CHAPTER I

INTRODUCTION

1.1 Background of Research

Mass media is one of communication devices to reach a wider audience of which the information is transmitted. Therefore, the people use mass media to get the any kind of information and latest news. According to Heidi Thorne, (2019)

> "The mass media is any transmission of information that reaches large numbers of people, usually within a short time frame, in a one-to-many communication flow. It can also be referred to as mass communication. The information transmitted could be news, entertainment, advertising or public service announcements".

Generally, one way to form the world through discourse is to direct the readers' mind according to their worldview. The readers are known as the persons who read particular mass media such as newspaper or magazine in order to find some information. In addition, the discourse in the mass media can also shape the reader's awareness, consciously or not, readers do the desired intention by the mass media.

Mass media can convey the message to the public or its readers. The message is the form of ideas given by the author in his writing. According to Ivy Roberts

(2017) in his/her writing, author may arrange the sentence into persuasive to convinces the readers. Therefore, a good writing can also affect the readers.

As the result, news contains meaning and intention as a motive that is written by the author because, the author has held his own world in his writings. "They can try to convince their audience, provide information, or weave a narrative" (Ivy Roberts, 2017, p. 4). The effect of the author's intention could be positive or negative so that it is very important to know what motives that the author have and also know how to identify the author's intention in a writing.

One of many ways to know what the author's intention is by using the identification of the subject-object position. Subject-object position is how one party, group, person, idea, or event is displayed in a certain way on a news discourse that affects the meaning when it is received by the audience. The position of various social actors, ideas, or events that are placed in the text, determines the form of text that present in the middle of the audience, certain events or groups. Moreover, media discourse is not neutral. According to Donna Halper, "There has never been a totally neutral media. Even in the "good old days," the press (as it used to be called) often reflected the beliefs and prejudices of the era in which they were reporting." (Donna Halper, 2019, p. 1)

Therefore, media tend to display certain actors as subjects, which define certain events or groups. That position determines all building elements of text, in the sense that parties who have a high position to define reality will display other events or groups in the form of certain discourse structures that will be presented to the audience.

To determine or to place the subject and object in a writing, the author's writing is related to the ideology that he/she believes in. The author has a scenario that is related to his/her ideology in compiling the sentences. As the result, the author's ideology can be believed by the readers. Therefore, from the position of subject and object, the ideology can be seen.

Ideology is a set of ideas, beliefs, or stance. The function is to determine a perspective with which to interpret realities. (Pamela May, 2013). As human being, people will need ideas or believes to help themselves as a direction or guide to live their lives. Thus, the author needs an ideology as a principle or guidance to make his/her writing or article. Therefore, the author's ideology can influence his/her writing whether he/she position someone as a subject or object.

However, on some of the news or cases about harrasment and violence to woman, the author puts woman frequently as an object, a victim. "Women can be victims". (Helen Pluckrose, 2018, chap. 2). Because of women are considered as weak and have less power than man, the writing between each author could be favor or bias. When the author writes the news about a topic, he/she also has choices whether he/she puts woman as an object, a victim or as a subject, as the perpetrator instead.

Previously, there are already theses about discourse analysis conducted by Nabila (2016), entitled "*Sara Mills Critical Discourse Analysis on Two News Articles About Sahar Gul*". She used the critical discourse analysis theory by Sara Mills. The analysis of subject-object and the reader position of two articles with different gender of journalist or author of Nabila's thesis was used for this analysis. She found that male gender of journalist gives a marginal position of object in the

article and only subject tells the story of the victim. Readers position are also directed to assume that only woman as a victim. Readers position are also directed to assume that not only women become the victim but also the perpetrator had perspective. In the result of the research, the readers could see if between male and female journalists can be in favor or bias.

1.2 Statement of Problem

1. What is the subject position of *Tempo* media and *PRI* media in Baiq Nuril cases?

2. What is the object position of *Tempo* media and *PRI* media in Baiq Nuril cases?

3. What is the position of readers of two articles *Tempo* media and *PRI* media in Baiq Nuril cases?

4. How does the ideology of the author with different gender affect the reader of *Tempo* media and *PRI Herald* media in Baiq Nuril cases?

1.3 Research Objectives

1. To find out the subject position of *Tempo* media and *PRI* media in Baiq Nuril cases.

2. To find out the object position of *Tempo* media and *PRI* media in Baiq Nuril cases.

3. To find out the position of readers of *Tempo* media and *PRI* media in Baiq Nuril cases.

4. To find out the ideology of the author with different gender of *Tempo* media and *PRI* media in Baiq Nuril cases.

1.4 Scope and Limitation

To narrow the study, this research focuses on crime news articles about domestic violence that happened to Baiq Nuril Makmun. In this research, Nuril Baiq Makmun case is analyzed as a topic of violence against women issue.

1.5 Research Methodology

The method used on this analysis is descriptive qualitative method. The discourse analysis is applied to analyze and describe the text in researching representation in the article.

1.5.1 Data

The two articles with different gender of journalist about violence against the woman are described in this analysis. The articles are:

1. Tempo media, "*Jokowi suggests baiq nuril lodges case review*." *Tempo*. November 19, 2018.

2. PRI media, titled *"An Indonesian defamation law landed this teacher 6 months in jail for documenting her abuser."* November 29, 2018.

1.5.2   Data Collection

There are two steps in collecting data:

1. Collecting the news articles that talked about violence toward Baiq Nuril Makmun from the internet.

2. The chosen articles are read, and looked into each sentence to find the position of subject, object, reader, and ideology.

1.5.3   Data Analysis

In this study, the sentences are seen as the data to be analyzed. Each sentence of the collected articles about violence toward Baiq Nuril Makmun is analyzed based on the Sara Mills framework with the purpose of identifying the subject, object, and reader position. Then, it is analyzed to find out which the subjects, the objects, and reader's position of each articles are. Next, grammar features are analyzed to help the readers to understand what ideology that are implied on the text. Last, the analysis results is descriptively presented.

1.6 Organization of Writing

This research consists of four chapters. The first chapter consists of background of study, statement of problem, research objective, scope and limitations, and research methodology. The second chapter consists of the theories that support the research and a framework that are used as a guidance in this thesis. The third chapter is the analysis of the data using theory from Sara Mills. Finally, the fourth chapter consists of the results of the research that can be outlined into a conclusion.