CHAPTER 2

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Identity construction in cyber media

Oxford online dictionary defines an identity as the fact of being who or what a person or thing is. Identity can be the individual characteristics by which a person or a thing is recognized. Cambridge dictionary defined an identity as focus on a person or the qualities of a person or group which make them different from others. Identity according to Fearon (1999, p.2) is a 'social category'. It refers to a label which marked a set of persons and distinguished by rules deciding membership and (alleged) characteristic features. Enterprise (2010, p.1) thought that an identity is either personal or incorporation which doesn't have a brand, it will not exist in society. In the case of Angelina Sondakh, she is basically an artist and former Putri Indonesia 2011. It showed that she has already well-known for her physical beauty and her artistic talent in society. Brand used to connect with a human's personal identity. This, people unnecessary built again a new identity unless there is a certain importance in it. What people know about Angelina Sondakh as a politician who involved in corruption case, constructs her image in society. In order to erade the issue of her defamation, she built a different identity in social media.

Identity is negotiable and there is a possibility to people having more than one identity. Hamley thought that construct an identity in media is a job which hard to get (2001, pp.1-6). Society acceptance takes a huge role to influence the process of people construct an identity since people has an expectation on what identity they want to construct. Therefore, there is such an identity negotiation while a person negotiates with society regarding to the meaning of their identity. Angelina Sondakh, a public figure who is considered close to media prefers to talk about her feeling in Twitter than to television or another media. It indicates an identity negotiation was done by Angelina Sondakh. She did not see it sufficient to clarify or give a statement on television; rather, she produced a new meaning or certain meaning through the gossips.

Angelina Sondakh's effort to create an interaction with people in cyberspace indicated a way of making an identity construction. Castells (2010, p.54) commented that identity construction will completely built when people succeed to influence and arrange a relationship with a set of people. He explained that "identities are sources of meaning for the actors themselves, and by themselves, constructed through a process of individuation". Here, he defined meaning as the person purpose while doing an action. Furthermore, some relevant factors support the identities construction like Castells's statement;

> The construction of identities uses building materials from history, from geography, from biology, from productive and reproductive institutions, from collective memory

and from personal fantasies, from power apparatuses and religious revelations. (Castells, 2010, p.54)

Those materials actually are social factors which help an identity constructed. Since personal characters existed among a society, therefore it will be easy for people to make an identity construction (Fearon, 1999, p.4). Identity is designated in two classifications that are 'social' or individual. Yet, this analysis focused on 'individual identity' which refers to Angelina Sondakh.

Castells, in *The Power of Identity*, divided a building of identity into 3 (three) forms that are establish power relationship; legitimizing identity, resistance identity and project identity. *Legitimizing identity* is used to show a domination created by some people, society or organization. The identity showed the dominancy of certain side. *Resistance identity* is produced by actors who are in positions or conditions of being excluded by the logic of domination. The resistance of an identity leads to the conformation whether only one community or several communities as a way of stand up for oneself by an oppression. The last is *project identity* which involves social actors who is redefining their position in society. This identity is a movement project to survive in opposition to the dominant actors. Feminism, patriarchalism and environmentalism are taking a role in the construction. Angelina Sondakh with all the politic corruption news presents her survival as a woman to refuse the rumors. She constructed a certain identity to redefine her image in public and intended to show that she is maligned. Here, she can be categorized as a person who makes a project identity.

Many of ways can be used to construct an identity and Angelina Sondakh decided to take on approach with public utilizing Twitter as a cyber media. Cyber media created among us as a tool to share ideas that it is relative inexpensive and accessible to enable anyone (even private individuals) to publish or access information (Johansson, 2009, p.6). Cyber media which provides column for readers to give a comment to share their ideas psychologically gives the readers an opportunity to unburden their ideas without any processes compared to a printed-media such as newspaper, tabloid or magazine which are through some processes.

Boyd & Ellison (2007) states that a sites like Facebook as the example of cyber media is used to "maintain existing offline relationships or solidify offline connections". Therefore, the online identity is constructed by its users. Because it is more likely the user will know people in their friend network offline, they tend to become more honest in the way they construct their site profile or even has a chance to rebuild other identity. Users must be actively involved in online social networking in order to control and maintain their desired online identity. Moreover, the users are now focused on extending existing offline identities into the online world, rather than construction of a new online identity that is not similar or the same to the user's offline identity. Turkle, in *Life on the Screen: Identity in the Age of the Internet* (1995) stated that computer support people to create "simulation culture" of making multi-identity. In other words, online identity could be constructed and reconstructed in cyberspace. Since cyberspace utilizes props, cues and scripts to enact a virtual identity, cyberspace is seen as a performance space then. Hall (2003, p.392) thought

that "identity as a production which is never complete, always in process and always constituted within, not outside, representation". Here, in cyberspace the writer can conclude that one identity could have another hidden identity. The identity maker should rethink about the purpose of its identity, to choose personal positioned by identity or the opposite.

Hall actually defined an identity as a discontinuous identification, "we cannot speak for very long, with any exactness, about one experience, one identity, without acknowledging its other side-the ruptures and discontinuities which constitute, precisely, the Caribbean's uniqueness". Experience gives a chance to the identity to change. Erikson (1968) stated that the real factor which influences its identity might from the social situations. Situations are here headed for providing meaning to the acts which are the tangible stimuli and constituted by acts. Situations have some structures that divided into some categories. Van dijk (2009, p.35) give an example from the Pervin's summarizes which is thought that situations are refers to; place, time, people and activities.

Besides looking at Erikson perspective, identity confidence based on Waterman argument is the individual importance and interest to comply their purpose (1984). In order to construct their identity, Marcia believed that people could improve their commitment and explore the description of its identity.

2.1.2 Twitter

Twitter, a micro blogging, was created in March 2006 and rapidly gained worldwide popularity. In Twitter people will find and interact with "the author's subscribers who are known as follower" (Johansson, 2009, pp. 6-7). The language used on twitter is different from the language used in daily conversation and it has its own linguistic features. Bellmore & Collot (1996) said that Twitter is in fact closer to traditional written language than it is to spoken language when some commentators have suggested that computer and technology mediated communication generally sit more in the direction of speech (cited in Denby, p.33). Denby in his study, the linguistic innovation and character limitation in short messaging, which focused on Twitter and text messaging format identified a number of linguistic features and explained that traditional written language is markedly tended to use a standard language.

In order to being recognizable in Twitter, Twitter users should understand some features below which helps them to know who the proprietor account is (www.Twitter.com, 17 November 2012).

a) Username   : Username helps follower or follower aspirant to identify the twitter profile whether it is use a real name or haphazard name. Username plays a big role in building online social status. In online world, it would be better if user has a short name. One of the advantages is connecting to the technical standpoint. People will be easier to Retweet (RT) for instance since the name takes up few characters. Real name also make people easier to locate

them in 'find people' search tool on Twitter homepages like Angelina Sondakh's username @Sondakhangelina.

b) Avatar : Besides username, avatar is another important thing to be set up in Twitter profile account. Krol (2011) explained that a proper and attractive twitter avatar can give the users benefits such as helps people define their identity around the internet in order to being recognizable. Even she explained that people can identify the twitter user just by looking at the avatar. If people can designed their avatar become well executed, it will bring people to think that the user is professional in its creation. Behind the avatar, people also can convey a short message. In order to make people visible and recognizable in cybermedia, at least people can use a clear face photo. Yet, people are not required to put the whole face visible, it depends on which identity to be revealed. Sams (2010) seems in the same idea with Krol, he explained that avatar will attract follower and effectively begin building the user network around the internet. People will be interested in the user whose Twitter page is interesting. If people set the default twitter avatar 'egg' (the original avatar of Twitter), the user will work harder to develop the relationships.

c) Bio : Twitter provides 160-characters to account user explained their bio. People actually desired to know a few about people that they are going to follow. If people want to "maximize the power of Twitter, don't leave the bio blank" (Sarah, 2012). In bio column, people can describe

everything such as a bit about personality. Bio is not a CV or even a resume. It would be a wise decision to summarize bio about professional philosophy, interest, and other personality bio. The goal of writing is similar to avatar actually, to give a sense to the followers.

d) Tweet : Status update around 140-character.

e) Retweet : "Retweeting is an action you wish your readers to take, and, like any other action, the best way to persuade people to do it is to ask them to" (Zarrela, 2009).

In the first step of doing an analysis, the writer analyzed the first three elements of Angelina Sondakh Twitter's profile to determine and get the definite sample. Angelina Sondakh has many twitters account; @Angelinasondakh, @SondakhAngelina and @angelinasondak1, so the writer analyzed the username at the first. Furthermore, the writer analyzed the avatar set by Angelina Sondakh and the bio as the following elements to be analyzed.

The next step to find the way Angelina Sondakh constructed her identity in Twitter, the writer analyzed her tweets and activities (Retweet, Reply) among Twitter users and her followers. Assumed that the message on the tweet is actually powerful to get social proof even less the user's tweet have a power to elicit a retweeting action of followers or other users.

2.1.3 Critical discourse analysis by Van dijk theory

Language in discourse is obviously beyond the language in use. It usage involves to social, political and cultural formations (Jaworski & Coupland, cited in Lomax, p.1). Communication using and exchanging a language will reflect the social relation. People with different background will arrange their own language to compose a concept and idea which is called, a discourse. In linguistic, discourse discusses any references of language beyond the sentence both the use in interaction and in cultural context. Discourse analysis closely related with the message behind a communication since the presentation in the midst of people is an indirect way to deliver a message. In a discourse, people will find a various language functions (pragmatics), hence discourse analysis is suppose to see the context to analyze the discourse. Littlejohn points out, a discourse analysis comes from the consciousness of communication that is not limited in a sentence or utterances function but also comprised a complex and inherent message structures that is a discourse (cited in Sobur, 1996, p.84). He added that "discourse analysis doesn't treat organization as an end in itself, but aims to uncover its functions". While people are aimed to elaborate and investigate a discourse, they could not only see the surface of the arrangement of the text but also necessary to the purpose behind the text.
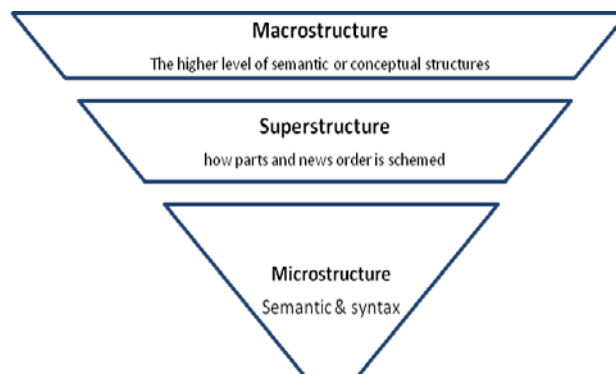
This study elaborate the Angelina sondakh tweets applied a theory of critical discourse analysis. 'Critical' in discourse analysis take emphasize on the analysis that argues against a realist, neutral and rationalist point of view. A word "Critical" means "not taking things for granted, opening up complexity" and refers to skeptical

(Reisigl & Wodak, in Wodak & Kendall, 2007, pp.1-7). Basically, critical discourse analysis believes that the text is not autonomous since the maker has a certain purpose and intention. Even Jorgesen & Phillips (2007) thought that discourse analysis could be applied to analysis an identity. In other words, the self-interest existence influences the context of the ideas (2007, pp.1-114). There is a connection between the author and the product. The clarity of the discourse definition then could develop and unpredictable. So far, the discourse understanding is depends on who the analyst is. Which theory that the analyst believes and how the analyst explained it base on her perspective. In the case of Angelina Sondakh, the writer as the analyst analyzed the text based on her perspective. McKee (2003, p.1) explained that textual analysis is:

> a way for researchers to gather information about how other human beings make sense of the world. It is a methodology—a data-gathering process—for those researchers who want to understand the ways in which members of various cultures and subcultures make sense of who they are, and of how they fit into the world in which they live.

The text was the Angelina Sondakh's tweets and the relation to the way she constructed an identity in cyberspace. In order to elaborate it, a critical discourse analysis was applied. Van dijk (1985, p.4) defined critical discourse analysis as a "structural descriptions characterize discourse at several levels or dimensions of analysis and in terms of many different units, categories, schematic patterns, or relations". The writer realized that there is a relation between Angelina Sondakh words use in tweets with all her individual life reports in all sorts of media.

Van dijk believes that a text consist of several structures which unified and interconnected. Its structures consist of three elements; macrostructure, superstructure and microstructure which explains different elements of analysis and also supports each others. Van dijk teory about discourse analysis is used to known as social cognition. He analyzes text by elaborating its structure/level that supporting each other. Van dijk (2004) explained that the global text meaning is supported by words, sentences and the propositions. Even a proposition has a meaning. Van dijk framing theory is formed as a pyramid. In order to understand a text, elaborate the general topic then going to the detail text by divided it into three structure; macrostructure, superstructure and microstructure. Little John afterwards supported its statement by saying that each of text which is officially printed has a correlation one another (cited in Eriyanto, 2001, p. 226). Eriyanto also explained while people such as journalist in media scope reported news, he directly involved in the persuasion process to extend the message to the public. The writer then conclude that people could find a considerable and wide meaning in every single word in text even less in media news. Below is the three elements of Van dijk discourse analysis theory:

Macrostructure
The higher level of semantic or conceptual structures

Superstructure
how parts and news order is schemed

Microstructure
Semantic & syntax

2.1.3.1 Macrostructure

Macrostructure is the first element that should be viewed while observing a discourse. In macrostructure element, Van Dijk introduces it as a thematic stage. According to Longman, a dictionary of contemporary English, thematic is "relating to a particular theme, or organized according to a theme". Macrostructure basically focused on the global meaning of the text to find out the topic and the themes of the text which may not be directly visible or expressed in the discourse itself. According to Van dijk (2000), macrostructure is the higher level of semantic or conceptual structures. Structural elements such as title can also helps to get the global meaning in this structure level.

Van dijk (2000) also introduces another term in macrostructure that is global coherence, It is a texts consolidation that the meaning are successfully be delved which deliver people to find the principal topic of the text. The important information from the deliverer might be exposed from the topic by disclosed the problems and so the solution (Jorgensen & Phillips, 2007, p.75). In social groups for instance; power, dominance, and inequality are the macro level of critical discourse analysis. These, will guide the writer to comprehend the Van dijk social cognition theory. The text writer cognition has a great chance to influence the text meaning, whether the macrostructure or the microstructure.

Cognition according to McMillan is "something about human thought and the mental processes that underlie behavior" (2006, p.8). It can be concluded that

experience and knowledge which is a part of human thought can influence people to construe and respond something happened in this world. Further, there is a statement from Mischel & shoda, 1995, Sedides & Skowronski, 1990 argued that "From the social-cognitive perspective, personality is the sum of a person's knowledge structures".

2.1.3.2 Superstructure

In order to define a text, Van dijk on the first stage elaborate it from the highest structure that is macrostructure then to the next structure, superstructure. Superstructure is different from macrostructure in terms that it analyzes the conventional schemata included introduction, discussion until the conclusions of the text. It emphasizes on how parts and news order is schemed in the text. Van dijk introduced superstructure as an observation through the plot or pattern of the text or on the schematic. Scheme according to Kamus Besar Bahasa Indonesia (KBBI) is a 'draft', 'framework', 'structure'. It is also a structure and general distribution like in the sentence. The people scheme reading processes are never be the same. Every text provides words, phrase and various sentences with different delimitation and the schematic arrangement will guide reader to comprehend the text. Sulistyaningsih concluded that people's experience indirectly influence the orderliness of the text arrangement. People who have excessive experiences will have a perfect scheme arrangement (2010, p.3).

In writing an argumentative article for instance, a writer should arrange the introduction, discussion and conclusion. Introduction explains the introductory topic or paragraph about the basic topic discussion and the argumentative statement from the writer whether he agreed or disagreed. The following paragraphs are the supporting ideas about the writer's statement. At the end paragraphs, the writer makes a conclusion through the writing. Then, a reader could understand the article by keep up the plot of the ideas. These, an appreciate the fact from Eriyanto which said that what people wrote was to support the first superstructure when they organize it to be a coherence unity and revealed the meaning. What the important thing in schematic is on the arrangement strategy. The plot and the text arrangement placement will explain the writer's intention to emphasizing a certain topic. The Punch line existence in a media for instance is placed in the final part of the report, shows to the reader about indigenous opinion and idea from the report maker. "Schematic gives an emphasizing on which part is more prominent and a part to hide the important information" (Eriyanto, 2001, p.234).

2.1.3.3 Microstructure

The third structure is microstructure which indicates the local meaning of the text. People interpret the text by operated at several text levels such as phonology, syntax, semantics and pragmatics. Van dijk elaborated microstructure onto three elements, there are; semantic, syntactic, and stylistic. Van dijk (1980) indicates that

microstructure is manifested through series of sentences (words and phrases) containing the expressed opinions or utterances. The connections between utterances are both syntactic and semantic-pragmatic in nature. People do not know what is covered by the media and how they deliver a message to society included the reason of specific choice of language. Semantic structures defining texts, action, and cognition, both macro and micro level, are given in terms of propositions. Van dijk believed that a proposition represents a certain aspect of something true or false in a certain situation. Microstructures are actually an 'expressed' structure, a practical collective term. This level is the structure of discourse to analyze words, phrases, clauses, sentences and connection between sentences. Yet, Van dijk argued that as long as a text in a discourse is a theoretical notion and discourse is an observational notion, discourse is not always consist of a textual structures to be acceptable in society.

a)Semantic

Semantic is something related to meaning especially in language. It is "a component theory within a larger semiotic theory about meaningful, symbolic, behavior" (Van dijk, p.1). Rouhgly speaking, meanings according to Van dijk will appear in various degrees depend on the complexity of expressions which is corresponding. Related to the identity descriptions, Van dijk argued that while people having intention to describe themselves in a positive image or undergo a kindness so that people will use an explicit way which is straightaway, distinct to conceal their identity from the negatives (Jorgensen & Phillips, 2006, p.78). Van dijk divided

semantic into some parts that should be observed; background, detail, goal, presupposition, and nominalization.

a.1 *Background* : Background of the text will guide reader by giving a certain point of view. The writer intended to bring them from which any side. It could be positive or negative, a pro or contra. In other words, Angelina Sondakh's background will uncover her message behind her tweets.

a.2 *Detail* : The text detail connects to the writer deep comprehension through the text and their desire to show their opinion to the public about the discourse. If the writer exploits a word or information distinctively and continually, it might reveal their real opinion. Here, detail is focus on a few or a lot of information reported by the writer about the text.

a.3 *Goal* : Eriyanto (2003, p.240) concluded that Intention is similar to detail element. After the writer been formed and arranged the discourse detail, the final report is actually the target reader understanding. The readers were led in such a way to obscure words that do not comply with the writer intentions, presents vague words, euphemism and sophisticated. Hence, indirectly the reader point of view is limited.

a.4 Presupposition : Presupposition involves people cognition to act presupposing. It guides people to step forward to the following comprehension. According to Pott's analysis, expressive might be derived by a presupposition analysis that are;

a.4.1 Independence   :"Expressive content contributes a

dimension of meaning that is separate from the regular descriptive

content".

a.4.2 Nondiscplaceability   :"Expressive predicate something of the

utterance situation"

a.4.3 Perspective dependence : "Expressive content is evaluated from a

particular perspective. In general, the perspective is the speaker's, but

there can be deviation if conditions are right".

a.4.4. Descriptive ineffability : "Paraphrasing is a form of speaker

shows a half-satisfaction expressive"

a.4.5. Immediacy   :"Expressive achieves their intended act

simply by being uttered; they do not offer content much as inflict it".

a.4.6. Repeatability   : Repeatability strengthening the

emotive content.

a.5 Nominalization   : The noun form of verb which related to the text

focused on the objects or concepts. Example:

We walked for charity

The verb 'walked' has been nominalized to the noun 'walk and it makes the verb

becomes a concept rather than an action.

b.Syntax

Syntax in linguistic is the study of the rules of words which combine to form clauses, phrases and sentences (Grammar & composition). Syntactic structures are analyzed words and phrases which are combined to more complex structures such as Noun, noun phrases, etc. Van dijk (2008, p.31) explained that the interpretation rules must be such that: (1) the sentence meaning is a function of the meaning of its parts: and (2) the structure of the sentence meaning is a function of the syntactic structures. Syntactic structures then will explain an expression, a meaningful intention named intentional. It is intentional because lately the interpretation rules assigned an expression. There is also an 'extensional interpretation', a term for expressions with a certain meaning are related to certain aspects of reality. Later, both intentional and extensional interpretation is assigned to analyze the semantic structures.

Example:1. Ellen is tired. She walked as for as twenty kilometers.
2. Ellen felt tired because she walked as for as twenty kilometers.

There is a relation between two sentences above because the sentence expresses a sequence of proposition. Moreover, the fact relation may be expressed by a connective (e.g. because). In fact, this sentence is a cause and effect sentence. In case of Angelina Sondakh, she posted a tweet on February 3, 2012:

"*Kami dicoba (re: diberi cobaan) karena kami diminta untuk lebih dekat pada-NYA.*

Innalillahi"

She thought that she got all the trials from Allah SWT because Allah SWT who asked her to get closer and being more obedient to Allah SWT. It is also a cause and effect sentence since she used 'karena'('because') as a conjunction of two sentences.

Hence, by this theory, the writer would support the primary aim of this study which to analyze the conversation between Angelina Sondakh as an Indonesian actress and her followers or others Twitter users in relation to her identity construction. Further, the discourse discusses about the social problem between Angelina Sondakh and the society. The analysis focused on what is exactly revealed in each of her tweets and to expose the personal branding she built from it and the writer analyzes the tweets based on the critical discourses analysis theory by Van dijk.

c. Stylistic

Van dijk realized that there is no certain specification to observe a critical discourse analysis, it rather aims to define text reader perspective using some elements included stylistic. Hockett (in Hickey, 1993) analogized style in the way of speaking; two utterances in different style might have same information. Style differ the two utterances by the linguistic features especially the grammatical choice that known as lexicon(a list of word vocabularies in a particular language or subject). People have different lexicon to explain the same information because they have a different intention in doing express utterances. They will use an exact word as close as their intention to convey their idea.

d. Rhetoric

Rhetoric, *in Rhetorical theory,* is explained as "the art of discourse" that presents a human symbol use which the style might convey a certain message or idea. There are three elements in rhetoric theories included graphic, expression, and metaphor. Those three elements are direct the text reader with inherently persuasive.

2.2 Related studies

The related study was by Marwick & Boyd which focused on the celebrities practice in Twitter. They thought that Twitter helps to conceptualize celebrity as a practice. They observed the celebrities performing on Twitter and the result showed that Twitter disrupts the expectation of parasociality between the famous person and interactions. Moreover, "celebrity performance of access and affiliation conveys the inner working of unequal status, making power differentials clear" (Marwick & Boyd, 2001. pp.1-33).

Denby from Department of Linguistic and phonetic held a study about the language innovation used a linguistic approach. Denby in the observation compared the innovations within text messaging which on format provide 160-character to the lesser extent instant messaging, Twitter. Twitter provides only 140-characters and it made Denby curious to identify the linguistic features on its micro-blogging. Text messaging and Twitter messages do indeed share a number of similarities, including a high use of contracted forms. Features that have been observed in text messaging, such as logograms, pictograms, abbreviations and acronyms (Crystal, 2007 &

Katamba, 2005) were also identified within messages posted on Twitter. The study concluded that character limitation may indeed be influential in producing linguistic innovation in short messaging. The observation took a sample of 43 participants and was collected by self-collecting means. The participant invited to visit her personal website and they were invited to 'follow' the account twitter feed set up specifically for the purpose of the study. Then, Denby collected the data. Twitter's user base itself is likely to compose of those reasonably knowledgeable about technology, whereas text messaging is used by a far broader spread of people, of different backgrounds and interests.

The next related study was by Rahmani & Sahammar with a title "Personal branding: a case study on how individuals can develop themselves as their own personal brand" which focused on people brand in their identity. They (2010, p.46) indicated that "the social network and other people with whom somebody hang out with will help him/her to get their personal brand visible". The more people socialize, the more people will know them and talk about them. Rahmani & Sahammar concluded that the ability to talk will help people gain prestige to their personal brand because the ability point out that they are able to think for her own even can come up with their own ways, for example to deal with problem. Their study also indicates that the more relationships people engage in, the more reputation it will generate. Furthermore, they discover the fact that the strategy used when developing a personal brand can sometimes be described as unconscious steps taken for another purpose

then for developing a personal branding. Their study about brand an image on people helped the writer to discuss about identity construction.

Christianopoulus and Steve compared two leading English language newspapers in Hong Kong and Beijing respectively. They chose to make comparatives analysis of The South China Morning Post (SCMP) and The China Daily. Their analysis was focused on the case of happening event in China around the time especially a political crisis within the Tung administration. They found that both SCMP and The China daily presented and shared different ideas and language use. The analysis was developing understanding of the theories of Critical Discourse Analysis and Systematic Functional Linguistic. The results of the study showed that media is "a powerful player in the social constructions of reality which many people tend to take for granted and which also is widely accepted as objective in its presentations"(2004, p.74).

The difference of this study with the previous studies was placed on the theory and the case. This study applied a critical discourse analysis theory to analyze a text in social media. Further, the object of this study is a public figure who directly using Twitter as a mean to get communication with fans. Finally, the study showed the importance of Twitter for public figure as the new discourse (social media) in modern people. Moreover, this study gives contribution to the linguistic study since analyzed the texts elements in a discourse analysis.

CHAPTER 3

METHOD OF THE STUDY