

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of Research**

Mass media is a form of communication used to deliver messages and disseminate information to the general public. As a result, people turn to the media for any type of information or news updates. “Mass media specifically refers to a means of communication that is designed to reach a wide audience (Understanding Media and Culture: An Introduction to Mass Communication, 2016, p.5)”. News or information could be interpreted in a variety of ways in modern culture. The first is through printed newspapers and magazines, and the second is through digital platforms such as social

media (online). Nowadays, online media is one of the tools used by journalists to convey news quickly through the internet. Also, as stated in *Understanding Media and Culture: An Introduction to Mass Communication* (2016), the concept of online media itself is similar to other types of media: journalists write articles that reflect their opinions in a way that the general public can understand.

Public opinions can also be influenced by the media. News reports or articles published in the media can be utilized to learn about what is going on in a society and what its values are. According to Falcone (2018), the media now has a stronger influence than before and the good thing is that the media is still evolving and affecting our life as time goes on. The media is crucially important in disseminating information about what is currently happening. People rely on televisions, newspapers, and the media to keep up with current events. News will be updated every day, every hour, and every minute. That means people can access and read the news easily to find some information. In that way, people or the readers are provided and consumed with news that will lead the reader's thoughts in the direction of their perspectives.

The perspectives of the readers are depending on how the authors positioned the perpetrator and the victim in the text. One of the numerous approaches for determining the author intends to discover the subject and the object position itself. According to Mills in Eriyanto (2015), in a news discourse, the subject and object positions refer to how one organization, entity, idea, or situation is presented that impacts the meaning when it is accepted by the audience. Also, the form of text that is

present in the audience, significant details, or organizations is determined by the placement of multiple players, concepts, or situations that are portrayed in the texts. Moreover, media discourse is not objective. There has never been a completely objective media. Meanwhile, the media need journalists to be able to present information to the public. As stated by Baleria (2021), journalists, as human beings, cannot be impartial, unbiased, or neutral. In addition, bias has a part in practically every part of story coverage for journalists. As a result, the media cannot be completely objective in their reporting, (Baleria, 2021).

In reporting sexual harassment cases, women are frequently treated as an object. Moreover, on some of the news such as rape, assault, or domestic violence against women, the author often placed the women as an object, a victims. “Women can be victims (Pluckrose, 2017)”. Nevertheless, the author also has choices whether they portray women as the objects, a victims or as the subjects, the main suspect instead. Yet, cases of sexual harassment are also among the causes that are still happening until this day and it needs to be taken seriously, because the impact is not just physical harm to the victim’s bodies, but also trauma and psychological illnesses. National Commission for Child Protection (Mantalean, 2021) reported during 2020, it has been observed that there has been an increase in cases of child abuse. There were about 2,700 incidences of sexual abuse documented, with sexual assault accounting for 52 percent of the total.

Out of the total documented incidents of sexual harassment. There are still many cases that are not recorded because they do not dare to report them. As stated by Farizal quoted by Ulung (2021) that, if the victim of sexual abuse is still a child, the anxiety and fear of reporting the sexual violence they have witnessed is greater. Threats from the perpetrators are one of the explanations given. The children as victims are more likely to endure sexual violence as a result of being forced to remain silent by the perpetrators. Quoted by Farizal by Ulung (2021), in cases related to sexual harassment, women or the victims are considered weak, they did not have the power to report the perpetrator. In addition, how the author positioned the perpetrator and the victims in the text is important to see whether positioned as the subject or the object, (Eriyanto, 2015).

The object position is referred to whom a particular action or emoticon is addressed and the one whose voice is represented or displayed by the other party. Meanwhile, the subject position is described who or what is doing the action and the one whose point of view of the event is seen. The last element is the position of the reader which defines the person to whom the text is addressed. As stated by Sara Mills in Eriyanto (2015) pronouns are used to establish how the reader positions in the text, such as using personal pronouns “I” and “we” to indicate a person’s place in a conversation. The pattern of the text can also be seen if the content of the article is objective or not by employing pronouns as narrative. In this case, as said by Falcone (2018) that the media has an important role in reporting information and the fact that

women and children are the victims of sexual harassment. News articles that include information involving underage girls should be paid more attention to the writing in publishing a news story because the media frequently puts the victim of harassment in the position of the object in their texts. Therefore, it is indeed crucial to look at how the media portrays women or the victims of harassment in the story.

The study on harassment of women has been studied by Rafiqa (2019), entitled “Critical Discourse Analysis Sara Mills in the Online News Text about the Sinking of Ships at Indonesian Waters”. This study employed Sara Mills' critical discourse analysis, which analyzes how Minister Susi is positioned in the news article on five different online news sources, using three components: subject-object, reader's, and media's positions. The writer is the subject, and Susi is the object, according to the study's findings. While cultural codes are inserted into the reader's perspective, allowing the reader to position themselves as the main character in the text.

The other previous research was conducted by Ramli et al., (2019), entitled “A Case of Baiq Nuril In Media: Sara Mills' Critical Discourse Analysis”. She discovered that Jokowi and Nuril are frequently shown as subjects, and Nuril is also represented as an object. The reader is also cast as an outsider who can objectively follow the plot from either the subject or object's perspectives.

Sara Mills' critical discourse analysis is used in this research. Unlike other studies, this research mainly focuses on the media's application of subject, object, and

reader. It is used to examine how the media portrayed women in the text. In contrast, the other two previous studies also analyzed the media's position and the ideology of the writer in their research.

## **1.2 Statement of Problem**

This study would look into the following research topics on underage girls who was part of the sexual assault case that was reported in the media.

1. What is the subject position on The Jakarta Post media in sexual abuse of underage girls cases?
2. What is the object position on The Jakarta Post media in sexual abuse of underage girls cases?
3. What is the reader's position on The Jakarta Post media in sexual abuse of underage girls cases?

## **1.3 Research Objectives**

The following is the study's objective:

To analyze the different perspectives of the subject, object, and reader's position in the articles.

## **1.4 Scope and Limitation**

To narrow down the study, this research focuses on crime news articles about domestic violence that happened to underage girls in Indonesia. In this research, the