CHAPTER I
INTRODUCTION

This chapter contains background of the study, statement of the problems, objective of the study, significance of the study, scope and limitation, and the last is definition of key terms.

A. Background of the Study

It is undeniable that news is one of the most important need of human life. According to Gerbner, mass media play a critical role in the process of cultivation, they give and shape regular image, they amuse and form society, they mirror and create attitudes, tastes and fore choices.[1] In its development, news now is not only in the form of text such as magazines and newspaper, or in the form of audio such as radio, or in the form of audio visual such as television. However, at present, news has improved into an online form, means that as long as people have gadget and internet connection along with them, they can access news everywhere and every time. That is why it is important to conduct a study related to the online news spreads in the society.

In conducting this study, researcher needs two different type online newspapers which report the same topic happened in a specific place and specific time to be compared each other. The differences in electing them are the

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[1] George Gerbner, *Message System Analysis as a Component of Cultural Indicators, (Mass Media Discourse: 1985), In: Van Dijk, Teun A, Discourse and Communciation: New approaches to the Analysis of Mass Media Communication,* (1985).

newspapers' background, nationality, ideology, politic, language, race and major society religion. As the result, the researcher chooses New York Times and The Jakarta Post as the objects of this research. Since according to the survey conducted by Cision's Research on June 18, 2014 and updated on May 11, 2016, New York Times was in the top ten US daily newspaper.[2] And The Jakarta Post likely is one of the most famous Indonesian English daily newspaper. Besides, by determining these newspapers as the objects of the study, researcher expects that in gathering the data, there is no a hindrance such as a trouble in obtaining the object of the research.

Furthermore, in doing this research, critical discourse analysis is considerably the most suitable theory. Critical discourse analysis is branch of discourse analysis. Van Dijk in his book says that critical discourse analysis investigates social abuse misuse, supremacy, and an unfair condition is determined, generated and opposed by written and oral language in both social and political contexts. Critical discourse analysis offers a different point of view in analyzing, applying and formulating entire course.[3] Means that critical discourse analysis discussion range includes social, political, news, language, etc.

Besides, Nasser Rashidi and Elham Karimi in their journal note that Fairclough describes critical discourse analysis (CDA) is a type of research that particularly examines the way that social power and supremacy can be reformed by

[2]   Cision   Staff,   *Top   10   US   Daily   Newspapers*,   (accessed   from http://www.cision.com/us/2014/06/top-10-us-daily-newspapers/, on April 3, 2017)
[3] Teun A. Van Dijk, *Critical Discourse Analysis.*

text and talk within the social and political contexts. Means that, CDA studies on the relations between language, power and ideology.[4]

In addition, the primary reason why this research will focus on critical discourse analysis is because discourse found in news considerably included in CDA's domain.[5] It implies that according to CDA's theoretical positions and methodology, CDA considered to be the most fully up to date theory which can discuss this major.

Compared to the previous study, this research focuses and observes the critical discourse analysis of two different online newspapers with the topic Ahok's blasphemy allegation happened in Jakarta, the capital city of Indonesia. The researcher will analyze whether there is a difference between these two newspapers or not in delivering the news, since these two newspapers have different background, language, ideology, race, etc.

In conducting this study, the researcher adapts and learns some research done before, like the research conducted by Juraj Horváth who observes the persuasive strategies of Obama in his speech, especially in discourse of political speaking area.[6] In addition Daniela Matić in his journal compares and contrasts two

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[4] Nasser Rashidi and Elham Karimi Fam, *Investigating The Possibility of Ideological Effects and Discourse Shifts in Translation: A Critical Discourse Analysis*, (JoLIE 4/2011).

[5] Pornjan Duanprakhon, *Critical Discourse Analysis of News Headlines: A Case of Youth Crime in Thailand*, (A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Arts (Language and Communication) School of Language and Communication National Institute of Development Administration 2012)

[6] Juraj Horváth, *Critical Discourse Analysis of Obama's Political Discourse*, (Institute of British and American Studies, Faculty of Arts, University of Prešov, Ul. 17. novembra č. 1, 08078 Prešov, Slovakia, e-mail: jorrge@centrum.sk)

presidential candidates speeches of US in presidential election in 2008.[7] It examines several topics such as semantic, local meaning, and lexical style.

Zohre Sivandi Nasab also did a research which aims to investigate whether there is any preference in representation of particular issue between two newspapers. The similarities and the differences between these two also were discussed.[8] Nada Ghannam in her dissertation also examined to what extent ideology behind the text restricts the freedom of expression through mass media.[9]

B. Statement of the Problems

Based on the background of the study explained above, the researcher formulates the problems of the study as follow:

1. What critical discourse analysis are used by The New York Times and The Jakarta Post in delivering news with the same topic, Ahok's blasphemy allegation?

2. What are the similarities and differences between the editorial coverage of the two newspapers New York Times and The Jakarta Post with special reference to "Ahok's Blasphemy Allegation"?

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[7] Daniela Matić, *Ideological Discourse Structures in Political Speeches*, (Komunikacija i kultura *online*, Godina III, broj 3, 2012.)

[8] Zohre Sivandi Nasab, *An Investigation into Rohani's Meeting Coverage in Two English Daily Newspapers with a Critical Discourse Analysis Perspective: Tehran Times vs. Los Angeles Time*s, Theory and Practice in Language Studies, Vol. 5, No. 10, pp. 2131-2137, October 2015, DOI: http://dx.doi.org/10.17507/tpls.0510.21

[9] Nada Ghannam*, Newspaper Ideology: A Critical Discourse Analysis of an Event Published in Six Lebanese Newspapers*, Dissertation, (University of the Witwatersrand, South Africa, 2011).

C. Objective of the Study

Based on the research problems above, the objectives of this study are:

1. To know what critical discourse analysis used by The New York Times and The Jakarta post in delivering news with the same topic, Ahok's blasphemy allegation

2. To explore the similarities and differences between the editorial coverage of the two newspapers

D. Significance of the Study

In conducting this research, firstly the researcher hopes that students who want to conduct a research related to this topic can gain beneficial aspects from this research. Furthermore, it can escort students or researchers in doing their studies. Secondly, it will be beneficial for the education institutions and the people related to it. Hopefully it will offer insights and can be an academic reference and literature. Lastly, it is hoped to be a considered reference how to behave for the readers when they obtain information. Means that they can be more careful in deciding whether they believe or refuse the information offered to them.

E. Scope and Limitation

The purpose of this study is to investigate the critical discourse analysis used particularly in the online news of two popular newspapers in Indonesia and United States. In order to make this study more efficient, the researcher decides the scope

and the limitation of the objects of this study. Furthermore, the researcher also settles some conditions related to the newspaper.

New York Times and The Jakarta Post are chosen as the objects. The publishing date is decided around November – December, 2016, 2 months in total. And the researcher collects 3 news from each source. The news that are going to be observed are those related to the Ahok's blasphemy allegation and the rally held on December 2nd in Jakarta, the capital city of Indonesia. In addition, only the news of Ahok's blasphemy allegation is analyzed. Specifically, the researcher examines both headline and the content of the news.

F. Definition of Key Terms

1. Ahok or Basuki Tjahaya Purnama

    Basuki Tjahaya Purnama or also known as Ahok is the Governor of Jakarta, the capital city of Indonesia. In September 27, 2016 he gave a speech in The Thousand Islands in front of fisherman. He cited a verse of the Quran which warns Muslims against taking non-Muslim as the leader. This case causes a big turmoil, later it is considered to be a blasphemy allegation. Because of it, demonstrators gathered in Monas since November 4, 2016 to hold a rally, asking government to punish him.

2. Critical discourse analysis

"theories and methods for the empirical study of the relations between discourse and social and cultural developments in different social domains."[10]

3. Ideology

is a system of ideas which establishes and directs the large power blocks of our environment.[11]

4. Language and power

Language may have an effect on other humans, and it may seem to be powerful, but of course it is really humans' use and interpretation of language that is powerful, besides it is also a powerful tool for establishing more global power relationship, within and between entire communities.

5. Sociocognitive theory

is the theory proposed by Teun A. Van Dijk to examine about critical discourse analysis. It is divided into three types, cognitive component, social component, and discourse component. It is interested in discursive reproduction of power abuse and the opposing against a domination. All approaches in critical discourse analysis are engaged with the relation between discourse and society.

6. Cognitive component

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[10] Mariane Jorgensen and Louise J. Phillips, *Discourse Analysis as Theory and Method*, (London: Sage Publication, 2002) page 60.
[11] Saeedeh Shaifiee Nahrkhalaji, *Language, Ideology and Power: A Critical Approach to Political Discourse.*

is the first dimension of sociocognitive theory. Cognitive component deals with mind, memory, attitude, knowledge, ideologies, and representations included in production and the understanding of discourse.

7. Social component

The second dimension of critical discourse analysis theory is social component. social component deals with power and domination. Power and domination here are defined as a particular relationship of control between social groups and organizations. They are control of dominated group and their members, and control their personal and socially shared cognition.

8. Discourse component

Discourse component is the structure of discourse that is specifically involved in the reproduction of power abuse. Furthermore, power and power abuse here are defined as the relation between social groups and the organizations or the relationship of the entire communities. There are some ideological structures of discourse component in critical discourse analysis, such as polarization, pronouns, identification, emphasis of positive self-descriptions and negative other description, and so on.