CHAPTER I

INTRODUCTION

This Chapter deals with the discussion of background, research questions, objectives, significance to knowledge, and the framework of the theories as well.

1.1 Background

News has actually been a media through which information is conveyed. Everything that commonly happens to people in both their relationship with others and their relationship with environment can be the sources of news. A murder, a bombing, and a corruption are three of many events that often come out in the news. In line with the development of technology, news can now be easier to be gathered since there are lots of media presenting it in their own capacity; newspaper, magazine, television, radio, or even internet. However, they mostly use text to provide the news.

"A text is traditionally understood to be a piece of written language." (Fairclough, 1998: 4) Instead, we can say that a text is a product of language process in the form of writing. A question probably appears. Who is essentially involved in the language process? Human as the user of language is actually the

answer to the question. Next, they can precisely be directed to the maker of text. In the case of news text, either human or a group of human writing a text is Mass media.

Mass media basically has a job "*to construct reality."* (Alex Sobur, 2006: 88) However, have you ever thought that actually the reality constructed by Mass media is not the real reality? It is probably the question that always appears in every critical paradigm's mind whose viewpoint is the opposition of the positivistic paradigm. "*Positivistic paradigm sees that the process of communication leads to the existence of consensus and similarity of meaning."* (Eriyanto, 2001: 47) Hence, based on what Eriyanto said concerning to the Positivistic's viewpoint previously, we can take one point that Mass media is just like a free channel, a place of various opinions that finally come together forming a consensus. Thus, it is still plausible if they who are critical paradigms always see differently that Mass media is just an institution that either consciously or unconsciously is not neutral as Eriyanto said that *"Critical viewpoint sees the media not only as a tool of dominance, but also having produce dominance's ideology."* (Eriyanto, 2001: 36)

Based on the Eriyanto's statement in the previous paragraph, we can take two successively related points. First, Mass media is just a tool of dominance. It means that there is who control every word and structure of language produced by Mass media that is next used to set which ideology that should be received by the reader. Second, with regard to that such position, Mass media can have

opportunity to manipulate and build discourses based on the dominance's ideology. Furthermore, it can hopefully build the readers' perception.

A case of assassination of a protester by a police can be taken to be an example. Considering to the critical paradigm's viewpoint, Mass media normally has tendency to report this event by having intention to hide the actor of this event. Who is the actor? The actor is precisely directed to the police. Since the position of the police tends to be higher than the protester in terms of social status, they can have opportunity to be hidden in the news, so Mass media can also have opportunity to manipulate the readers' perception that the police killed the protester accidentally. Hence, Mass media just can write this following text "a protester was killed".

According to Theo Van Leeuwen, it is previously the phenomenon of

> *"how a dominant group can have more opportunity to control the process and the way of interpreting an event, though a group whose position below tends to continuously be the object of the process of interpreting, and visualized badly."* (Theo Van Leeuwen in Eriyanto, 2001: 171)

This is previously the phenomenon that is often seen by some Mass media researchers. For instance, Riski Hayati in her *skripsi* entitled "The Representation of Ahmadiyah's Case on The Jakarta Post Articles (A Study of Critical Discourse Analysis)" tried to examine the articles related to the Ahmadiyah's case to disclose the ideology behind the event by using Teun A Van Dijk's viewpoint of microstructure. Likewise, Meity Prihartanti in her *skripsi* entitled "The Representation of UNAS Students and Police Officers in the Jakarta Post during

the 2008 Fuel Price Increase (A Critical Discourse Study)" also tried to disclose the ideology behind the event by using Teun A Van Dijk's viewpoint of microstructure and macrostructure.

By examining those two different *skripsi*, this Mass media research is conducted. However, the starting point of this research is actually different. This research can be regarded as a response to an assumption that The Jakarta Post tends to depict the General Elections Commissions (KPU) in an unfavourable manner. Then, this research is done for finding out the way *The Jakarta Post* takes to do that, so the final product of this research will be a proof of the phenomena explained previously. Subsequently, different research data and theory will be used. The articles about General Elections Commissions (KPU) taken from The Jakarta Post are used as the research data and Theo Van Leeuwen's viewpoint is used as the grand theory. Actually, there is similarity among those two theories – Teun A Van Dijk's theory and Theo Van Leeuwen's theory - that is the existence of the use of nominalization and pasivation as the Exclusion strategy to examine the research data. However, considering to the phenomena of the research that will be tried to prove, the Exclusion strategy has no congruity. Thus, the Inclusion strategy will be the theory used to examine this research. In addition, by using the Inclusion strategy, it is expected that it will augment this Mass media research.

In conclusion, the research entitled **"The Representation of General Elections Commissions (KPU) in *The Jakarta Post* during the 2009 Open Campaign Period (A Study of Critical Discourse Analysis)"** is proposed.

1.2 Research Questions

Below are some focuses to be questioned through this research:

1. What strategies are used to represent the General Elections Commissions (KPU) in the texts?
2. What syntactical features do the clauses indicate in the texts?
3. What representations of the General Elections Commissions (KPU) are depicted in the texts?

1.3 Objectives

Below are some purposes expected to be accomplished through this research:

1. To describe the strategies used to represent the General Elections Commissions (KPU) in the texts.
2. To describe the syntactical features that is indicated by the clauses in the texts.
3. To describe the representations of the General Elections Commissions (KPU) that are depicted in the texts.

1.4 Significance to Knowledge

This research is conducted by having intention to prove the assumption that The Jakarta Post tends to depict The General Elections Commissions (KPU) in an unfavourable manner. There are actually some ways taken by Mass Media to represent the object of the news. Then, we as the reader are expected to be wiser to reconsider the position we have taken in considering the news issued by Mass Media particularly the news related to the General Elections Commissions (KPU). Subsequently, by the existence of this research, next, it is expected that this research will be able to help find the reconsideration of this situation. Therefore, that is the significance of this research that will be able to be accomplished in terms of practice.

In addition, the most important thing is that this research will be useful for the development of the study of Critical Discourse Analysis (CDA). By using Theo Van Leeuwen's viewpoint, it is expected that CDA not only lean on Teun A Van Dijk or Norman Fairclough' viewpoint, but also other experts, such as Theo Van Leeuwen, Sara Mills, etc so that the variety of CDA will emerge.

1.5 The Framework of the Theories

This research is actually a study of Critical Discourse Analysis (CDA). Thus, the theoretical foundation of this research will precisely be directed to the CDA theory. Theo Van Leeuwen's theory is the theory on which this research is leaned. The theory actually proposes two strategies that are exclusion and inclusion. Eriyanto said that *"if exclusion is related to the question how a group is quitted, so inclusion is related to the question how each group is presented through a news release."* (Eriyanto, 2001: 173) However, only the Inclusion strategy will be used to examine this research considering to the congruity with the phenomena of this research that will be tried to prove. In addition, in order to accommodate the analysis of this research, Systemic Functional Grammar (SFG) is used to be the tool of analysis.