

## **CHAPTER I**

### **INTRODUCTION**

This chapter consists of six points, which are the research background, statement of problems, research objectives, scope and limitation, research methodology, which consists of research design, data source, data collection and data analysis, and, the last point, the organization of writing this thesis.

#### **1.1 Background of Research**

Mass media is a tool that people use to communicate, locally or globally, and therefore the role of mass media in this modern era is crucial. Mass media has become larger nowadays along with the development of modern technology called the Internet. In this digital era, everything is very easy to get. People can get information very fast through the Internet. According to Gustavo Cardoso (2006, p.201), the Internet is a new vehicle for the newspapers, radio and television, providing new ways of reaching their audiences and creating new ones.

According to Nathaniel Snow (2008), mass media usually are thought of as sources of news and entertainment. They also carry messages of persuasion (para 1). Now with the power of modern technology, mass media have been developed greatly, and they can be accessed through the internet. Gustavo Cardoso (2006) states that the Internet and its relationship with the mass media are one more episode in the history of the transformation of the media caused by the complex combined action perceived needs, competitive and political pressures and technological innovations (p.203).

In the world of journalism, journalists give ideas or information through mass media, which is the “News”. By writing news, journalists from certain media can deliver their messages and their point of view to the society or community. Bill Kovach and Tom Rosenstiel (2001) states that the news media help us define our communities and help us create a common language and common knowledge rooted in reality (p.17). When people read news in newspapers or on the Internet, sometimes some of them wonder, “What is the perspective of the media about the topic? Does every media have the same perspective or not?” To answer that questions, there is an analysis method called framing analysis. Framing analysis is the form of research to find out what is the media’s point of view or perspective.

Media has its own different perspective on a certain event, and it is difficult for media to be neutral. In other words, the media are taking sides, even though there are also a few media which are neutral. That is why in constructing the news about an event, journalists are demanded by the media to use certain

words or sentences that contain hidden messages and describe the media's perspective and that is where framing analysis takes a big role.

In this research, the researcher aims at analyzing the frame of [www.thejakartapost.com](http://www.thejakartapost.com) about one topic. The topic that the researcher chooses is chemical castration punishment for rapists. The reason for choosing this topic is to find out what perspective [www.thejakartapost.com](http://www.thejakartapost.com) has and which side [www.thejakartapost.com](http://www.thejakartapost.com) takes.

One of the latest research of framing analysis at STBA LIA Jakarta is done by Marsya Liditya Putri. The research is about [www.thejakartapost.com](http://www.thejakartapost.com) articles about Indonesia's 'Little Monsters' (a nickname for the fans of Lady Gaga). The researcher chooses two articles from [www.thejakartapost.com](http://www.thejakartapost.com). The researcher uses framing analysis by Zhongdan Pan and Gerald M. Kosicki to analyze the data. The conclusion of the research is [www.thejakartapost.com](http://www.thejakartapost.com) supports the Little Monsters, who express their disappointment in the rally of the Lady Gaga's concert cancellation in Jakarta.

## **1.2 Statement of Problems**

Based on the way mass media frame their news or articles, the statement of problems of this research are:

1. How does [www.thejakartapost.com](http://www.thejakartapost.com) frame the articles entitled "*Proposed Chemical Castration Debate Continues*" and "*Castration For Rapists of Kids*"?
2. Does [www.thejakartapost.com](http://www.thejakartapost.com) take sides?

### **1.3 Research Objectives**

Based on the statement of problems, the objectives of this research are to find out how [www.thejakartapost.com](http://www.thejakartapost.com) frames the topic of chemical castration punishment for rapists in its article published on May 24, 2016 (entitled ‘Proposed Chemical Castration Debate Continues’) and in another article published on May 26, 2016 (entitled ‘Castration For Rapists of Kids’) and to find out which side [www.thejakartapost.com](http://www.thejakartapost.com) takes on this issue.

### **1.4 Scope and Limitation**

This research focuses on framing analysis based on Zhongdang Pan & Gerald M. Kosicki’s framing analysis model. The data are taken from articles at [www.thejakartapost.com](http://www.thejakartapost.com). The researcher takes only online articles about chemical castration for rapists as the data of the research.

### **1.5 Research Methodology**

#### **1.5.1 Research Design**

The researcher uses qualitative approach in doing the research framing analysis of the articles about chemical castration for rapists on [www.thejakartapost.com](http://www.thejakartapost.com). Creswell (2014) states that qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The data of this research are analyzed based on Zhongdang Pan & Gerald M. Kosicki’s framing analysis model.

### 1.5.2 Data Source

The data that are analyzed in this research are based on The Jakarta Post online articles about chemical castration for rapists, which were published on May 24, 2016 and on May 26, 2016, . The data were retrieved on June 2, 2016.

### 1.5.3 Data Collection

In collecting the data, the researcher takes the articles from [www.thejakartapost.com](http://www.thejakartapost.com). The first step is opening [www.thejakartapost.com](http://www.thejakartapost.com). The second step is browsing the hard news section. The third step is choosing two articles regarding chemical castration from hard news section at [www.thejakartapost.com](http://www.thejakartapost.com). The fourth step is reading the two articles. The fifth step is analyzing the two articles, and the final step is making a conclusion from the analysis of the two articles.

### 1.5.4 Data Analysis

The data are analyzed by using framing analysis theory by Zhongdang Pan & Gerald M. Kosicki. Below are the steps of analyzing the data:

1. Analyzing the syntax of the news. The researcher observes the news scheme, specifically the **headline, lead, background information, quote sources, statement(s), and closing.**
2. Analyzing the script, which is the completeness of the news. The researcher observes the **5Ws + 1H.**
3. Analyzing the thematic form of the news. The thematic form consists of detail, coherence, form of sentences, and pronouns. Specifically, the

researcher observes the **paragraphs, prepositions, sentences,** and the **coherence between sentences.**

4. Analyzing the rhetoric form of the news. Specifically, the researcher observes the **choice of words, idioms, picture(s)/photo(s), and graphic(s).**
5. Making conclusion from the result of the analysis of syntax, script, thematic, and rhetoric elements.

## **1.6 Organization of Writing**

This thesis consists of four chapters. The first chapter consists of background of research, statement of problems, research objectives, scope and limitation, and research methodology that consists of research design, data source, data collection, and data analysis. The second chapter consists of theoretical framework of framing analysis theory according to experts, and framing analysis model according to Zhongdang Pan and Gerald M. Kosicki. The third chapter consists of the analysis of the data based on the statement of problems in the first chapter. The data are analyzed using framing analysis theory to find the answers to the statement of problems. The fourth chapter consists of the conclusion of the research.