

CHAPTER I

INTRODUCTION

This chapter presents background of the study, statement of research problems, objectives of the study, significance of the study, and scope and limitation of the study

1.1 Background of the Study

Language is a tool of communication that plays an important role in every aspects of human life, especially in the communication world. As human beings, people need to use language to communicate, and express feeling or thoughts with others. Besides, language can be used to share people's ideas from their minds to others by choosing group of words, phrases, clauses, and sentences.

The use of language also can be seen in mass media. Mass media is one of tool which is used for conveying messages or information to the audience or reader. One of the mass media types in visual-written messages is printed media. The examples of this type of media are magazine, tabloid, newspaper, and news letter. The writer uses the Jakarta Post newspaper to be the source of the data, because the Jakarta Post newspaper is one of the famous English mass media which provides information about news in Indonesia and International news in English language. The Jakarta Post newspaper also has important parts that are always issued in every edition; the parts are: headlines, editorial, news article,

feature article, and news in specific section (such as: sports, business, politics, national, and international sections).

Politic is one of the interesting parts to be analyzed because in the Jakarta post politic becomes trending topics that drives reader's attention. As the fact, the writer finds that the Jakarta post publish political news in the headline news during the Election Day until the elect- president is chosen. In addition, the text producer also uses some strategy in representing the actors in the news; as the example "*All of which were couched within the underpinning tenet of an independent and active foreign policy*". The text producer uses exclusion of suppression in representing the actors which means that the actor is omitted from the sentence. It makes the readers do not know who the actor is, because the Jakarta post hides the actor. Therefore, the readers have to give more attention to the clauses or sentences that the editors used in representing the actor through the news.

From the fact above, the writer focuses on how the Jakarta post represents the social actors in the news and discourse strategies used in terms of critical or what we have already known as Critical Discourse Analysis (CDA) to analyze social actor representation. Based on Wodak and Meyer (2001:1) CDA regards language as social practice, and takes consideration of the context of language use to be crucial. CDA takes a particular interest in the relation between language and power.

Related to this study and the description above, the writer has some reasons in doing this study. The first reason because critical discourse analysis can

be used to criticize how power is abused, dominance and inequality that can be meant as to elevate someone or group that have the power (a dominant group), and the other side to position someone or group that have no power in an inappropriate position. Whereas, social actors representation focus on how someone or group are represented in the newspaper. It is interested to be analyzed, because the theory of CDA can be used to criticize how someone's or a group's position is marginalized in a text or a discourse by using social actors representation. As the example "*The joint statement was made after allegations were aired that several regional heads of the Golkar Party had become subject to intimidation ahead of the national congress*". The text producer uses exclusion or suppression in representing the actors which means that the actors are omitted from the sentence. From the example, it shows that the actor's position is marginalized from the sentence, because the actors are omitted.

The second reason, the writer chooses the Jakarta Post newspaper as the mass media to be analyzed since it appears in English language. It also can be read by people all over the world since it is also published in online version. According to Rayhan (2013:34) Newspaper is considered as the most popular printed media in the world and more up-to-date in presenting the news to be delivered to the audience than the other media.

The last reason, the writer chooses headlines, it is because headlines have function to catch the reader's attention; it means headlines must be the first thing to see by the readers who want to buy a newspaper. Besides, headlines which are printed on the front page are considered important by the owner and the people

behind the newspaper. Therefore, their functions are not only to make readers to read the news but also to cause a certain effect on the readers.

Furthermore, as this study tries to use CDA approach, the writer analyzes the discourse strategies used by media in presenting and publishing their news. The theory of CDA that relates to the representation in discourse asserted by van Leeuwen (2008) is chosen as an appropriate theory to be applied in this study. The writer uses Van Leeuwen's theory because his model can be used in detecting and investigating how someone's or a group's position is marginalized in a text or a discourse. The writer also uses Halliday & Matthiessen's (2004) work on the transitivity system to analyze the representation process of social actors. The processes are; material, mental, relational, verbal, behavioral, and existential). The theory of Halliday & Matthiessen's is appropriate theory to show the activities of social actors which involve in the text.

There are some related studies that have been conducted by others writers. Most of the previous studies are conducted to analyze critical discourse analysis of representation in mass media such as magazine and newspaper like what has been done by Wenden (2005), Mahmood (2011), and Martani (2013). Three of the studies use mass media as source of data, but the news are about social and economic. However, this study analyses about the phenomenon of political news. In the other words, Rayhan (2013), and Jayanti (2011) are conducted to analyze critical discourse analysis of representation with theory of social actor proposed by Theo Van Leewen (2008), but two of the studies only use one classification that is exclusion. However, this study applies two of classification that is

exclusion and inclusion proposed by Theo Van Leeuwen. This study also uses the theory of Halliday M.A.K to analyze the process of representation.

1.2 Statements of the Problem

Based on the background of the study above, the following questions are formulated:

1. What are the types of *Social Actor's Representation* used by the Jakarta Post in representing the actors that involve in the texts?
2. What kinds of representation process which involves the actors that found in political news of the Jakarta post?

1.3 Objectives of the Study

In line with the research problems above, this study has the following objectives:

1. To explain the type of *Social Actor's Representation* used by The Jakarta Post in representing the actors that involve in the texts
2. To explain the representation process which involves the actors in political news of the Jakarta Post

1.4 Significances of the Study

This study is expected to provide theoretical and practical benefits. Theoretically, the writer hopes the result of the study can give more explanation about the Critical Discourse Analysis (CDA) and the social actor representations theory focusing on exclusion and inclusion proposed by Theo Van Leeuwen and

representation process proposed by Halliday & Matthiessen's work on the transitivity system. It can be consumed as additional reference for others.

Practically, from this study, the readers can get information about the news containing exclusion or inclusion. Therefore, the readers can give some critics and suggestion to the editor of the news. The readers also can distinguish which news containing representation of social actor. The result of this study also can be useful to increase the readers' awareness in viewing news presented by media.

1.5 Scope and Limitation of the Study

This study concerns critical Discourse Analysis theory which is focused on Social Actor Representations theory proposed by Theo Van Leeuwen concerning exclusion and inclusion and representation process by Halliday & Matthiessen's work on the transitivity system. Furthermore, to make this study more specific, this study limits its discussion only on political news which is reflected in headline news of the Jakarta post.

The writer chooses eighteen of news on date 20 October 2014 until 20 November 2014, the news are related to the issue of the new president of Indonesia "Jokowi". In addition, the news is selected by the types of exclusion and inclusion. The writer also uses transitivity to show the activities of social actors that involved in the news.