

# **CHAPTER I**

## **INTRODUCTION**

### **A. Background of Research**

According to Mulyana (2007), Communication is important because people have to interact to other people to get some information. Communication is also necessary because people have to communicate with other people to fulfill their needs (p. 16). One of the human needs is social interaction. Interaction that people need to share messages with the others.

Language is an instrument of communication used by human. Language helps people to communicate with each other. It is one of the tools to convey messages. It has power to influence other people, like, the use of persuasive language in the news, advertisement, speech, and campaign. According to Noam Chomsky (2006), language is a process of free creation; its laws and principles are fixed, but

the manner in which the principles of generation are used is free and infinitely varied. (p. 3).

Chomsky (2012) explained a journalist uses language to deliver the news. News is the information about recent events that are of interest to a sufficiently large group or that may affect the lives of a sufficiently large group (p. 4). By reading news in the newspaper, the reader knows about what is happening in the world so they have much knowledge about the news that people have been talking about. People need information about daily life, economics, politics, and business. It makes the news become a necessity in people's life.

According to Eriyanto (2001), print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis. A journalist uses power of language to deliver the news, such as the using of pronoun, persuasive words, and metaphor. The owner of a newspaper has the power to influence the content of the paper; it is political stance and its editorial perspective (p. 8). The reader of newspapers is not entirely the recipient of new information on recent events. They are the recipient of selected information on recent events and this information may well be presented with an ideological that makes it very difficult for the reader to make

and independent decision on what they actual viewpoint of those events actually is.

Van Dijk (2013) explained that discourse is communication process uses symbols which are related to interpretations and events in the community. Text is the media discourse production and the ideology can occur in the text. Ideologies organize specific group attitudes, these attitudes may be used in the formation of personal opinions as represented in models, and these personal opinions may finally be expressed in text and talk. In discourse, a usual indirect way of ideological expressed (p. 27). The choosing of language in the text signals of ideology. Through the language, the journalist conveys ideology. Discourse practice views the ideology effect. For that reason, language in the text can be analyzed using CDA (Critical Discourse Analysis). CDA can identify the ideology of discourse production which is text or talk.

According to Johnstone (2008), CDA is the form of discourse analysis that studies the relationship between discourse and ideology (a set of beliefs, attitudes, and behaviors that constitute a perspective on the world). It is focuses on critiquing social injustice, and has strong links to the study of language and power. Most critical discourse analyst approach a text with political goal or agenda of some kind, and are often advocates for social justice and social change, seeking to show how a text could be biased. (p.25)

According to van Dijk (2009) CDA can be used to analyze text covering a wide range of topic, for example: racism, sexism, homophobia, politics, immigration, crime, and many more. The reason why CDA analyst study these

topics is usually political motivated. Almost any text (although usually articles) written about these topics can be analyzed using CDA, as journalists constructing these articles have to make a number of decision in how an ideology will be represented. (p. 73)

This research uses printed media as the data. The purpose is to analyze the implicit message that the writer of the printed media wants to convey. For this research, the articles are taken from thejakartapost.com. The articles are about cancellation of Lady Gaga Concert in Jakarta. They are taken from Monday, May 28<sup>th</sup>, 2012 edition (*Mother Monster apologizes to Little Monsters*), and from Wednesday, May 30<sup>th</sup>, 2012 edition (*“You were born this way, Indonesia!” Gaga shouts*). In order to discover the ideologies of the news articles in thejakartapost.com, the theory that is used is Critical Discourse Analysis (CDA) by Teun van Dijk.

## **B. Statement of Problems**

Based on the background in the previous section, the problem analyzed in this research is: what is the ideology of the news about cancellation of Lady Gaga concert in Jakarta at thejakartapost.com?

## **C. Research Objectives**

According to the statement of problem, the objective of the research is to analyze the ideology of the news about cancellation of Lady Gaga concert in Jakarta at thejakartapost.com.

## **D. Scope and Limitation**

This research focuses on discovering the ideology in two articles about cancellation of Lady Gaga concert in Jakarta in thejakartapost.com. The first article is taken from Monday, May 28<sup>th</sup>, 2012 edition (*Mother Monster apologizes to Little Monsters*), and the second is taken from Wednesday, May 30<sup>th</sup>, 2010 edition (*“You were born this way, Indonesia!” Gaga shouts*). The focus of the research is only on the analysis of articles by using Teun Van Dijk’s theory.

## **E. Research methodology**

### **1. Method**

This research is a qualitative study which applies a descriptive method. This method is chosen because the purpose of this research to describe systematically situation, problem, phenomenon, or provides information about, say, the living conditions of community, or describes attitudes toward an issue (Ranjit, 1996, p. 9). Data source of this research is taken from thejakartapost.com and the research focuses on discovering the ideology of news articles about the cancellation of Lady Gaga concert in Jakarta.

## 2. Data

Data that are used in this research are the articles from thejakartapost.com. The first article “*Mother Monster apologizes to Little Monsters*” consists of thirteen paragraphs. The second article “*You were born this way, Indonesia!*” *Gaga shouts*” consists of six paragraphs.

## 3. Data Source

The two articles are taken from thejakartapost.com. The articles are from Monday, May 28<sup>th</sup>, 2012 edition (*Mother Monster apologizes to Little Monsters*), and from Wednesday, May 30<sup>th</sup>, 2012 edition (“*You were born this way, Indonesia!*” *Gaga shouts*).

## 4. Data Collection

The steps of collecting data are:

- a. Browsing the articles about the cancellation of Lady Gaga concert in Jakarta on thejakartapost.com.
- b. Reading the articles about the cancellation of Lady Gaga concert in Jakarta.
- c. Choosing randomly two articles about the cancellation of Lady Gaga concert in Jakarta. They are “*Mother Monster apologizes to Little Monsters*” and “*You were born this way, Indonesia!*” *Gaga shouts*.
- d. Dividing the articles into paragraphs and sentences.

## **5. Data Analysis**

This research analyzes the ideology of the news articles in thejakartapost.com about the cancellation of Lady Gaga concert in Jakarta. The researcher uses the model of Critical Discourse Analysis by Teun Van Dijk. There are several steps that are taken in analyzing the data:

- a. Analyzing the meaning of the text: Macrostructure: Thematic
- b. Analyzing the framework of a text: Superstructure: News Schemata
- c. Analyzing the local meaning of text: Microstructures
  - (i) Semantic Structures
  - (ii) Syntactic Structures
  - (iii) Lexical Structure
  - (iv) Rethorical
- d. Making a conclusion of the analysis.

## **F. Organization of Writing**

This thesis consists of four chapters. The first chapter consists of background of research, statement of problem, research objective, scope and limitation, and research methodology. The second chapter consists of a theory that helps and supports the research; Critical Discourse Analysis (CDA). The third chapter is the analysis of the data which is based on the statement of problems in Chapter One. The data are analyzed by applying CDA to explain the answer of the research problem. The fourth chapter is about the conclusion of the research.