

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Mass media is the means to transmit a communicator's message to a large audience (Mardikantoro and Hariyani 2015). Mass media is dominated by news, which means information of recent issue or events which attracts the interest of large group, or effects the lives of the large group (Danuta 2002). One of the mass media news forms that is very common until now is newspaper.

Newspaper is the printed form of mass media that is published for its readers which contain information, comments, and analysis, advertisement, and entertainment (Reah 2002). This means that mass media such as newspapers play an important roles in human's life, since people's opinion can also be influenced by news like newspapers (Guyot 2009).

Following the development of the era, most of newspapers have two forms, online newspapers and printed newspapers. In Indonesia, online newspapers are more popular than the printed one. Nearly 19 million Indonesians aged 14+ accessed news or newspaper websites in an average four weeks according to the latest Morgan (2019)'s research. This research shows that Indonesia people started to consume more online newspaper than the printed version, this fact following the growth of internet that is getting easier and more effective in Indonesia. One of the most popular English-based newspaper in Indonesia is *The Jakarta Post*. This newspaper is regarded as the largest English

language newspaper in Indonesia which is non-English speaking country (The Jakarta Post 2017) which as has two version the printed and online one. Based on analysis and research by Kustin Ayuwuragil D., it is a full-english daily newspaper based in Jakarta and one of the most remarkable newspapers in Indonesia (The Jakarta Post profil perusahaan 2014), especially as full-english newspaper and has both printed and online forms, targetted readers on international readers or foreigners, Indonesian educated readers, and middle-class Indonesian readers (Bayuni 2013). Also, had received a lot of awards as the most popular and credible full-English newspaper in Indonesia both internationally or locally. Since 2019 until this year 2020, The Jakarta Post had received award Indonesia Print Media Awards (IPMA) from the Union of Print Media Companies (SPS) in a National Press Day two times as the winner. The Jakarta Post is chosen because its credibility in producing news and its career that has been approved by receiving many awards. This newspaper gave a lot of recent updates about Indonesian news. One of the recent issues which updated in *The Jakarta Post* is about HIV/AIDS children in Indonesia.

The phenomenon in Indonesia that still becomes a big social issue in Indonesia is the stigma and discrimination received by minorities such as HIV/AIDS positives. Referring to data taken in 2016, Indonesia had 48,000 new HIV infections and 38,000 AIDS-related deaths, in addition to an estimated 660,000 people living with HIV, this number makes Indonesia the worst infected nation in the Asia Pacific, even in the world according to UNAIDS data. The number of infected by HIV/AIDS makes people anxious and does a lot of

preventions. However, most of people also isolate themselves from people with HIV/AIDS positive because of lack of knowledge about what HIV/AIDS is and how can it be transmitted.

Most people in Indonesia think that HIV/AIDS positives are considered as people who need to be isolated. Based on the Basic Health Research (2018), 65.2 percent of people in Indonesia do not have a good understanding of HIV/AIDS and caused public fear, stigma, and discrimination because of the lack of understanding and knowledge about HIV/AIDS. Most people did not understand that HIV/AIDS can be prevented and managed so that people living with HIV/AIDS can live as healthily as normal people. Media also plays an important role in shaping the public's opinion about this issue.

Journal of Social Science and Medicine (2009) stated that in Indonesia people commonly consider patients with HIV/AIDS as negative. They are stigmatized as the immoral humans who got HIV/AIDS as a result of their own doings that can not be accepted by the public and deserve to get punishments. HIV/AIDS patients can be considered as one of the minorities in Indonesia. Gerson (2012) stated that minorities usually receive stereotyped reporting. It has been a common knowledge that the target victims of inequality of power in news media are minorities. As a minority group, news about HIV/AIDS infected people especially children presented by media is really important because media plays an important role in transmitting ideology to a large audience. Media coverage about HIV/AIDS children influenced the public's opinion, knowledge, and behavioral response toward disease (Brodie et al. 2004; KFF 2011; Shilts 1987). Media can

involve in taking part ensuring more appropriate responses to HIV/AIDS children by representing it in a proper way.

Media coverage about HIV/AIDS children issue might contains a persuasive strategy that is used to create interesting articles and writings to attract many readers. Strategies that often used are the rhetorical tropes and structure of rhetoric. Rhetorical trope is a strategy that is applied to persuade others into the same idea or point of view since all journalists usually unable to present reports that are entirely objective and true. It can also be said as a way of describing things that influence how it presents in our mind (Thomson 1996). The use of rhetorical tropes can make argumentation more successful for journalism (Richardson 2007). According to van Dijk (1991), tropes are strategically used to draw attention and it may emphasize specific meanings. Richardson (2007) categorized six tropes which are hyperbole, metonym, metaphor, puns, neologism, and narrative. Also, the strategy of persuasion which are constructed by van Dijk (1991) by emphasizing the factual nature of events, building strong relational structure for facts, and providing information that also has an attitudinal and emotional dimension.

HIV/AIDS children and youngsters who are mostly born with this condition are considered as victims because they do not want nor choose to be in the condition. Referring to the research by Hellen Meintjes and Rachel Bray (2005) with the title *'But where are our moral heroes?' An analysis of South African press reporting on children affected by HIV/AIDS*, a joint working paper by Children's Institute and the Centre for Social Science Research, University of

Cape Town reporting on children affected by HIV/AIDS in South Africa. The study resulted that HIV/AIDS children are always portrayed as victims and suffering as a result of AIDS epidemic. News media in reporting news about children must maintain the high standards of ethical, excellence, and sensitivity. Children's privacy and dignity should be achieved for greater protection (International Federation of Journalists' Guidelines 1998).

Based on the research conducted by National Institute of Health Research and Development Indonesia at 10 cities in Indonesia in 2015, 41.8% of children HIV/AIDS were aged 4-9 years; 58.9% are still school students which 91.5% of sources were from the transmission of their biological mothers which most of them were orphans since both of their parents died of HIV/AIDS. The study found that these children received stigma and discrimination from families, the environment, schools, and health services. This is resulted in the escalation of poverty, the decline of the dignity of the patients, and difficulty in receiving education or health services (Sugiharti, et al. 2019).

Stigma and discrimination are still normally received by HIV/AIDS children in Indonesia, lack of knowledge about this disease is one of the reasons it happened. In this paper, the researcher would like to conduct a study observing how a media producing news about children infected with HIV/AIDS. In order to apprehend the previous studies about Rhetorical tropes and structure of rhetoric, This study used qualitative study by applying rhetorical tropes theory by Richardson (2007) and using van Dijk (1988) in analyzing the structure of rhetoric. This study analyzed the rhetorical tropes in the seven news articles in

The Jakarta Post about HIV/AIDS children in Indonesia by using Richardson's (2007) theory which consists of six tropes such as hyperbole, metaphor, metonymy, neologism, puns, and narrative. Also, in order to get deeper analysis, supported by the theory of discourse structure by van Dijk (1988) in analyzing the structure of rhetoric since rhetorical is part of the microstructure analysis. Th

e structure of rhetoric that is analyzed consists of three rhetoric strategies which are: build the strong relational structure of facts, providing information that has emotional dimation, and highlighting factual nature of events. This study aimed to discover how news articles in Indonesia especially *The Jakarta Post* produced news about children with HIV/AIDS focusing on the rhetorical aspects since rhetorical used to persuade readers. The data was obtained from *The Jakarta Post* website by selecting 7 articles using purposive sampling.

1.2 Statement of the Problems

According to the background of the study, this paper aims to analyze the news article written by Indonesia newspaper *The Jakarta Post* online about Indonesian Children with HIV/AIDS. This study attempts to address the following question:

1. What are the types of rhetorical tropes that can be found in *The Jakarta Post's* 7 news articles?
2. What are the types of structure of rhetoric that can be found in *The Jakarta Post's* 7 news articles?
3. What is the most dominant rhetorical trope found in the 7 news articles about HIV/AIDS children in *The Jakarta Post* ?

4. What is the most dominant structure of rhetoric that can be found in *The Jakarta Post* 7 news articles about HIV/AIDS children?

1.3 Objectives of the Study

Based on the previous research questions, the objectives of the study are expected to answer the statement of the problems as mentioned to be the main focus of the analysis. The aims of this study are trying to find what is the most dominant rhetorical trope that can be found in the 7 news articles about HIV/AIDS Children in the *The Jakarta Post* online newspaper using Richardson (2007) rhetorical tropes and to find out the most dominant structure of rhetoric using the theory of van Dijk (1988) '*News structure*'.

1.4 Significances of the Study

The study aimed to identify the rhetorical tropes and structure of rhetoric in the news articles about HIV/AIDS Children in Indonesia in *The Jakarta Post* according to Rhetorical Tropes by Richardson (2007) and van Dijk (1988) Discourse Structure theory. This study is also aimed to provide an insight into how news reports encapsulate certain ideology to a specific issue. In this case, by finding out the rhetorical tropes and rhetoric structure used in the news article about HIV/AIDS Children in Indonesia by *The Jakarta Post*. The theoretical significance of this research, the researcher presumes that this study might be necessary to elaborate theory about Rhetorical Tropes by Richardson (2007) and Structure of Rhetoric by van Dijk (1998) in news articles.

The practical significance of the study is to provide knowledge to the newspaper readers to be keener when reading news articles or newspapers because the usage of language items used in the text might be influenced by the writers of the news. Also, this study expected to be a reference to other studies in English Department Universitas Airlangga for those who are also interested in conducting studies about Rhetorical Tropes and Structure of Rhetoric of newspaper.

1.5 Definition of Key Terms

1. Children : The term child might be used differently depends on the area or country. In Indonesia, according to the legal law of marriage, the minimum age for marriage is 19 years old. However if refers to The United Nations Convention on the Rights of the Child defines child as "a human being below the age of 18 years unless under the law applicable to the child, majority is attained earlier". The term child refers to anyone below the age of the majority or some other age limit. (Undang Undang Republik Indonesia 2014)

2. HIV/AIDS : Acquired immunodeficiency syndrome (AIDS) is a disease caused by a virus called HIV. If someone is infected, the immune system will interfere with the body's ability in fighting with infections or organisms that cause disease. The virus can be transmitted through blood contact with the infected blood, semen, or

- vaginal fluids. (U.S Department of Health and Human 2011)
3. Online newspapers : An electronic form of newspaper, that is available on the internet, supported by navigation, advertisements, and style of presenting the news (Panda dan Swain 2011).
4. Rhetorical Tropes : A deviation from the ordinary and principal signification or a word. A trope used to denote and connote something apart the original meanings. (Corbett 1990)
5. Structure of rhetoric : Rhetorical structures accompanying assertive speech acts shown in the news, so that it will be able to strengthen the beliefs of the readers. Structure of rhetoric is strategic devices that enhance truthfulness, plausibility, correctness, precision, and credibility are used in news report based on the News Discourse by (T. A. Dijk 1988)
6. Trope : A word or expression used in a figurative sense (The Merriam Webster Dictionary 1990)