

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Research

News is a tool for disseminating information from the writers to the readers. In the past, the dissemination of news was not as easy as today, because it was only spread through newspaper and radio. Currently, news is easier to find, because not only in print media or radio but news can also be found in online media. According to Busa (2014), news texts are written to report information about new or current events and are passed on to the general public through print, broadcast or internet media. The news text are shaped by the goals and agenda of the news agency and the kind of reception it expects from the audience.

From time to time news is still important because it provides a lot of information that can convey small to longer content. News is divided into two categories, namely soft news and hard news. Hard news is news that has stories related to topical events or issues. This news has an immediate, disastrous or life changing effect on the individual concerned (Pape & Featherstone, 2005). Hard news cannot be postponed because hard news is important news and must be conveyed directly to the public. Hard news will get stale quickly if it is delayed. The examples of this type of news

are crimes, wars, politics, and disasters. Soft news is more sensational, more personality centered, less time bound, more practical, and more incident-based than other news (Patterson, 2000). Writing structure of soft news is relatively more flexible, and in terms of story content this news is not too heavy. This type of news has a focus on 'human interest' and generally concerns less immediate, life-changing events, such as arts and entertainment, sports, lifestyle, and celebrities. It may originate simply from a reporter's curiosity about a topic.

In writing news, there are different styles of writing. The research that was conducted by Rich (2010), explained that there is a method used in writing news as a guide to assist writers in writing news, namely news writing style. Style consists of the structure of the news that is used to organize information, it aims to make it easier for writers to write the news and to make news more easily understood by the readers. News structure consists of a head, lead, body, and ending. The title of the article located at the top of the article is head. Lead as an opening paragraph of the news that can provide the main idea or provide an initial overview related to the news. The body and ending provide supporting facts, additional information, or information that is less important than the story of the news. Each news has its own structure, between hard news and soft news they also have a different structure.

Previously, news was only written by professional journalists, because they know the proper procedures for writing news and not enough media to write the news, but nowadays it is not only someone with a journalist background who can write to deliver a news. However, people who do not have a journalistic background can

freely express their opinions to write news information, because right now there are so many media to write news. According to Wall (2019), citizen journalism is journalism carried out by people who do not have a background as professional journalists but disseminate information through websites, blogs, and social media. According to Nah & Chung (2020), citizen journalism is a unique type of journalism compared to other types of journalism. Citizen journalism becomes the most unique type of journalism because the idea of empowering citizens can control content by writing, publishing, and conveying to audiences or other citizens without any problems. Hall (cited in Nah & Chung, 2020) invented that citizen journalists versus professional journalists can play a key role in community issues, events, and public affairs rather than as a secondary determinant. This is a paradigm shift in professional and conventional journalism as the practice of citizen journalism has dramatically changed journalistic roles, routines, norms, and values. There are a lot of places for citizen journalism to write their opinions to convey news information these days, including social media such as facebook, twitter, and instagram. They can also write on their personal blogs or websites like Theconversation.com. Theconversation.com website is a website that makes it easy for citizen journalists to write their opinions about news. On this site anyone can easily register as a writer. There are also four language choices here, such as Indonesian, English, Spanish, and French languages.

Citizen journalists write their news article about whatever it is. They write based on their personal opinion, from politics, health, criminal cases, and sometimes just about lifestyle news, such as culinary, traveling, relationship between celebrity, or

fashion. Fashion is one of the trendy topics that people often talk about, especially among young children. Considering the courage of today's youth who predict the tendency to shop, adventure, try high experiments, they are the ones who determine the lifetime of fashion trends (Saravanan & V, 2019). Not a few citizen journalists have even created fashion articles to talk about this. Fashion articles are part of fashion magazines. Fashion magazines are a mirror image of culture, trends, and views of society, but many scholars overlook to analyzing fashion writing or regard fashion writing as a legitimate form of style. Research shows that fashion writing has changed over the years, mostly seen in the words and phrases (Vosper-Woghiren, 2013).

There are two previous studies. The first used Carol Rich theory titled "The Writing Style for Celebrity Profile Feature Article about Kendall Jenner in Fashion Magazines" (Muzdalifah, 2019). This study explained the style of news writing for celebrity profile features in seven fashion magazines about Kendall Jenner. The purpose of this study was to determine the type of news writing style used in the celebrity profile feature (soft news) regarding Kendall Jenner's articles in fashion magazines published in the period May 2017 to June 2019. This study showed that there are three articles that used the wall street journal formula format, two articles that used the question / answer format, one article that used the section technique format, and one article that used a combination of the wall street journal formula with the chronological story from hourglass structure format.

The second is about citizen journalism using Miles and Huberman theory titled “Citizen Journalism Participation in the Media Tribun Timur Online” (Sukmawati, 2017). This study explained how citizen participation journalism is on Tribun Timur Online Media. This study aims to determine Tribun Timur’s policy in the citizen reporter rubric. It was found out how the citizen reporters form the news presentation on the portal of Tribun Timur, and how citizen journalism participates in the contribution of Tribun Timur Online.

Compared to the previous researches, the first one focused on the writing style that was written by professional journalists and the other focused on how the participation of citizen journalists in Tribun Timur online media. This research sees what type of writing style used by citizen journalists in fashion articles on Theconversation.com site. The researcher aims to see how someone who does not have a journalistic background participates in making news, whether to follow the rules of journalism or not.

## **1.2 Statement of Problem**

What kinds of news writing styles are used by citizen journalists to write fashion articles on Theconversation.com?

## **1.3 Research Objective**

This research intends to find out the kinds of news writing styles which are used by citizen journalists to write fashion articles in Theconversation.com.

## **1.4 Scope and Limitation**

The data in this research are taken from seven fashion articles on Theconversation.com websites which were published from May 2021 to May 2023. All these articles are soft news and written by citizen journalists.

## **1.5 Research Methodology**

### **1.5.1 Method**

The method used in this research is a qualitative method. Based on Creswell (2009), qualitative approach is a type of research that studies more about related social problems. This research process involves questions and procedures. The data is collected in participant settings. The researcher uses an inductive manner building from a specific theme to a general theme to interpret the meaning of the data.

### **1.5.2 Data**

The data are collected from Theconversation.com about fashion articles in written form by citizen journalists.

### 1.5.3 Data Source

The data are seven fashion articles include sandals, turban, and jewelry taken from Theconversation.com websites. These seven data were chosen because the articles were written by citizen journalists and more related with fashion. These articles were published from May 2021 to May 2023. The following data are:

1. “Halston: The glittering rise – and spectacular fall – of a fashion icon” by Jennifer Gordon (Lecturer of Apparel, Events and Hospitality Management, Iowa State University) & Sara Marcketti (Professor of Apparel, Events, and Hospitality Management, Iowa State University) on Theconversation.com site, May 14, 2021.
2. “5-Metre pedestals, an Anna Wintour puppet... COVID-19 changed fashion shows but the runway will survive” by Tiziana Ferrero-Regis (Senior Lecturer, Study Area Coordinator, Fashion, Queensland University of Technology) on Theconversation.com site, May 24, 2021.
3. “Rihanna and radical pregnancy fashion – how the Victorians made maternity wear boring” by Serena Dyer (Lecturer in History of Design and Material Culture, De Montfort University) on Theconversation.com site, May 10, 2022.
4. “Part of the Japanese revolution in fashion, Issey Miyake changed the way we saw, wore, and made fashion” by Peter McNeil (Distinguished

Professor of Design History, UTS, University of Technology Sydney) on Theconversation.com site, August 10, 2022.

5. “Gen Z grew up in a world filled with ugly fashion – no wonder they love their Crocs” by Emily Brayshaw (Honorary Research Fellow, University of Technology Sydney) on Theconversation.com site, March 21, 2023.
6. “We asked Sikh men in Britain what the turban means to them – here’s what they told us” by Mona Moufahim (Senior Lecturer in Marketing, University of Stirling) & Anoop Bhogal-Nair (Senior Lecturer in Marketing and Consumption, De Montfort University) on Theconversation.com site, April 14, 2023.
7. “For diamonds, disguises and bears, the Met Gala has nothing on Georgian Masquerade parties” by Meg Kobza (Leverhulme Early Career Fellow, Newcastle University) on Theconversation.com site, May 5, 2023.

#### **1.5.4 Data Collection**

There are three steps to collect the data, namely:

1. Browsing articles about fashion on Theconversation.com site.
2. Classifying the articles written by citizen journalists, according to the author’s background.
3. Choosing seven articles about fashion which were published from May 2021 to May 2023 from Theconversation.com site.



### **1.5.5 Data Analysis**

There are two steps to analyze the data, which are:

1. Provide numbering for each paragraph in the article.
2. Analyzing each paragraph in the article based on the writing styles of Carol Rich's theory.

### **1.6 Organization of Writing**

There are four chapters in this research. The first chapter is the introduction. It aims to tell the readers about the background of research, statement of problem, research objective, scope and limitation, research methodology, and organization of writing. Then the second chapter contains the theory used in this research, which serves as a theoretical framework. Analysis and discussion is in the third chapter. This chapter is a place to describe the analysis of data processes to answer the statement of a problem. The fourth chapter is the conclusion of this research.