

CHAPTER I

INTRODUCTION

1.1 Background of Research

Communication is a way to tell something by human being, such as information, opinions or experiences. People communicate with each other in daily activities and many places. Our daily life is strongly affected by our communication with others. Because communication is vital to our life, surely it deserves our careful attention (Littlejohn, 1983, p.3). There are two kinds of communication, verbal and nonverbal communication. Verbal communication is a main media to state idea and feeling. People use words in verbal communication in real life to communicate with each other.

Burgoon and her associates study four behaviors that seem to be especially important in nonverbal communication. First, Proximity can be significant in

communicating intimacy, attraction, trust, caring, dominance, persuasiveness, and aggressiveness. Second, smiling seems especially important in communicating emotional arousal, composure, and formality, as well as intimacy and liking. Third, touching, too, communicates intimacy. Finally, eye contact is like an exclamation point in intensifying the effect of other nonverbal behaviors (Littlejohn, 2002, p.237). Communicating means that the mechanism through which human relations exist and develop (Newson & Wollet, 2004, p.19).

In communication people use language to communicate with each other in daily activities. Harold Lasswell analyzed the communication process: *Who, Says What, In Which Channel, To Whom, and With What Effect*. First, *Who* is the speaker (a radio or TV announcer) or writer (in a newspaper, or other print medium). Second, *What* is clearly the message. Third, *To Whom* refers to the audience. Fourth, *In Which Channel* encodes a message and sends it via some medium to a receiver who decodes the message. Finally, *With What Effect*, the effect the writer wishes that message to have on the audience (Newson & Wollet, 2004, p.20). Today, communicators have a wide choice of channels for sending message to large audiences. Newspapers, radio, television and books are capable of reaching millions of audience. These channels are known as the mass media of communication (Newson & Wollet, 2004, p.27).

Mass media is mass communication. Nowadays, it is easy to get many kinds of current information, for examples sport, technology, politics, weather, culture and life from mass communication technology. Now, through new technology newspapers can represent and publish news more stylish, emphasizing

color photography, eye catching graphics, and shorter stories with less “serious news.” Nowadays, it is easy to the readers read online newspapers by accessing the World Wide Web (Straubhaar & LaRose, 2006, p.96-97).

Online newspapers currently balance the web presence. Many online readers are drawn by the brand name and credibility of existing media, particularly the elite national newspapers. Those usually have headlines and sometimes a sentence or two of the lead paragraph from main sections of the paper. There are now thousand of newspapers on the web worldwide, many with complete versions of their daily editions. The new electronic papers have many features, such as continuous updates of breaking news, sport scores and stock prices; computer-searchable classified ads; interactive forums where readers exchange views; and audio and video clips from major stories to presents the messages (Straubhaar & LaRose, 2006, p.99).

There are two kinds of mass media according to how media presents the messages. The first is printed media: books, newspapers, and magazines. The second electronic media, such as radio, internet, and television.

One of the English printed newspapers in Indonesia is The Jakarta Post. The Jakarta Post is the largest English Language newspaper in Indonesia and has many kinds of articles, such as politics, economics, education and many others. The newspaper uses a certain framing for a variety of reasons such as commercial and political interest.

Framing theory suggests that the way media present certain information enormously influences media consumers. It is clear that framing is a powerful mechanism applied by the media designed to influence the perceptions that news consumers have of current events. Using Zhongdang Pan and Gerald M. Kosicki's framing analysis, the researcher focuses on the texts to find out how The Jakarta Post frames the news presented in the two articles. Zhongdang Pan and Gerald M. Kosicki's framing analysis involves two concepts: sociological concept. It means that framing focuses on "the words, images, and phrases" that communicators use when relaying information to recipients, and psychological concept, generally examines the effect of media frames on those who receive them. In framing analysis, the first thing that has to be done is to see how media construct reality. In framing analysis the center of problem is how media frame an event or reality.

The researcher analyzes two articles in thejakartapost.com. The first article is "Govt declines to confirm or deny Corby clemency reports" published in thejakartapost.com on Thursday, May 05, 2012. The second article is "Corby's lawyer welcomes SBY's decision" published in thejakartapost.com on Wednesday, May 23, 2012. By using framing analysis of Zhongdang Pan and Gerald M. Kosicki, the researcher tries to analyze the content of the articles. The first article told about a number of government officials refused to confirm, or deny grant clemency for convicted Australian drug smuggler Schapelle Corby. Second article told about the Corby's lawyer, Iskandar Nawing welcomes President SBY's decision to grant a prison term cut.

1.2 Statements of Problems

The research questions are:

1. How does thejakartapost.com frame the issue about a number of government officials refusing to confirm or deny grant clemency for convicted Australian drug smuggler Schapelle Corby?
2. What is the point of view thejakartapost.com in the two articles?

1.3 Research Objectives

The objectives of this research are to find out:

1. How thejakartapost.com frames the issue about a number of government officials refusing to confirm or deny grant clemency for convicted Australian drug smuggler Schapelle Corby.
2. The point of view that thejakartapost.com has in the two articles.

1.4 Scope and Limitation

The research is conducted to find out how media presents the content from two articles in thejakartapost.com. The first article is “Govt declines to confirm or deny Corby clemency reports” published in thejakartapost.com on Thursday, May 05, 2012. The Second article is “Corby’s lawyer welcomes SBY’s decision” published in thejakartapost.com on Wednesday, May 23, 2012. The researcher analyzes the articles by using Zhongdang Pan and Gerald M. Kosicki. By using

framing analysis, the researcher wants to discover how thejakartapost.com frames the news about refusing to confirm or deny grant clemency Schapelle Corby.

1.5 Research Methodology

1.5.1 Method

The type of this research is qualitative. Qualitative research is characterized by flexibility and freedom in terms of structure and order given to the researcher (Kumar, 1999, p.159). The researcher uses the method because it is appropriate for the research. In addition, the researcher uses descriptive method to gain better understanding of the topic. Descriptive method attempts to describe systematically a situation, problem, phenomenon, service or programme, or provides information about, say, the living condition of a community, or describes attitudes toward an issue (Kumar, 1999, p.10).

1.5.2 Data

Data that the researcher wants to analyze are two articles from thejakartapost.com. The first article is “Govt declines to confirm or deny Corby clemency reports” published in thejakartapost.com on Thursday, May 05, 2012. It consists of twenty paragraphs. The second article is “Corby’s lawyer welcomes SBY’s decision” published in thejakartapost.com on Wednesday, May 23, 2012. It consists of eight paragraphs.

1.5.3 Data Source

The research gets two articles: “Corby’s lawyer welcomes SBY’s decision” and “Govt declines to confirm or deny Corby clemency reports” from thejakartapost.com.

1.5.4 Data Collection

The first step of collecting the data begins when the researcher browses the article about Corby’s remission in thejakartapost.com. Second, reads the article and chooses two articles entitled “Govt declines to confirm or deny Corby clemency reports” and “Corby’s lawyer welcomes SBY’s decision”. Third, divides articles into sentences. Finally, analyzes the articles using framing.

1.5.5 Data Analysis

The researcher analyzes these articles using framing analysis of Zhongdang Pan and Gerald M. Kosicki. By using framing analysis wants to discover how the articles about Corby’s remission are framed. There are several steps in analyzing the data. The first step is analyzing the syntax structure, such as the headline, lead, background information, quotations, sources, statement and closing. Second, analyzes the script structures such as what, when, where the incident happens, who the actors are and how the incident happens. The third step is analyzing thematic structures such as details, intentions, and relations of sentences, coherence, and pronouns. Then, the last step is analyzing the rhetoric

structure which consists of lexicon, graphics, and if/wish form. After analyzing, draws a conclusion according to the frame of the article.

1.6 Organization of Writing

This thesis contains of four chapters. The first chapter consists of the background of research, statement of problem, research objective, scope and limitation, and research methodology. In this chapter the researcher explains in general the language, information, media, and framing. The second chapter is theoretical review that supports the research and method of applying framing analysis to a media frame. The theory is framing analysis of Zhongdang Pan and Gerald M. Kosicki to describe the technical definition of framing analysis. The third chapter is analysis of the data by applying framing analysis that consists of several steps, that is syntax, script, thematic and rhetoric. The fourth chapter is the result of the research that can be drawn into conclusion.