax evasion article. The judge sentenced him to 6 months penalty trial. Then he was released.

The suspect Gayus Tambunan is supposedly at custody. His performance of holidaying in Bali surprised the public. Whereas, the current status of Gayus is

as a suspect and detained in detention room of Brigade (Brimob) Police in Kelapa Dua, Depok, West Java. In fact, the other findings showed Gayus go out from house arrest, go abroad and to Bali.

This case draws the public attention to the government of SBY which is slow in handling the case of Gayus. The involvement of high officials in helping Gayus free from the case makes the public no longer believe in the government officials. The testimony and the discovery of Gayus' escape from house arrest reveals all the tax mafia actors involving state officials, both in the Directorate General of Taxation, the Police, the Judiciary, the Justice, the Immigration and Detention Center.

Mass media and politic is a unity that has an attachment to each other. Political world realizes that political action will not work unless it is helped by the media. Furthermore, according to C. Sommerville (2000), political activity will be gone if it is not highlighted by the media.

The mass media needs news for its publication, while the political actors need the mass media for their news release. The mass media has a role to construct the image of the political issue of the government to the public. The media has a unique vision and mission to present the news and produce the news in order to achieve their personal interests or group to marginalize other group which is not balanced and manipulative. For this reason, Van Dijk (1995:32) states that the clusters of related attitudes may finally be organized by an ideological framework, consisting of the basic evaluative propositions defining the various symbolic or material interests of a group. Once developed,

such ideologies allow group members to develop their own attitudes and models about new social issues and events. Van Dijk's definition is supported by Bryant and Zillmann (1986) in Van Dijk (1995 : 31), they point out that conceptual framework contributing to the reproduction of dominant or alternative ideologies such general as notions as effects, influence, and power presented by the mass media.

The mass media today is a means of communication for political practitioners to talk about the ideology of the social public life. Considering that the mass media is a suitable tool to convey political ideas and manipulate the public mind. The mass media is more likely to lead society; it is not what to think, but what to think about. According to Kenneth Janda et al (1987:306), the mass media in print and broadcast in media has five specific functions within the political system, namely, "reporting the news, interpreting the news, socializing citizens about politics, influencing citizens' attitudes and behaviors, and setting the agenda for government action". The five functions, at once, becomes the power of mass media in relation to politics, especially in the case related to Gayus Tambunan and criticism over the performance of government officials formed by Susilo Bambang Yudhoyono. Overall, the mass media has an important role to raise political issues and direct the public mindset referred to the ideology of the mass media. In this case, the problems of imaging, news distribution, and utilization of resources depend on the strength and ideology of the mass media.

News and information are as the products of the mass media containing social dominant reproduction. One way to explore what is beneath texts of the

mass media is by using Critical Discourse Analysis (CDA). Critical Discourse Analysis or CDA is an interdisciplinary approach to the study of text and talk, which views “language as a form of social practice” (Fairclough, 1989: 20).

Pennycook (1997) in Paltridge (2000) defines Critical Discourse Analysis (CDA):

Critical discourse analysis draws from work carried out in the area known as critical theory, which considers the social, cultural, economic, and political ways in which people are inequitably positioned as well as how the production of and reception of texts is ideologically shaped by relation of power.

The news concerning the tax mafia Gayus Tambunan is an essential case to be discussed. Through understanding of dominance, inequality, and bias of the mass media, the readers will have critical awareness of the presented information. Furthermore, the readers will be aware of how should they react to the information which is presented by the mass media.

## **1.2 Limitation of the Study**

This study presents an analysis of CDA in the media text, especially in the form of newspaper. It is only concerned with a case study of three editorials of Kompas, The Jakarta Post, and Media Indonesia, which focuses on the tax mafia Gayus Tambunan. In terms of a critical method and model analysis, the study uses a model of critical linguistic approach, and applies a model of analysis which is presented by Teun Van Dijk and Huckin (1997).

## **1.3 Statement of Problem**

The problems of the present study are formulated in the following questions:

- a. What issues are depicted in the editorials about Gayus Tambunan case?
- b. How do the editorials represent the tax mafia Gayus Tambunan's case?
- c. What is the ideology behind the representation?

#### **1.4 Aims of Study**

In relation to the research problem above, the present study aims to:

- a. investigate the issues of Gayus Tambunan case in the editorials of Kompas, The Jakarta Post and Media Indonesia,
- b. investigate the representation of Gayus Tambunan in Kompas, The Jakarta Post and Media Indonesia,
- c. reveal the ideology of the representation in Kompas, The Jakarta Post, and Media Indonesia.

#### **1.5 Research Methods**

The study uses a qualitative method. Strauss & Corbin (1990) state a qualitative research explores the richness, depth, and complexity of the phenomena. A qualitative research, broadly defined, means "any kind of research that produces findings not arrived at by means of statistical procedures or other means of quantification". The data are taken from Kompas, The Jakarta Post, and Media Indonesia editorials focusing on tax mafia Gayus Tambunan which is published in January and February 2011. There are four texts chosen in this

study. In order to analyze the data, the writer uses Van Dijk's analytical framework (Socio-cognitive CDA). It includes the macrostructure, superstructure, and microstructure analysis. The detail elaboration of the research method is presented in chapter III.

### **1.6 Organization of Paper**

The paper consists of five chapters. The chapters will further be subdivided into sections that will elaborate the issue under focus.

Chapter I is Introduction. It consists of background, research problem, and aim of the study, research method, data collection and data analysis, and organization of the paper.

Chapter II is Theoretical Foundation. It provides theoretical accounts of discourse, discourse analysis, and Critical Discourse Analysis (CDA).

Chapter III is Methodology. It consists of the aim of the study, population and sample, subject of research, and analytical framework.

Chapter IV is Analysis, Finding and Discussion. It discusses the description of the analysis of the data and the result of the analysis.

Chapter V is Conclusion and Suggestion. It presents the conclusion of the research and offers suggestions.