

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Being elected as the governor's of Jakarta in 2012, the figure of Joko Widodo is getting more popular in society. Some people view him as an ideal leader, but some others also criticized about his style of leadership which is showed through some statements of pro and contra toward him. Anis Baswedan, Head of Paramadina University, appreciated Jokowi in calming the anger of Jakarta's society that related to any problems happen annually, such as flood disaster. According to him, Jokowi pointed out that integrity could be transmitted by a good example (*Kompas.com*, 2013). Another statement comes from Gita Wiryawan, minister of commerce, also appreciated the figure of Jokowi as a leader who was humble, simple and close to society (*Solopos.com*, 2014).

In contrast, Nur Mahmudi Ismail, a Mayor of Depok, criticized about what he had done in Jakarta, in which considered as beyond his authority such as his initiative in repairing the levees and roads damaged by flooding (*Kompas.com*, 2014). Nurhayati Ali Assegaf, Chief of Demokrat Party in Solo, also criticized him. She said that Jokowi should be thankful to Fauzi Bowo since it works so far had been designed before by Foke (*Solopos.com*, 2013). Those pro and contra statements come out from some figures that are influential in fields of education, government and politics. It also related to his duties during he become Jakarta's governor.

However, many people still view him as an ideal leader who has more abilities in leading a city because of his track record previously. This could be seen from his successful policies as the mayor in Solo, a city of central Java for two periods in 2005-2017. Jokowi is able to bring out new enlightenment in changing Solo, so his popular policy could be felt by his society such as moving of street vendors and also adding public transportation (BBC Online).

The popularity of Jokowi due to his success in applying his policies in Solo, also attract media's attention toward him. Moreover, when he participated in election time of Jakarta's governor in 2012 accompanied by Ahok through Partai Demokrasi Indonesia-Perjuangan (PDIP) and Partai Gerakan Indonesia Raya (Gerindra) (Antara News.com). According to Network Cirus survey, Jokowi is a figure who has high popularity for taking part in election of Jakarta's governor in period 2012-2017 (cited in Kusumaningrum, 2013). His popularity increases more as well as he become Jakarta's governor in a case of applying his policies and solving problems toward society in any aspects including housing, flooding, transportation, health and others. Besides, he also has his own style of leadership which is well-known as 'blusukan'. It means that he sees the condition of society directly by visiting them. Due to Jokowi's unique of leadership style, the media attempts to produce a lot of news articles which present him. The news may concern about Trans Jakarta bus, the use of Kartu Jakarta Sehat, flood disaster etc. However, this study will focus on the news of flood disaster which it discusses how Jokowi's role in handling that disaster recently. Through these news articles, this study attempts to compare two different online media including Kompas.com

and Solopos.com, in which how those media present the news differently through the linguistic features such as lexical cohesion that they use.

Some researchers have studied the use of cohesive devices in written text. Rohim (2009) identified the uses of cohesion editorial on the Jakarta post daily newspaper. The result of this study showed that cohesive devices both grammatical and the lexical has the highest and lowest occurrence. For grammatical cohesive, the highest occurrence is reference item, especially personal reference, while the lowest one is substitution. For lexical cohesion, it was found that some repetition words place the highest occurrence. It means that cohesion has correlation between clauses within a text grammatically or lexically and cohesive agencies have a function as unifier of text properties and have significance role in giving information to the readers to understand a text easily as good as possible.

Fardjrin (2011) examined the grammatical and lexical cohesion in journalistic text of online media *VoAnews.com*. This study were aimed to know kind of the cohesive devices utilize in journalistic text and the cohesiveness degree of cohesion markers. The result of this study showed that all kind of grammatical cohesion devices utilize in the journalistic text including reference, substitution, ellipsis and conjunction, while repetition, synonym, near-synonym, superordinate, general word and collocation as lexical cohesive devices. The dominant device of grammatical cohesion is reference which reaches 55.64%, while the dominant device of lexical cohesion is repetition which attains 15.39%.

In addition, Khoirunnisa (2011) discussed the using of cohesion devices on Editor's Note in U.S News and World Report Magazine. The result of this

study showed the differences in using grammatical cohesion, lexical devices and degree of cohesiveness in each text. Furthermore, Pandiya (2012) attempted to find out the coherence, the cohesion and the difference features of coherence and cohesion in the Written English News Texts in Programa II RRI Semarang. The result of this study showed that the coherence and the cohesion in the Written English News Texts in Programa II are not fully significant. In the coherence, it is indicated by the fact that only 60% of the texts can fulfill the schematic structure of news item. In the cohesion, it is indicated by the fact that only 13.33% of the texts can fulfill cohesive devices.

Those previous studies have been relating to the use of cohesive devices in written text, especially media. The results of the previous studies imply that each cohesive device is used differently based on its media. Most of studies analyze the use of cohesive devices which focus on cohesion and coherence, while this present study analyzes also the use of cohesive device, but it is only concerning to one of parts of cohesion on the use of lexical cohesion. However, none of those studies attempt to compare the news articles in two online media as the subject of the research. It is a matter of concern to examine how the media, present Jokowi through his duties as Jakarta's governor. Therefore, it would be interesting to conduct a study on lexical cohesion used by the media involved in report news about Jokowi's role in handling flood disaster.

The media play an important role in presenting something phenomenal such as Jokowi. It is always up to date in exposing certain information continuously and accurately, especially about flood disaster happens in Jakarta.

Besides, the media has power in influencing society's awareness through certain news. The media are social institutions with organizational structures, working roles and rules on how to select, to process and to distribute information (Singer et.al. 2011). Different media will create an opinion of public and build an image through the language used by those media, especially the use of lexical cohesion. Linguistic style becomes an operative concept in media discourse, as means both of characterizing the register and the unique features of news language (Cotter, 2001). Thus, the language used by the media in producing text will affect the news readers' perception related to particular issue which presented by different online media. Therefore, an investigation on the lexical cohesion in the online news articles about Jokowi's role in handling flood disaster is necessary, to reveal how this lexical cohesion is used in different online media.

The writer specifically chose two online news media in collecting some news articles which needed to compare the lexical cohesion used by those online media. Firstly, the articles were taken from Kompas.com that was considered as national online media. This media was chosen because it is well-known among public society. It is always up to date in presenting news, especially the phenomenon issue happened among society's life. For online media categories, Kompas.com obtained the second place by accepting 17.7% votes and became one of popular online news in 2013 (Soengeng Sarjadi School of Government's survey). Secondly, the articles were also taken from Solopos.com which was considered as a local online media in Solo. This media was chosen because Jokowi is originally from Solo before he became Jakarta's governor. Although

Solopos.com is a local media, it is always exposes news about Jokowi which had become a part of Solo itself. Both news online media are accessible by everyone who wants to access it whenever and wherever they are.

In order to figure out the use of lexical cohesion in the articles about Jokowi's role in handling flood disaster, the writer applied the theory of lexical cohesion proposed by Halliday and Hasan (1976) which covers two types including reiteration and collocation. Reiteration include repetition, synonym or near synonym, superordinate (hyponym), co-hyponymy and co-meronymy and antonym. It also used some categories of lexical cohesion by Tanskanen (2006). In addition, some patterns of lexical cohesion proposed by Reah (2002) were also applied as the supporting theory in this study.

This study is important since it can contribute knowledge on the using of lexical cohesion devices in the news articles. The writer investigated the use of lexical cohesion which could be revealed by looking at patterns of sentences that are present in different online media, both Kompas.com and Solopos.com. In this case, this study discusses how different media reports the same topics about Jokowi role in handling flood disaster in Jakarta through the use of lexical cohesion.

1.2 Statement of the Problem

It has been clearly described above that every media, particularly online media, has different way in presenting news. The differences can be seen through the media in producing pattern of sentences in text. Hence, it is not a surprise if each media that writes about the progress and performance of Joko Widodo in

handling flood disaster cases will create different lexical cohesion. The writer formulated these research questions that are of relevance to find out the lexical cohesion devices used in Kompas.com and Solopos.com as follows:

1. What are the types of lexical cohesion devices used by Kompas.com in its report about Jokowi's role in handling flood disaster in Jakarta?
2. What are the types of lexical cohesion devices used by Solopos.com in its report about Jokowi's role in handling flood disaster in Jakarta?
3. What are the similarities and the differences between Kompas.com and Solopos.com through the lexical cohesion used by the journalists?

1.3 Objective of the Study

The objectives of this study were arranged such as follows:

1. To find out the types of lexical cohesion devices used by Kompas.com in its report about Jokowi's role in handling flood disaster in Jakarta
2. To discover the types of lexical cohesion devices used by Solopos.com in its report about Jokowi's role in handling flood disaster in Jakarta
3. To reveal the similarities and the differences between Kompas.com and Solopos.com through the lexical cohesion used by the journalists

1.4 Significance of the Study

This study is important to be conducted since it could contribute knowledge about how different media present news through the use of lexical cohesion. In addition, it can give insights for other researchers who want to conduct similar studies related to the use of linguistic devices in media, primarily the investigation

in lexical cohesion. Within this study, it could also provide some ideas about the use of lexical cohesion in news articles either online or newspaper media. Finally, the findings of this study can be a reference for other students, in conducting further research about the use of cohesive devices, particularly lexical cohesion, which can be found in oral and written discourse.

1.5 Definition of Key Terms

a) Cohesion :

A semantic one; it refers to relations of meaning that exist within the text, and that define it as a text (Halliday and Hasan, 1976).

b) Cohesive Devices :

Cohesive tie, which has a function to create a text and interpretation of it (Halliday and Hasan, 1976).

c) Lexical Cohesion :

Lexical cohesion comes about through the selection of [lexical] items that are related in some way to those that have gone before (Halliday and Hasan, 1976).

d) Online Media :

It can be called as cyber media, internet media and new media in which the media can be accessed online in the website (Romli, 2012).

e) News Article :

An article reporting news (The Free Dictionary, 2014).