

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The media is often stereotypically biased, in which this bias can influence the reality's social construction, behavior and cognitive activity, and style, this means that media plays an important key which able to affects individuals and society (McGuire 1986). As a part of the media, news media plays an important key in society. According to Van Dijk (1988), news media is an important medium to distribute social representation which involves particular prejudices and ideologies. Moreover, the stereotype that often takes place in news media is aimed at minorities (Garret and Bell 1998). There are many forms of news media, such as radio, television, and newspaper. While being part of news media, newspaper is acknowledged as one of the most popular, highly standardized, and the oldest information sources (Boczkowaki 2002).

Newspaper is renowned as one of the remarkable elements in modern society as it has a practical role in national development (Khalid and Ahmed 2014). Nowadays newspaper has two platforms that can be accessed, that are printed newspaper and online newspaper. An online newspaper is believed to be easier to get to since online newspapers are mostly free of charge, they regularly update the news, and they easily available for everyone with an Internet connection (Schoenbach, Waal and Lauf 2005). According to the Reuters Institute

Digital News Report 2017, more than 80% of the population in Hong Kong use online sources for news. In Hong Kong, online news source is popular because it has more opinionated news coverage (Chan, Chen and Lee 2017). Among the various newspapers in Hong Kong, the *SCMP* has received the highest credit rating, which is 6.54.

The *South China Morning Post* (also known as *SCMP* or *The Post*) is a Hong Kong-English language newspaper published by SCMP Group. Since 15 April 2016 *SCMP* is owned by Alibaba Group, a technology and giant retail company based in China. *SCMP* founded by Tse Tsan-tai and Alfred in 1903 with their first edition of the paper published on 6 December. Since then, 115 years later, in 2018 the number of issues has reached 42310 issues. Under the new ownership, which is to Alibaba Group, *SCMP* is promising to show another perspective of China. Executive vice-chairman of Alibaba Group stated that China often covered as a communist state by western news organizations and many people may not have the same opinion with the governance system in China. Tsai also thinks that the global world needs to view China from many perspectives. Therefore, *SCMP*'s new objectives are to improve China's image overseas and combating Chinese bias in foreign media by telling a positive story of China. Since *SCMP* publication works worldwide, *SCMP* has published many news that covers numerous worldwide issues, including issues that relate with Chinese-Indonesians.

According to Article 2 of Law Number 12 the Year 2006 concerning Citizenship of the Republic of Indonesia, Chinese people who were granted

citizenship in Indonesia were classified as one of the ethnic groups in Indonesia (Trisnanto 2007). The name “Chinese Indonesians” is used to identify their Indonesian citizenship status, also to make clear their Chinese ethnicity. This means that even though their ethnicity is Chinese, they are not separated from Indonesia as a nation. This is also a way for them to state that they grow up, live, work, and die in Indonesia as Indonesians (Hoon 2008). Although Chinese-Indonesians have become a part of Indonesia, history records stated that Chinese Indonesians still have to deal with some discrimination (Effendi and Psasetyoadji 2008).

According to Kurniawan, Chinese-Indonesians still often have to face issues like stereotyping, and labeling (Kurniawan 2015). Many Chinese Indonesians are still treated unfairly due to the fact many of natives Indonesians believe that Chinese Indonesians are loyal communists (Hoon 2008). As for the example, on the well-known May 1998 Riots incident many Chinese Indonesians became victims. Many of them were killed, injured, and raped (Purdey 2006, Siegel 1986). This event also caused hundreds of Chinese Indonesians to leave Indonesia (Suryadinata 2002). Similarly, another riot has occurred in Jakarta on post-presidential election 22 May 2019. During the riots, many Chinese Indonesians were also harassed and defamed. The issue of discriminations against Chinese-Indonesians intrigued many media to cover this issue, including newspaper media. With the increasing number of this issue, the writer is interested to conduct a study to uncover the perspective within the article from the *SCMP* that find out through discourse analysis. Concerning to this idea, Renkema (2004)

has proposed perspectivization framework that used as an analytical framework for this study.

Perspectivization is the term that used to describe the point of view, in which the point of view consists of vision (concerns with the ideological perspective), focalization (concerns with the narrator's perspective), and empathy (concerns with the speaker's attitude) (Renkema 2004). For this study, theories of vision by Renkema (2004), focalization by Genette (1988), and empathy by Kuno (1987) are used to analyze the article. Therefore through this approach, the writer intends to discover the perspective inside the article from the South China Morning Post through uncovering the vision, focalization, and empathy within the article.

There are previous studies that similar to the present study have been conducted. Regarding Chinese Indonesians discourses and the relation with the media, Fitri (2013) conducted a study entitled "Discourse of Chinese Indonesian in Ernest Perkasa's Stand Up Comedy". Like this present study, she also conducted a study of related Chinese Indonesians issues. However, her study was conducted on broadcast media and she also used a different theory, which is Wodak's CDA-historical approach. Using the same approach, a similar study about Chinese Indonesians on broadcast media also conducted by Lauren (2015) entitled "Discourse of Chinese-Indonesian in Kick Andy's *Mr. Governor* and *Kontroversi Ahok*". There is also a similar study that uses the same Renkema's perspectivization framework as the present study. Asri (2015) conducted a study entitled *Perspectivization in ABC Australia and The Jakarta Globe's articles on*

The Death Penalty For Australian Duo Bali Nine Ringleaders in 2015. The difference between this present study and Asri's study is on the issue, Asri conducted a study about the media's perspective of Bali Nine ringleaders execution on a newspaper articles from *ABC Australia* and *The Jakarta Globe*, meanwhile this study aimed at uncovering the perspectivization within *SCMP* newspaper article toward Chinese Indonesian.

While the previous studies are focused on analyzing the discourse of Chinese Indonesians from Indonesian media, this current study is trying to analyze the discourse of Chinese Indonesians from Chinese media. Regardless of the same issue with the previous studies, this study is conducted using the perspectivization framework by Renkema (2004) along with the purpose to find out the perspectivization within the online newspaper article of South China Morning Post. The article for this study was published in 22 May 2019 entitled "*Chinese Indonesians in Jakarta Fear Attacks on the Community, as Anti-China Hoaxes Spread on Social Media*".

1.2 Statement of the Problem

Based on the background of the study above, the statement of the problems is:

1. How is the perspectivization of *SCMP* online newspaper article "Chinese Indonesians in Jakarta Fear Attacks on the Community, as Anti-China Hoaxes Spread on Social Media" toward Chinese Indonesians?

1.3 Objective of the Study

Based on the statement of the problem above, the objective of this research is:

1. To reveal the perspectivization of *SCMP* online newspaper article “Chinese Indonesians in Jakarta Fear Attacks on the Community, as Anti-China Hoaxes Spread on Social Media” toward Chinese Indonesians

1.4 Significance of the Study

There are two significances of this study, which are theoretical and practical. Theoretically, this study is expected to provide some insight into discourse analysis in the news media and how Renkema’s concept of perspectivization can be applied to a discourse study. This study is expected to contribute to discourse studies especially to the theoretical development of Renkema’s perspectivization concept.

Practically, the result of this study is expected to contribute new insight into the discourse of Chinese Indonesians, especially in the newspaper. Furthermore, this study would be beneficial for future researchers, and it is also expected to become a reference for other related studies conducted in the future.

1.5 Definition of Key Terms

Perspectivization : The term that used to describe the point of view, in which the point of view consists of vision (concerns with the ideological perspective), focalization

(concerns with the narrator's perspective), and empathy (concerns with the speaker's attitude) (Renkema 2004).

Chinese Indonesians : According to Article 2 of Law Number 12 the Year 2006 concerning Citizenship of the Republic of Indonesia, it is stated that Chinese Indonesians are people who were granted citizenship in Indonesia and were classified as one of the ethnic groups in Indonesia (Trisnanto 2007).

SCMP : *The South China Morning Post* (also known as *SCMP* or *The Post*) is a Hong Kong-English language newspaper published by SCMP Group.