CHAPTER I

INTRODUCTION

A. Research Background

Media and society are two things that cannot be separated. The flowing information through media has a power to influence the ideology of its society. It is strengthened by the statement of Burton (2005:6) who said, “Texts and audiences are relatively accessible.” Still in the same source, Burton also said that media always has such a media controller who takes over the information flowing in society.

The reason why media could influence the ideology of society is because the language used in mass media itself. Some scholars stated that the use of language in mass media can be used in the aim of constructing public opinion. (Fairclough, 1990; Retnoningsih, 2010)

In this case, part of mass media which has big influence in society is news text. As we know that news text contains information related to every aspects of life. One of those aspects which will be explored in this research is political news text, related to the news of Indonesia’s general election which was held in previous July 9th 2014.

Issue of general election is always interesting to be analyzed. It has proven by Intanniza (2010) who stated some reasons why general election issue is always
interesting to be explored. She said, “General election is a big event for Indonesian people to be held as a process to choose their legislative representatives (in this case is President). Second, the news is considered as very significant information since it is reported in the headline of several newspapers and on election news programs in several television channels. The news reveals the surprising fact about the election credibility. The last reason is related to the role of mass media in shaping the public opinion which plays an important role in determining the candidates’ behavior.”

Although the election has already been done, impact of media’s role in shaping public opinion and ideology related to the election is still going on. As people know both candidates who are Joko “Jokowi” Widodo and Prabowo Subianto have equal power to gain the vote. They both have such a partner as a media controller to help them during the campaign.

This research will analyze two of English news media online which published information related to the previous election, they are The Jakarta Post and The Jakarta Globe. Both of them were analyzed how they produce the news text related to the previous election and show it to society.

This research is conducted in the aim of looking for the genre and ideology of both media. Then, the tendency of both texts in supporting candidates will be explored through the way they produce the news text. The main topic of both samples is talking about the first candidate of presidential debate, which was held in previous June 10th 2014.
In line, during post-first debate, people are heated because of too many opinions spread out in society. Hence, researcher analyzes how far the credibility of media which is often questioned since the content information in the news is not as objective as people expect. Furthermore, due to ‘codes of journalism ethics’, news has to be objective and only publish facts, not opinions. (Atmadi, 1985; Gamble & Gamble, 1989; Santosa, 2007 in Santosa, Priyanto, and Nuraeni, 2012).

The reason why media is not objective is caused by the media controller who has the intention behind influencing the flowing information, who actually is the media owner itself. Media controller here is divided into two sides, supporter of Jokowi and Prabowo. Media owner who became the supporter of Prabowo and his coalition shows the information of good image of Prabowo Subianto and bad image of Joko Widodo, vice versa. The tendency of making controversial news increased when the period was coming closer to the day. It surely influenced the way people think about both candidates. As we know that journalists are expected to be disinterested and neutral in their questioning of public figures. On the other, there objectivity to achieve factual accuracy and a “balance” of perspectives journalists should actively challenge their sources (Clayman and Heritage, 2002: 29 quoted in Bowman, 2006 and Sabao, 2013). Thus, it is considered that it is important to analyze the ideology of news text published by The Jakarta Post and The Jakarta Globe websites as the popular media who connected within society.

To deal with this case, the researcher uses Systemic Functional Linguistic (SFL). According to Fairclough (1995) based on one of SFL’s meta-functions stated by Halliday (1985), SFL can interpersonally constitute social interaction between
participants (here means media controllers and society) in discourse. Thus, by using SFL especially by employing interpersonal meaning, the researcher explores the genre and ideology in both news texts published by The Jakarta Post and The Jakarta Globe media online.

Some literature reviews has been collected (in the form of thesis, paper, and journal) which have conducted SFL as the approach, and also concerned in analyzing genre and ideology of mass media.

First of all is the Thesis by Retnoningsih (2010), who conducted a comparative study of genre and ideology reflected in “opinion” and “your letter” column talking about foreign military aids for Aceh. She explored the different way of expression between Indonesian and foreign citizen talking about the help of foreign military during post-tsunami disaster in Aceh. Foreigner’s perspective provided that the background foreign military aids is the sake of humanity agenda. Meanwhile, Indonesian people were doubt about it. They thought that all of aids coming from foreign military are for politic policy which indicated for helping the plan of GAM for asking referendum. This different point of view emerges the ideology reflected of the opinion column from both sides of mass media. Retnoningsih discovered the genre and ideology of both texts by describing register system. Based on that way, she found that the first text (Your Letter column) written by Indonesia citizens belongs to Exposition genre with Left-Antagonist Ideology. On the second one (Other Opinion column) written by foreigner’s perspective belongs to Discussion Genre with Right-Protagonist Ideology. In this study, the researcher also employed the part of cohesion and
coherence however she did not discussed it into deeper in her discussion. Meanwhile, she might get other result in detail beyond the genre and ideology.

The second one is the thesis conducted by Intanniza (2010) who also talked about register, genre, and ideology between news related to The Indonesia’s Election Credibility. The data were taken from news broadcasted by Indonesia This Morning and the second one was published by The Jakarta Post. Likely Retnoningsih’s (2010) method, Intanniza also explored the register system in both texts to discover the genre and ideology. She analyzed the data based on lexicogrammar, cohesion system and text structure analysis. By using that method, she got the result that both texts employ recount genre and have left protagonist ideology. Last but not least, this research also belongs to comparative study however the medium in both texts are different. The first text is news spoken broadcasted in television. In the second part is coming from newspaper. Thus, this different medium makes the comparative part seems less reliable.

Next is coming from the thesis by Prasetyo (2011) talking about Appraisal Analysis between Editorial and Opinion Column published on The Jakarta Globe and The Jakarta Post Websites. Both texts exposed Ahmadiyah Issue which was phenomenal to be discussed at that time. Although it is specialized in terms of Appraisal, this research also talked about the genre and ideology reflected by the influence of attitudes toward the text. The result of this study is that the ideology of editorial column published by The Jakarta Globe is right-protagonist with discussion genre, while the ideology of opinion column in The Jakarta Post is left-antagonist with analytical exposition. From this review, actually it is considered
that appraisal could be one way of analyzing the genre and ideology just in case the data is shaped of opinion column, not the news part. It is caused by the subjectivity which is clearly shown by the attitudes found and analyzed that indicates the subjectivity explicitly. However, the news text is more implicit in using attitudes in evaluating issues. Therefore, it would be deeper if the ideology is analyzed using register system like Intanniza and Retnoningsih (2010) did.

In line, the journal written by Caffarel and Rechniews (2009) has some points of view in analyzing and interpreting ideology by using a Systemic Functional Approach. Based on illustration from French Editorials, they stated that some ways of SFL which could be used for analyzing and interpreting text in mass media. They are explored the process types and the agent in terms of transitivity, classifying the appraisal systems, using thematic analysis and paratextual contribution to meaning, and dialogism and intertextuality.

Last but not least, the research conducted by Santosa, Priyanto, and Nuraeni (2014) also talked about genre and register of antagonist language in media by using appraisal as the development of SFL framing theory. In this journal, they also discover the objectivity of media in construing the text published in the shape of news, editorial, and opinion column. The same data found that the journalist tried to maintain their objectivity by using hetero-gloss and multi voicing which is development from the engagement of appraisal. But still, most of one-sided point of view realized in the data as the reflection of antagonist ideology through media. The result of this research is antagonism of journalist here could be seen from the use of transitivity, nominal groups, and lexis system.
Based on those reviews, here are the research gaps which can be considered to conduct this research:

1. One of those researches, coming from Intanniza, is not reliable to compare because of different medium broadcasted (the first one is printed in newspaper while the second one is broadcasted in TV news).
2. Some researches of analysis genre and ideology which have been conducted only reach the stratum of grammar and lexis without consideration of the discourse semantic.
3. Those researches actually could be improved into discourse semantic by providing the contextual factors and other situation related to the issues.
4. Those researches did not discuss about who is the media owner who influence the news text ideology, as the part of contextual factors.
5. Those researches’ results have not shown the writer’s alignment position through their texts based on the ideology of the text.

Those gaps make the researcher interested to conduct an analysis of genre and ideology of news texts related to the Indonesia’s General Election published by The Jakarta Post and The Jakarta Globe. Both texts are the same taken from media online. The first one was taken from

http://www.thejakartapost.com/news/2014/06/10/jokowi-vs-prabowo-1-0.html

while the second one is coming from

Both of them were published in the same time, June 11th 2014. Interpersonal meaning was employed to discover the genre and ideology of text. In line, it was explored more deeply by attaching some information about contextual factors, like media especially in news text is applied. Hence, the research will try to conclude the stance and objectivity of both The Jakarta Post and The Jakarta Globe related to the debate Presidential Candidates in the previous June 10th 2014.

**B. Research Questions**

Several problems that discuss here are:

1. How is the realization of interpersonal meaning in news texts related to Indonesia’s General Election published by The Jakarta Post and The Jakarta Globe?
2. What is the ideology of both news texts related to Indonesia’s General Election published by The Jakarta Post and The Jakarta Globe?
3. What are the similarities and differences between news texts related to Indonesia’s General Election published by The Jakarta Post and The Jakarta Globe websites?
4. How does the theory of news in mass media which needs newsworthiness realize in both texts’ ideology?

**C. Research Objectives**
1. To find out the realization of interpersonal meaning in news texts related to Indonesia’s General Election published by The Jakarta Post and The Jakarta Globe websites

2. To discover ideology of both news texts related to Indonesia’s General Election published by The Jakarta Post and The Jakarta Globe websites

3. To examine the similarities and differences between news texts related to Indonesia’s General Election published by The Jakarta Post and The Jakarta Globe websites

4. To explore the theory of news in mass media which needs newsworthiness realized in both texts’ ideology

**D. Research Significance**

This research explores the ideology of news texts related to the Indonesia’s General Election 2014. Due to the novelty, this study is not only discussed in the stratum of lexis and grammar, but also in the stratum of discourse semantic by attaching some theory of media. After discovering the genre and ideology, the researcher tries to explore the alignment of both media towards to the candidate through their way in publishing the news. The concept of media owner as the media controller in the aim of shaping public opinion is also discussed.
Significance of this research theoretically, the researcher will try to differentiate how the language used of media which is objective and subjective. Practically, the result of this research may inform the readers to be aware of reading news text related to the objectivity of the media.

E. Research Limitations

The limitation of this research is comparative analysis about ideology of news texts between The Jakarta Post and The Jakarta Globe websites. The topic of both news texts are talking about the first debate presidential candidate which was held in 10 June 2014. This study will employ interpersonal meaning realized on mood system, MOOD structure, transitivity, modality, lexis, text structure, genre, and ideology. Theory of media related to media owner as the media controller will be used to make this research become deeper. The analysis related to appraisal as the deeper part of interpersonal meaning, ideational meaning, textual meaning, and other topic beyond the first debate (although it is related to the election) will be not attached in this studies. Therefore, other factors about the winner of this election and the work of media related to the result of election will be not discussed in this research.