

CHAPTER 1

INTRODUCTION

1.1 Background of the research

The media has a role in accommodating information for the benefit of everyone daily. Media comes from the Latin "medius" which means middle. Meanwhile, according to the Oxford Dictionary, media is a tool or means of communication that lies between two parties (people, groups, and so on). McQuail (2010) explain that media is a mass communication channel that is used to send messages or information to the public broadly and simultaneously. A media refers to information that will be disseminated to the wider community. In practice, this is called the mass media.

The phrase "mass media" is often used in the world of communication to describe the media used to convey messages or information to a wide audience. Cangara (2016), a communication expert, defines mass media as a tool used to convey messages from sources to audiences (recipients) using mechanical communication tools such as newspapers, films, radio, and TV. In line with its definition, the mass media can convey actual and up-to-date information to the wider community through news.

News is a vital part of the media. "News is all reports regarding events, incidents, ideas, facts, which attract attention and are important to be conveyed or published in the mass media so that they are known or become public awareness" (Barus, 2010:25). Before being circulated and consumed by the public, the writing on the news has gone through processing. News becomes interesting and has quality

if it is written based on facts from life events that occurred. Moreover, the nature of the news itself provides information quickly accepted by the public. Therefore, along with the development of technology, the collection of news is no longer only through print and electronic media. The media increases the spread of its news through digitization so that it innovates into online news.

The factor of widespread use of devices with the internet makes online news the most flexible source of information to access. Online news that is available on websites and the internet is now loved by all generations. Kencana et al. (2022) states that "online news presents the news not only with websites and applications but also using social media platforms" (p.137). This online news is disseminated faster than print and electronic media news. News from print media, especially newspapers, is now also disseminated through online news websites with presentations that are not much different. There are many websites or media that deal with online newspapers, one of which is The Jakarta Post.

The Jakarta Post is one of the leading English newspapers in Indonesia which provides the latest news and information on national and international issues. Since it was first published in 1983, as an English newspaper in the nonnative English country, The Jakarta Post has target readers coming from the foreign society and educated Indonesian society as their audiences. Currently, the number of Indonesian readers from the middle-class society has increased (Susanto & Rahayu, 2014). With its online and print editions, The Jakarta Post covers a wide range of topics, including politics, business, sports, entertainment, lifestyle, and some of the latest news.

Discourse is the analysis of spoken and written language as it is used to enact social and cultural perspectives and identities (Gee, 2014). Discourse can consist of various types of text, such as speeches, articles, or even everyday conversations. Hikam (1996) explains there are at least three views regarding language in discourse analysis. The first view is represented by empirical positivism. In adherents of this school, language is seen as a bridge between humans and objects outside themselves. One feature of this thinking is the separation between thought and reality. In relation to discourse analysis, the logical consequence of this understanding is that people do not need to know the subjective meanings or values that underlie their statements because what is important is whether the statement is made correctly according to syntactic and semantic rules.

The second view is called constructivism. In this view, language is no longer only seen as a tool to understand objective reality and is separated from the subject as a communicator of statements. Constructivism considers the subject as a central factor in discourse activities and social relations. In this case, Hikam, the subject, can exercise control over certain intentions in every discourse. Discourse analysis is to analyze intentions and meanings in a discourse.

The third view is called the critical view. This view corrects the view of constructivism which is less sensitive to the process of production and reproduction of meaning that occurs historically and institutionally. Discourse analysis in this paradigm emphasizes the power constellation that occurs in the process of production and reproduction of meaning. Individuals are not considered as neutral subjects who can interpret freely according to their thoughts, because they are very related to and influenced by social forces that exist in society. The language is not

understood as a neutral medium that lies outside the speaker's self. Therefore, discourse analysis is used to dismantle the power that exists in every language process: what boundaries are allowed to become discourse, what perspectives must be used, what topics are discussed. Because it uses a critical perspective, the third category of discourse analysis is also referred to as critical discourse analysis (CDA).

Critical Discourse Analysis (CDA) is an interdisciplinary approach to analyzing language use that aims to uncover the power relations and ideologies that are embedded in discourse. Darma (2009) argues that critical discourse analysis does not only understand as the study of language that examines language not only from linguistic aspects but also relates it to context. Discourse discusses that language is not neutral. It is formed by factors such as social, cultural, and history. CDA has objections to explaining the power relations and ideologies in a discourse. CDA can be used to analyze a wide range of texts, including political speeches, news articles, advertisements, and academic papers.

According to Fairclough (1995), critical discourse analysis (CDA) is an approach to discourse analysis that views language as a social form and power and pays attention to the relationship between language, power, and ideology in production, reproduction, and social transformation.

CDA does not only pay attention to the literal meaning of the text but also looks at how the text influences social, cultural, and political relations in society. As such, CDA can be used to analyze discourses used in mass media, politics, and popular culture, and show how these discourses affect society.

Fairclough also introduces three main dimensions of CDA, namely text analysis, discourse analysis, and social practice. These dimensions are interrelated and influence each other in conducting critical discourse analysis. Through CDA, Fairclough hopes to show how language and discourse play a role in influencing social, political and cultural relations in society.

There are some previous studies that are similar to this study. This study explains the meaning and mode contained in local vocabulary, grammar, and coherence as a form of representation in the world of journalism conducted by Busri and Badrih (2022). The research uses the phenomenological method to find out the events behind phenomena or texts written by journalists. The data were analyzed using descriptive discourse analysis and critical discourse analysis. The findings in this research are (1) Vocabulary representation, including associations and metaphors. Associations are used by journalists to create an atmosphere in news texts so that they can be precarious, soft, serious, and tasteless. Metaphors are used by journalists to show journalists' attitudes and judgments towards an object in the text; (2) Grammatical representation, including (a) the form of the process: action process, event process, state process, and mental process; (b) participants include perpetrators, participants as victims, and participants as nominal; and (c) Representation of a combination of clauses or local coherence, including elaboration, additional extension, contrast extension, choice extension, and augmentation extension.

The second research is *Analisis Wacana Kritis Fairclough dalam Talk Show Mata Najwa 'Kontroversi Mas Menteri'* (Tambunan, 2020). This study used Critical discourse analysis by Fairclough to analyze the Mata Najwa talk show

episode of *“Kontroversi Mas Menteri”*. This study used qualitative research. The analysis focused on text analysis and practicing discourse by looking at the speeches of Najwa Shihab, Erick Thohir, and Nadiem Makarim. The text analysis section found representation, relation, and identity in talk shows. This research also focused on the discourse practice section that displays interpretation in the Mata Najwa talk show. Interpretation related to the views that will be displayed. The views presented in the Mata Najwa talk show were divided into three, namely the pro-community perspective and neutral spectacle presented by Najwa Shihab, while the government's perspective was presented by the government itself.

The next study that is also similar is a journal article with the title *“A critical discourse analysis of Bintang Emon’s humor discourse entitled ‘Ga Sengaja’”* (Rahman et al., 2021). This research used a qualitative descriptive method. The data was analyzed using Critical Discourse Analysis by Norman Fairclough’s theory. The study observed the text, discourse practice, and sociocultural practice. In the text analysis, the data findings revealed that Bintang Emon applied more rhetorical figures in his discourse. He expressed his criticism with appropriate wording and analogies, causing the audience to agree with him. His protest of Novel Baswedan's acid attack case was expressed subtly, thus audiences cannot infer his motive based just on his caption. He successfully represented most of the citizens' disapproval of the case at the level of discourse practice. Furthermore, at the sociocultural level, he used his right to free speech to express himself in a hilarious manner.

In the previous study, the first research only analyzed the elements of the text in the representation section. The representations found only extend to the discussion of representations in clauses and representations in combination with

clauses. The second study discussed all the dimensions that exist in Fairclough's theory, including text analysis, discourse practice, and sociocultural practice. In the third study, all dimensions are discussed, namely text analysis, discourse practice, and sociocultural practice. Whereas in the research, it discusses the area of analysis of text elements which includes representation, relations, and identity.

1.2 Statement of the problem

Based on the background, the writer wants to concentrate on the following issues:

1. What is the representation of the text that can be found in The Jakarta Post news?
2. What is the relation of the text that can be found in The Jakarta Post news?
3. What is the identity of the text that can be found in The Jakarta Post news?

1.3 Research Objective

According to the statement of the problem, this study can serve the following purposes:

1. To find out the representation (representation in clauses, representation in a combination of clauses, and representation in intersentence series) of the text found in The Jakarta Post news.
2. To find out the relation of the text found in The Jakarta Post news.
3. To find out the identity of the text found in The Jakarta Post news.

1.4 Scope and Limitation

This study focuses on the text analysis (representation, relation, and identity) performed by Fairclough (1995) in the news about plane crashes in Indonesia in The Jakarta Post article.

1.5 Research Methodology

1.5.1 Methods

This study uses a qualitative method. According to Creswell (2014), qualitative research is an approach to exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The research process includes developing questions and procedures, data collection in the participant's environment, data analysis inductively building from particulars to general themes, and the researcher providing interpretations of the data's meaning. This research focuses on Fairclough's theory of critical discourse analysis. The data in this study are news containing plane crashes originating from The Jakarta Post website.

1.5.2 Data

This study collects all parts of text elements in Fairclough's theory such as representation, relation, and identity. The data are taken from a news article in The Jakarta Post about a plane crash in Indonesia. The article was titled "Sriwijaya Air 2021 crash due to mechanical problems, final probe report says" on November 4th, 2022.

1.5.3 Data Collection Methods

The main data of this study is a news text about plane accidents that occurred in Indonesia. The news is written in English. The author takes several steps to collect data. The steps are to:

1. Search the news from The Jakarta Post.
2. Choose news related to plane accidents that occurred in Indonesia.
3. Read selected news that may contain other meanings.
4. Collect data by copying and pasting the selected news link into the data document.

1.5.4 Data Analysis Methods

After collecting data at The Jakarta Post, the data are then analyzed using Fairclough's theory (1995) to classify it into a critical discourse analysis of the Text dimension (Representation, Relation, and Identity). Using a descriptive qualitative approach, this analysis focuses on the intent of the writing on the news. The data are analyzed by explaining the context of the event. Then, the data are described into the categories of representation (representation in clauses, the combination of clauses, and intersentence series), relation, and identity.

1.6 Organization of Writing

This research consists of four chapters. The first chapter consists of research background, statement of problems, research objectives, scope and limitation, and research methodology. The second chapter contains theories that will be applied as a guide in the research as well as to support the research. The third chapter is the data analyzed using Fairclough's theory. And the fourth chapter is the last chapter, which is the conclusion of the research.