

CHAPTER I

INTRODUCTION

1.1 Background of the research

Media makes people easier to get information quicker, it is because media is a communication channel for the public. Media is the plural form of "medium" which is derived from the Latin "medias" which means middle. In Indonesian, the word "medium" can be interpreted as "between" or "medium" so that the meaning of media means intermediary, between the source of the message (*a source*) and the recipient of the message (*a receiver*). According to Arsyad (2002), media are all forms of mediums used by humans to convey or spread ideas, or opinions so that the ideas, or opinions expressed reach the intended recipient. Through the media well-connected societies share many diverse threads and use different types of media to exchange news, create and promote associations, and make history.

Mass comes from the English word mass, which means group or collection. Mass media is one of the means to fulfill human needs for information and entertainment, a product of modern technology as a channel in mass communication and an important element in the mass communication process. According to Nurudin (2014), the mass media performs a function to influence people's attitudes and behavior. Media has functions and can be used in various fields, such as education, politics, culture, media fields, journalism, and others. In the media, there is news which can be in print or online. News is any report about events, occurrences, ideas, and realities that are

interesting and important to be delivered or published in the mass media in order to be known or become public awareness. According to JB Wahyudi, in the book *Television Journalism* (2006), news is a report on events or opinions that have important value, are of interest to most audiences, are new, and are published widely in the mass media. The presentation of news can be done through chained information, not all news can be presented to the public, there is a classification of news that is suitable for publication. The information must be factual, actual, accurate, objective, and important, and attract the attention of the audience to read, see, or listen to the news.

The function of news is to provide information to a wide audience. In various writings, news can be classified into three parts, hard news, soft news, and in-depth news. According to Morrissan (2008), soft news is information that is important and interesting, sensationalized, more personality-centered, and delivered in-depth but not required to be aired immediately. The character of soft news is usually entertaining, the writing is relatively more relaxed and the content is not too heavy. What is highlighted in soft news is not the important elements, but the elements that can touch the feelings of the audience or the entertaining elements. Williamson mentions several elements of soft news creativity, subjectivity, informativeness, entertainment, and unperishable. Some examples of soft news are news about holiday vendors, pottery making, entertainment, and lifestyle.

In line with Morrissan, Eriyanto (2012) hard news is news about things that happen at the moment. This category of news is very limited by time and actuality.

This category of news is used to see if the information is given to the audience and to what extent the information is quickly received by the audience. Examples of hard news are news about fires, accidents, and election results that the public must know immediately. Last, In-depth news is news that focuses on events/facts or opinions that have news value. In-depth news places a fact or opinion in the chain of a news report and reflects the issue in a broader context. An example of in-depth news is the cause of the relocation of street vendors so that many have difficulty finding a comfortable place.

Mass media can be classified into two categories, which are print media and electronic media. Print media consists of written sources such as newspapers, magazines, periodicals, books, newsletters, advertisements, memos, business forms, and others, while electronic media consists of television, radio, and the Internet. According to Kasali (2007), Print media is static media and prioritizes visual messages. This media consists of sheets with a number of words, pictures, or photos, in color and white pages. Newspapers are print media and mass communication media. Thus types of print media included in mass media are newspapers, magazines, tabloids, and others. Vivian (2008) Newspapers are the main mass media for people to get news. In most cities, there is no news source that can match the breadth and depth of the newspaper's news reports. In truth, the development of the internet has been the driving force behind the formation of online media, besides, blogs or websites have even become alternative media for spreading information more quickly without depending on or being limited to time and place.

One of the online media is online newspapers. In addition, the news site The Jakarta Post is a daily English-language newspaper in Indonesia, the newspaper is owned by PT Bina Media Tenggara and is headquartered in the Indonesian capital, Jakarta. The Jakarta Post began as a collaboration between four Indonesian media outlets under the encouragement of Information Minister Ali Murtopo and politician Jusuf Wanandi. After the first edition was printed on April 25, 1983. After a change of editor-in-chief in 1991, the paper began to take a more vocal pro-democracy viewpoint. It was one of the few English-language dailies in Indonesia to survive the 1997 Asian financial crisis.

In addition, discourse is a unit of language larger than a sentence. The term discourse is widely used in conversations, debates, or scientific texts. Discourse is a concise sentence sequence, that connects one proposition with another, one sentence with another, forming a single unit. Hikam quoted by Eriyanto (2001), argues in his writing that it is good to discuss the different paradigms of discourse analysis in looking at language. There are three views on language in discourse analysis. The first view is represented by empirical positivism. According to Hikam, language is seen as a bridge between humans and objects outside themselves. In relation to discourse analysis, the logical consequence of this understanding is that people do not necessarily know the statement, because it matters whether the statement is uttered correctly according to the rules of syntax and semantics. Therefore, grammatical, and syntactical correctness is the main field of the empirical positivism of discourse. The second view is referred to as constructivism. This view is influenced by

phenomenological thinking. This tradition rejects the view of empiricism/positivism that separates the subject and object of language. In the view of constructivism, language is not seen as a tool to understand mere objective reality and which is separated from the subject as the conveying question. Constructivism considers the subject as a central factor in discourse activities and social relations. Language understood in this paradigm is organized and animated by purposeful statements. Every question is essentially an act of meaning-making, an act of self-formation and self-disclosure on the part of the speaker.

Moreover, the third view is called the critical view. This view corrects the view of constructivism which is less sensitive to the process of production and reproduction of meaning that occurs historically and institutionally. Discourse analysis in this paradigm emphasizes the constellation of forces that occur in the process of production and reproduction of meaning. Language here is not understood as a neutral medium that lies outside the speaker. Language in a critical view is understood as a representation that plays a role in shaping certain subjects, certain discourse themes, and strategies within it. Therefore, discourse analysis is used to dismantle the power that exists in every language process, such as the limits of what is allowed to be discourse, the perspectives that must be used, and the topics discussed. Because it uses a crisis perspective, the third category of discourse analysis is called critical discourse analysis (CDA).

Fairclough builds a model of discourse analysis that provides a social and cultural analysis, connecting the tradition of textual analysis with the broader context

of society. Fairclough's biggest concern is to see language as a practice of authority. Fairclough's model is often referred to as the social change model because it focuses discourse attention on language. Fairlough (1995) divides the conception of discourse into three dimensions. First, it is as a language text, spoken or written; second is discourse practice (text production funds text interpretation); and third is sociocultural practice. In Fairclough's model, the text is analyzed linguistically, looking at vocabulary, semantics, and sentence structure. Second, discourse practice is a dimension related to the process of text production and consumption. Third, sociocultural practice is a dimension that relates to the context outside the text.

Additionally, the easternmost region of Asia is home to the 750-mile-long (1,200-kilometer-long) peninsula known as Korea. Across the peninsula, South Korea takes up around 45% of the land area. The nation's capital is Seoul. South Korea is well-known for its K-pop music, delectable cuisine, historic temples, and exciting festivals. for its celebration of festivals, some of whose origins date back to the sixteenth century. Due to its lengthy history, the area is home to numerous historic structures, including Buddhist temples and enormous palaces. In addition, South Korea is also known for its beloved national foods like bibimbap and kimchi. This is the subject of numerous celebrations, such as the Jeonju Food Festival. There are traditions such as sollal or lunar new year, harvest moon festival or better known as Chuseok, Korean Pop or K-pop, the Korean film or drama industry, fashion, Buddhist temples, Yudu festival, National Independence Day, and also cosmetic surgery.

Traditional prints and colors are combined with modern clothing in Korean fashion. Their sense of fashion is traditional, enjoyable, and nonetheless grounded in reality. The idea of dressing for the occasion has always been central to Korean fashion. Koreans choose clothing that is both practical and suitable for the occasion. Plaid and checkered prints are some of the current trends in Korea. This year's runways are filled with chic blazers, adorable miniskirts, and slender pants. Desaturated colors are the year's final significant trend. Sticking to solid neutral colors from nature and a basic color palette, Korean clothing is playing it safe with their colors yet assertive with their style. Because of the large number of emerging designers and fashion houses that are establishing themselves, Korea is currently the fashion industry's hotbed. Although major brands and runway trends have an impact on Korean fashion, its best quality is that it is tailored to fit the streets.

Designers use materials and trends from the runway to create party and casual wear that young people can easily afford and wear frequently. Smart design is used in Korea to produce widely appealing clothing. K-pop albums and performers have generated a lot of buzz across the world, not just for their music but also for their clothing and accessories. The attire is fashionable, vibrant, and suitable for many preferences. Besides good infrastructure, government support, and affordability (which makes Korean clothing brands affordable), Korean fashion is also known for its excellent branding and marketing. Pop culture intervenes here, ensuring that trendy styles are always in the public eye.

There are some previous studies that are similar to this study. The first research is the thesis written by Pujiastuti (2022), in her thesis entitled *Text and Sociocultural Analysis of News Column Contents turns out to be a hoax” Jawapos.com: Studi Analisis Wacana Kritis Norman Fairclough”*. This describes the data in the Jawapos.com *Ternyata Hoax* column, which is analyzed. The method used in this research is descriptive analysis method with qualitative research type. The data in this study are news texts about expired Sinovac vaccines and mRNA vaccines made from computer programs published or uploaded in the *Ternyata Hoax* column of Jawapos.com. The findings are hoax news uses a lot of exaggerated words or hyperbole, is not supported by credible and valid data, or purely comes from the opinion of the text producer additionally the text production fully supports that vaccines are not safe. Hoax information is widely spread on social media pages such as Facebook. There are people who are pro, contra, and neutral towards hoax news circulating through comments on the text producer's Facebook page. No sources to strengthen the information, even though the text always presents institutions/participants. Therefore, Fairclough's critical discourse analysis theory can prove that a discourse or text is a hoax.

The second research is “Text Analysis of Plane Crash News in The Jakarta Post Article: A Study of Critical Discourse Analysis by Ginorsa and Saswati (2023). This study uses a qualitative method. The data are taken from a news article in The Jakarta Post about a plane crash in Indonesia. This research focuses on text analysis which are representation, relation, and identity. The data are taken from the Jakarta

Post news article dated November 4, 2022, entitled "Sriwijaya Air 2021 crashes due to mechanical problems, the final probe report says". This study found representation in the use of complex clauses and compound-complex clauses and vocabulary level using some aviation terms to refer to pilots committing task errors. In the presentation of a combination of clauses, it is found that there are more extension forms in the form of contrast. In the representation of the intensity of the series, it was found that the news series focused on pilot and mechanical errors. The result of the research in regards to relation and identity reveals that the chief investigator is the source person, and the author places himself more as a reporter or writer of the news.

In the previous study, the first research analyzed the elements of the text in the representation, relation, and identity section. The representations found extend to the discussion of representations in clauses, vocabulary, and grammar levels, representations in combination with clauses, and representations in intersection sequences, relations, identity, and semantics. The second study discusses the area of analysis of text elements which includes representation, relations, and identity. Whereas in this research, discusses the analysis of text elements which include representation, relations, and identity.

1.2 Research Problem

Based on the background of the study, the following research problems are to investigate the articles entitled Seoul Fashion Week Ready for Kickoff on October 15, 2018, article Surabaya Fashion Designer Gets Big Boots as

Blackpink Members Wear Her Pieces on September 21, 2022, and Fashion Courts K-Pop and its Fans at Milan Catwalk Shows on February 27, 2023. Therefore, the research problems are:

1. What are the representations found in the articles Jakarta Post news?
2. What is the relation of the text that can be found in the articles Jakarta Post news?
3. What is the identity of the text that can be found in the articles Jakarta Post news?

1.3 Research Objective

Based on the statement of the research problem, this study can serve the following purposes:

1. To find out the representation (representation in clauses, representation in a combination of clauses, and representation in inter sentence series) found in the article entitled Seoul Fashion Week Ready for Kickoff on October 15, 2018, article Surabaya Fashion Designer Gets Big Boots as Blackpink Members Wear Her Pieces on September 21, 2022, and Fashion Courts K-Pop and its Fans at Milan Catwalk Shows on February 27, 2023, Jakarta Post news.
2. To find out the relation of the text found in the article Jakarta Post news.
3. To find out the identity of the text found in the article Jakarta Post news.

1.4 Scope and Limitation

According to Fairclough, there are 3 elements of critical discourse analysis. Text analysis, discourse practices, and sociocultural practices. This analysis does not discuss discourse practices and sociocultural practices. The research focuses on text analysis proposed by Fairclough (1995). The text analysis is divided into three elements, which are representation, relations, and identity. That theory is used to analyze the article about fashion in Korea taken from The Jakarta Post, entitled Seoul Fashion Week Ready for Kickoff on October 15, 2018, article Surabaya Fashion Designer Gets Big Boots as Blackpink Members Wear Her Pieces on September 21, 2022, and Fashion Courts K-Pop and its Fans at Milan Catwalk Shows on February 27, 2023.

1.5 Research Methodology

1.5.1 Methods

This research used a qualitative method. According to Creswell and Creswell (2014), qualitative research is an approach to exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The research process includes developing questions and procedures, data collection in the participant's environment, data analysis inductively building from specified to general themes, and the researcher providing interpretations of the data's meaning. This research focuses on Fairclough's theory of critical discourse analysis. This research focuses on critical

discourse analysis (CDA) in The Jakarta Post about Korean Fashion. The data from this research was taken manually, by visiting The Jakarta Post website, taking data randomly, and then selecting some that are suitable for this research.

1.5.2 Data

The data were taken from The Jakarta Post website news about Korean Fashion. The article was titled “Seoul Fashion Week Ready for Kickoff” on October 15, 2018, next article “Surabaya fashion designer gets big boots as Blackpink members wear Her Pieces” on September 21, 2022. The last article is “Fashion Courts K-Pop and its Fans at Milan Catwalk Shows” on February 27, 2023.

1.5.3 Data Collection Methods

The data collection technique is how the writer collects and gets the data. This method was used because the author searched for data on The Jakarta Post website news portal. There are techniques for collecting data for this research, which are:

1. Searching The Jakarta Post news portal on the search bar.
2. Searching the news about Korean Fashion from the Jakarta Post website news portal.

3. Choosing the news article entitled Seoul Fashion Week Ready for Kickoff on October 15, 2018, article Surabaya Fashion Designer Gets Big Boots as Blackpink Members Wear Her Pieces on September 21, 2022, and Fashion Courts K-Pop and its Fans at Milan Catwalk Shows on February 27, 2023, Jakarta Post news..
4. Collecting data by copying and pasting the selected news link into the data document.

1.5.4 Data Analysis Methods

After collecting data from online news portals, all the data was checked carefully. The data analysis methods are:

1. The datum was categorized using Critical Discourse Analysis by Fairclough (1995) text types (Representation, relation, and identity) cited in the book Discourse Analysis by Eriyanto (2001).
2. The datum was analyzed using text analysis elements by explaining the context of the article, which consists of representation (representation in clauses, the combination of clauses, and inter-sentence series), relation, and identity.

1.6 Organization of Writing

This research consists of four chapters. The first chapter consists of the research background, problem formulation, research objectives, research scope and limitations, and research methodology. The second chapter consists of theories that support the research as well as a framework that will be used as guide in the research proposal. The third chapter is a data analysis that uses theories from Fairclough. The fourth chapter is the last chapter that provides conclusions from the entire research material.