

CHAPTER I

INTRODUCTION

1.1 Background of the study

Nowadays, culture and societies are dominated by images and representation brought by media. The media has a significant role in constructing and representing these images to the world through providing information, revealing reality and also delivering messages. Media are defined in three senses according to William (1983, p. 203). First, media is a singular from that means a medium which can persuade the reader. The terms medium itself refers to an object (the messages) which have transferred the subject (the receiver of the messages). Second, media defines as power of mouth, print, audio, visual, analogue, digital etc. Third, the term media means as capitalizations (quoted in Laughey 2007, p. 14). According to Adorno, the capitalist classes use the media to spread their ideological and values through the world. The capitalist uses the media for commercial advertising. In contrast, politicians usually use media to transfer their political agendas. In reflecting what politicians are saying during a campaign, the media may well determine the important issue that is, the media set the "agenda" of the campaign. Therefore, media always have a persuasive message, and can be regarded as medium to deliver their ideology and political views through the world.

We encounter with media such as televisions, radios, magazines, internets, as well as newspapers have become more transparent which construct and

represent these images of the world to audiences. Newspaper has become one of the most important and influential media in daily life. Newspaper usually consist certain rubrics, such as headline, editorial, opinion column opinion column, as well as some supporting rubrics such as letter-to-editor column, ads, obituary, horoscope, and cartoon etc. Newspaper is one of mass media which usually consume by many people. Some of people are always rely much on looking for daily news by reading newspapers. According to AC Nielsen, Kompas is one of the highest rate newspapers in Indonesia. Kompas newspaper provides a lot of news articles.

As in Kompas newspaper, in fact there is a political rubric which provides news article which embedded with the photojournalism that relate to recent news. The presence of photojournalism in print media could have a dual function. The first is as supporting illustration news, and the second is as 'news' itself (Soedjono 2007, p. 133). As Barthes point out that the photograph (such photojournalism) does not appear to produce its messages in the same manner as other, text-dependent cultural messages (1961). In getting the messages of politician's news through media, the context in this socio-political atmosphere must be known. Meanwhile, media usually set the agenda for each political campaign, influencing the prominence of attitudes toward the political issues. Regarding that, in representing the election, photojournalism in media has big contribution to position politicians figure to the audiences as long as campaign situation. During the campaign, they apparently learn, furthermore, in direct proportion to the emphasis placed on the campaign issues by the mass media. The media force

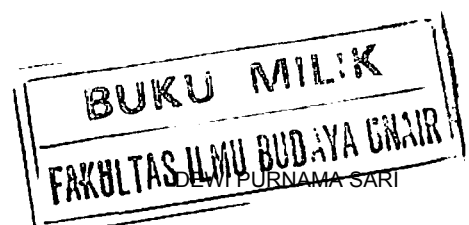
attention to certain issues. They build up public images of political figures. They are constantly presenting objects suggesting what individuals in the mass should think about, know about, and have feeling about.

Indonesia is as democratic country that of course vary greatly in their attention to media political information such the President and Governor Election. Moreover, Indonesia aspire to democracy country that must be certain involves the people in decision-making, either directly or indirectly and then through a democracy system, decision-making is taken by major vote in a political event such the election. Indonesia is one of the largest democratic country which consist of many people who have distinct ethnicities, which encompasses, different socio-cultural background, religious, place of origin, etc. Choosing the leader is usually related with considering his or her socio-cultural background, and religion, which embedded on him or her. Indonesia consists of many islands; it means that Indonesia has many cities either big or small. One of the big cities in Indonesia, which is also the capital city, is Jakarta.

Being considered as the barometer of Indonesian politics, Jakarta Governor Election 2012 surely involves many people or elements that are highlighted by the mass media. Meanwhile, during Jakarta Governor Election recently, there is a big or crucial issue which politically constructed namely ethnicity issue. The ethnicity issues important to be revealed because it influences social values and political hierarchy. Hill has argued that, 'we learn not only about a given issue, but also how much importance to attach to that issue from the amount information in news and its position'. Hill added that the key issue of the

campaign with the actual content of the media used by candidates during the campaign. The fact is that candidates go before the people through the media rather in person. The information in the media becomes the only contact many have with politics. McCombs and Shaw assert 'pledges, promise, rhetoric packaged in news stories, columns, and editorials constitute much of the information upon which a voting decision has to be made' (1972, p. 176).

Ethnicity issue is everywhere. Ben Anderson's influential book *Imagined Communities: Reflections on the Origin and Spread of Nationalism*, (1991), which drew on Indonesian examples, was based on such ideas. For instance, the Ambon conflict, was between Christians and Muslims, who are each spread over the whole province and thus do not control a distinctive territory. The conflict stayed strictly within the provincial boundaries. Meanwhile, ethnicity is defined as complicated word that difficult to understand. According Omi and Winant (1994), the concept ethnicity describes as "muddy" and also "elusive" (sollor, 1996). This concept also cannot easy to understood without considering and deliberate with nation and nationalism (Bringa, 1993), gender, class, citizenship, and immigration status (Cited in Miscovic 2007, p. 516). Cultural and social factors are apparently embedded in the concept of ethnicity, more than biological characteristics, but the problem of boundaries remain. Ethnicity is always constructed relationally since people make sense of themselves and others in a process of differentiation. As Hall points out, differentiation has existed and made whether to signify or not is always a result of politic and power, rather than a question of biology (cited in Storey, 2006, p. 167).



Jakarta has socio-cultural background diversity. Becoming a multicultural city and a lot of ethnic diversity, Jakarta may be particularly problematic for such a formerly indigenous society namely Betawi (i.e. native Jakarta's citizens) regarding formal and informal rules for the co-existence of different socio-cultural background of the society. The fact that Jakarta citizens want to have a new leader could make Jakarta a better place. As in the case of Jakarta Governor Election recently that engages Jokowi and Basuki who are from different ethnicity. Jokowi Widodo is Javanese descent and Muslim faith. He is one of Governor Candidate who is from Solo. Otherwise, Jakarta Deputy Governor Candidate namely Basuki Tjahaja Purnama is either from different ethnicity. As Jokowi, Conversely, Basuki came from different place of origin, namely Bangka. Moreover, Basuki is Chinese's descent heritage and Christian faith. The following table shows the number of Jakarta citizens according to Central Bureau of Statistics in the last census 2010:

Table 1. Five Largest Ethnic Groups in Jakarta (2010)

Ethnic group	Numbers in 2010	Percentage
Betawi	1,050,124	30.04
Javanese	1,080,623	30.06
Chinese	50,050	5.6
Batak	90,908	8.5
Sundanese	80,001	8.0

Source: *Badan Pusat Statistik Provinsi DKI Jakarta*

Based on the phenomenon above, this study is aimed to reveal the construction of Jokowi and Basuki's ethnicity in Kompas newspaper photojournalism during Jakarta Governor Election 2012. In the development of media theory, there is an expansion of the use of semiotics theory in talking about signs in newspaper. Guy Cook interpret the signs as all forms of language, not just words printed on sheets of paper, but all kinds of expressions of communication, speech, music, images, effects, sounds, and so on (quoted in Wibowo 2011, p. 36). There are some interesting 'things' in certain photojournalism that is become a sign that will be further analysed by applying Barthes's theories of sign. The writer assumes that there is a phenomenon of photojournalism in Kompas which scientifically interesting topic. Through semiotics, is expected to be able to understand and interpret the works of photojournalism, which are used independently or in a variety of media, each of its which has a framework of discourse context and a different purpose. In existence as news, Kompas shows more interesting pictures or photojournalisms which are presented.

In Barthes's theories of sign, the way of how sign works is through myth (cited in Chandler 2009). Sometimes one sign is being the signifier of the other sign and this other sign is the signifier of yet another sign and so on; this process generates myth. For Barthes, myths were the dominant ideologies of a long time. Barthes argues that the orders of signification namely denotation and connotation are combined to produce ideology which has been described (although not by Barthes) as a third-order of signification, that of myth (Chandler, 2009, p.1). Myth and complex meaning are performed to reveal the relation of meaning

between each level and discover any ideologies and hidden messages work within the photojournalism of Jokowi and Basuki's ethnicity in Kompas newspaper.

All in all, Kompas newspaper has been chosen by the writer due to there are several considerations. First, the writer considers that most of Jakarta citizens are too busy to access other sources of information such as televisions or radios. Thus, the writer assumes that these people will rely on print media such as Kompas newspaper as their source of information. Moreover, there is a subscribing Kompas online newspaper edition (ePaper) which can access every time and everywhere. Second, according to AC Nielsen, Kompas newspaper is as the mass print media which has the highest rating in Jakarta. Therefore, Kompas is one of as the largest Indonesian news company.

1.2 Statement of Problem

Regarding to the background of the study above, the writer intend to propose the statement of problems as follow:

1. How are the ethnicities of Jokowi-Basuki's photojournalism represented in 'Kompas newspaper' during the Jakarta Governor Election 2012?

1.3 Objective of the Study

Based on the statement of the problem above, this study will be intended to reveal:

1. To find out how the ethnicities of Jokowi-Basuki are represented in Kompas photojournalism during the Jakarta Governor Election 2012.

1.4 Significance of the Study

This study adds the knowledge about ethnicity and how it is constructed in the media. It is also important to reveal how media has spread political views or shaped opinion about politicians on their news articles which embedded with photojournalism during political events such the election. In addition, this study is meant to give contribution to the cultural studies scholars, particularly in English Department of The Faculty of Humanities of Airlangga University in the case of how media represents politicians and it will apply on semiotic approach as its key of analysis. At last, it is expected to be an important reference for further study on the ways how media constructed politicians figure through photojournalism.

1.5 Outline of Thesis Structure

Chapter 1 elaborates the background of this study including the background information of the object and the issue, as well as both statement of the problem and the objective of the study. In addition, the significances of the study have also been defined. The outline of the following chapters later will be illustrated.

Chapter 2 elaborates the literature review and also the theoretical framework which is used in this study as the instrument to conduct the analysis.

Similar previous study is also elaborated as the comparison toward this study and as the instrument to assess the originality of this study.

Chapter 3 points to the method research of this study. The first section elaborates the approach used in this study including the techniques in completing the approach itself; what is the data source, how is the data collected and later how to analyse the data. In addition, the scope and limitation of this study is also provided in this chapter. Overall, this chapter describes the whole method which is applied in this study.

Chapter 4 discusses the analysis of the object of this study by applying the Roland Barthes theory. To reveal the myth in photojournalism of Kompas e-paper, the writer also uses media and ethnicity theory. In this chapter, the writer also interprets the myth of the photojournalism.

Chapter 5 as the last chapter presents the conclusion and later summarize the finding of this thesis.

1.6 Definition of Key Terms

Actually, there are terms in the study that are repeatedly used. These terms might not be familiar and used in daily life vocabulary. Therefore, to get more comprehension of these terms, these are the definitions:

Election : is a formal decision-making process by which a population chooses an individual to hold public office. (Encyclopedia Britannica Online retrieved 18th July 2013).

Ethnicity : refers here to the perception of group difference and so to the social boundaries between sections of the population. In this sense ethnic 'difference' is the recognition of a contrast between 'us' and 'them' (Wallman, 1977, p. 532).

Myth : a type of speech, that cannot possibly be an object, a concept, or an idea; it is a mode a signification, a form. Myth is not defined by the object of its message, but by the way in which it utters this message. There are formal limits to myth; there are no 'substantial' ones. Myth can be defined neither by its object nor by its material, for any material can arbitrarily be endowed with meaning. Myth also called ideology (Barthes, 1993).

Photojournalism : is a common category of photography that delivers message directly than the others and has a strong purpose or message to communicate (Langford 1982).

Semiotics : a philosophical approach which tries to interpret message in term of their signs and pattern of symbolism (Moriarty, 1995, p. 1).



CHAPTER 2

LITERATURE REVIEW