CHAPTER I

INTRODUCTION

1.1 Background of the Study

In May 2010, a huge corruption case occurred in Indonesia. Since then, the case became booming topic. This case emerged to the public after M. Nazaruddin was caught red handed to give some money as bribe to some government officers, such as the Secretary of Ministry of Youth and Sports (*Sekretaris Kementarian Pemuda dan Olahraga*), Wafid Muharram. The case was also suspected of involving several government officers, especially from House of Representatives (*Dewan Perwakilan Rakyat / DPR*).

Muhammad Nazaruddin was the General Treasurer of the Democrat Party (*Partai Demokrat*) in Indonesia, he was also the member of the House of Representative (*Dewan Perwakilan Rakyat / DPR*) in Indonesia. He was suspected of receiving success fee Rp 25.000.000.000 (twenty five billion rupiah) from the project of establishment of '*wisma atlet*' of Sea Games XXVI in Jakabaring, Palembang, South Sumatra worth Rp Rp 191.000.000.000 (one hundred and ninety one billion rupiah) (Tempointeraktif.com, 12 Juni 2011). Since it involved the party of incumbent government, different media conveyed differently their news to public in order to construct public opinion depending on each of their particular favor. The

news varies depending on how the people whom it concern want to construct the reality.

News is not only a means of information, but also a means of communication. News has two notions: first conveying new information to people, which is the general notion of news and, second involving the media and mass communication (Dijk, 1988: 3). Since the notions of the news are conveying the information and communicating mass, the main point of news is constructing any realities which will be published. A study conducted by Hamad in 2004, stated that news is a product of language to construct the reality. In the process of constructing the reality, language is the main element to show the reality. For instance, Nazaruddin case was blown up in one year recently. One of the news was about the Nazaruddin went to the Singapore. Most of the media wrote the news was Nazaruddin escape to Singapore. It can make negative sense to the Nazaruddin. Nazaruddin was considered as the doer in the 'wisma atlet' case.

News is one of the media. Media, in this case, involved in the social construction of reality. The media is placed in the social reality which the importance, conflict and facts exist. Online media is chosen because in news web site, the news does not always follow writing conventions : sometimes it does not meet the rule 5W + 1H commonly used in journalism, it is also short, straight to the point, and easy to understand, while the news in printed newspaper is written based on 5W + 1H and longer than online news. Because of the limited space in the online media and online

media should has the same topic in the news with the printed version, so the news web site try to make concise sentences with the same idea with the printed version.

Moreover, in news web site there is comment space under the news and link of related articles, so the readers can leave their comments about the news after they read it or continue to the related articles, but in printed newspaper there is no space for readers' comment or link. If the readers want to give feedback, they need to send it to the editor, and if they want to read the related news, they can search another edition of the newspaper manually. From these basic differences, we know that online news site is more attractive for the reader than newspaper. The short news article in online site is one of the reason why people prefer to read online rather than print newspaper, because they can grab more news in a minute, while in newspaper, article used for headline is usually cut, and the rest is put in another page, so it takes times for reader to open the page. In short, the news in online media is more flexible to get.

Eriyanto (2001, pp. 5-6) stated that there are a lot of discourse analysis paradigms. The first comes from positivism-empiric which views language as a connector between humans and the world outside themselves. The core of this paradigm is separation between thought and reality. The second is constructivism. In this paradigm, language is not just viewed as the means for understanding objective reality only and be separated from subject. The subject has the central factor in a discourse and its social context. The last paradigm is critical view. Language in

critical view is understood as representation which has a role to form certain subject, certain themes, or strategies within it.

Therefore, discourse analysis is used for disclosing authority within language process: which boundaries appropriate to be a discourse, what perspective to apply, and what topic to be discussed. With this kind of view, discourses see the language is always involved in authority relationship, especially for forming subject, and any representation activity occurring in the society. The first two paradigms are Discourse Analysis and the last paradigm is Critical Discourse Analysis.

Critical Discourse Analysis (CDA) is a perspective on critical scholarship: a theory and a method of analyzing the way that individuals and institutions use language. A Critical discourse analyst focuses on social problems and especially the role of discourse in the production and reproduction of power abuse or domination (van Dijk, 2001, cited in Richardson, 2007:1). In Critical Discourse Analysis, discourse is not understood as study of language only. In this case, the language is not only related to the texts itself but also related to the contexts. The usage of language related to the contexts is producing and distributing certain ideology for certain practice and purpose. Since people acquire, express and reproduce their ideologies largely by text or talk, a discourse analytical study of ideology is the most relevant.

Ideologies consist of social representations that define the social identity of a group, that is, its shared beliefs about its fundamental conditions and ways of existence and reproduction. Different types of ideologies are defined by the kind of groups that 'have' an ideology, such as social movements, political parties,

professions, or churches and so on. According to van Dijk (2006) the sociocognitive foundation of social groups, ideologies are gradually acquired and (sometimes) changed through life or a life period, and hence need to be relatively stable. Many researchers have done similar studies on critical discourse analysis (p. 116).

Ideology is also central concept in critical discourse analysis. It is because any texts, conversation, or news is form of ideology practice and reflects the certain ideology. Ideology itself usually is produced by the dominant social groups or communities in purpose to reproduce and legitimate their domination. One of its main strategies is making awareness to the society that their domination is accepted taken for granted (Eriyanto, 2001, p. 13).

There have been a number of studies that investigate ideological construction in news article. The first is Vikhi (2010) studied about the construction pornography concept in news related to Bill against Pornography (RUU APP) in printed media, in this case Jawa Pos. This study used Critical Discourse Analysis proposed by Norman Fairclough in conducting the research and analyzing data. While, study conducted by Erdyana (2010) tried to figure out the construction of pornography concept of the same bill news in news articles of different newspaper, "Republika" in year of 2006. Meanwhile, according to Fasih (2011) ideology construction of news article in "Jawa Pos" and "Kompas" on Tsunami in Mentawai, West Sumatra is conducted based on Critical Discourse Analysis proposed by Teun van Dijk is about the natural disaster.

The basic theory of the three previous researches was ideological construction based on the critical discourse analysis theory. However, the previous researches used

printed media as their source of the research. Therefore, in this research the writer wants to find out the construction of ideology of news article of Nazaruddin case in Tempointeraktif.com, based on Critical Discourse Analysis.

Critical discourse analysis theory that is developed by Teun A. van Dijk is used in this study. The approach used is based on the fact coming from reality construction. The truth of reality is relative, based on certain contexts, as the media is as a message construction agent. Based on this theory, news is not a mirror and reflection from reality because news is formed or constructed upon reality. Besides, interdisciplinary study of news as discourse is also used in this study.

1.2 Statement of the Problems

The writer is working on this study in order to answer the following problems:

1. What ideology is constructed on news articles of Nazaruddin case in Tempointeraktif.com?

2. How is the ideology constructed on Nazaruddin case in Tempointeraktif.com news article?

1.3 Objectives of the Study

Regarding to the stated problems above, the objectives of the study are:

1. To discover the ideology constructed on the news article of Nazaruddin case on Tempointeraktif.com.

2. To explain the construction of the ideology on the news article of Nazaruddin case on Tempointeraktif.com.

1.4 Significance of the Study

The result of this study is aimed to give contribution to the study of Critical Discourse Analysis, especially the power, language and ideology study. Theoretically, this study is expected to provide new idea about ideological construction in the media and can hopefully be a reference to the other researchers interested in analyzing ideology in the news using Critical Discourse Analysis approach.

Practically, it gives the view to readers that in news, either printed or online, there are some ideologies incepted within the news so they can be more aware of what they read. News is produced by the news office where there are people that may have their own interest regarding to the news to be published. The individuals as mentioned above may not be neutral. Each of them has their own ideology.

1.5 Scope and Limitation

In order to focus on the aims of this study, scope and limitation have to be applied. The writer limits his study to be TempoInteraktif.com news article about Nazaruddin case regarding the construction of *'wisma atlet'* for Sea Games XXVI in Jakabaring, Palembang, South Sumatra. The focused aspect to be revealed the ideology constructed in the news article text.

The writer states that this study is not perfect one. The writer hopes that this study can give an additional insight for further studies especially to those who want to analyze relationship ideology in the text of the media and use Critical Discourse Analysis as the main approach.

1.6 Definition of Key Terms

Ideology   : a set of beliefs, especially the political beliefs on

        which people, parties, or countries base their actions.

        (Collins Cobuild Dictionary)

TempoInteraktif.com : a news website in Indonesia is empowered by tempo

        tabloid.