

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Nowadays the advances in technology make both printed and electronic media become a tool for people to get information. This condition makes information or news as something that can be easily accessed. As a result, people get used to read or hear news. An article in *Cyberjournalist* stated that journalism has been going through several major technological changes during the past few decades. The pace of these changes is quickening now, altering the practice of the profession as never before. Though electronic media is now available, printed media is still an option for some people to access news. Tabloid becomes one choice for those who love to get news by reading. Thus, the advances in technology supports people to get news easily so that they are used to update about news.

News that attracts many people's interest is celebrity news. It now becomes an interesting topic for conversation among them. In Indonesia, the increasing number of celebrities opens wide opportunities for tabloid to report and to review their personal life. This is supported by the people's curiosity about celebrities' news. In fact, there are many aspects of Indonesian celebrities that can be reported. Their lifestyle; starting from their early career, their long hard work so far, the awards they have obtained, and up to their romance life are interesting

to be exposed. Talking about love stories, tabloid frequently exposes celebrities who have just begun their relationships, the process of their relationship itself, their marriage and their divorce.

One of intriguing news about celebrity is divorce news. The cause of divorce always arouses people's curiosity. Sometimes there are celebrities who are willing to be interviewed about their divorce cases but some celebrities do not want their divorce case to be exposed on the media. Here, the role of media, in this case is printed media including tabloid, is to explore more information about their divorce problem and then report it. Since there are many tabloids in Indonesia, the news topic provided in each tabloid is sometimes the same but each tabloid has its own ways and language style of reporting a divorce. There are media which report a divorce from the wife's point of view but there are also media which report a divorce from the husband's point of view. The difference in reporting a divorce attracts the writer's attention to analyze the way *Tabloid Nova* describes Indonesian celebrities' divorces on its news.

Noticing the phenomena above, it can be assumed that media plays a pivotal role in representing a certain social identity although media has journalistic ethical code. Healy (2003) believed that media have a significant role in constructing people understanding toward certain phenomena as it sets up a standard behavior, provides a role model and sometimes defines as well as represents the subject that is being discussed. Hence, the writer wants to know the role of *Tabloid Nova* from the way it describes about Indonesian celebrities' divorces in its news and what ideology is to be raised from the divorce news itself.

In accordance to the phenomena above, this study is focused on celebrities' divorces news on *Tabloid Nova* by looking at the structure of the text. The news is provided in rubric *Selebriti*. According to the site *Tabloidnova.com*, rubric *Selebriti* is a rubric that provides the latest news about celebrities where the news obtained from direct interview of celebrities. This topic was chosen because divorce news often discusses and attracts many people's interest so that it is interesting to know how a woman tabloid (*Tabloid Nova*) describes divorce news. For analyzing the celebrities' divorces news, the writer applied text structure theory by Van Dijk in Critical Discourse Analysis (CDA). According to Van Dijk (in Eriyanto:2001), discourse consists of various structures or levels which mutually support each others. He divided it into three levels; macrostructure, superstructure, and microstructure. Those three levels are used as tools to analyze Indonesian celebrities' divorces news in *Tabloid Nova* and disclose the ideology behind the news itself. Actually, ideology is a kind of idea that unconsciously formed in order to deliver to other people. In this case, *Tabloid Nova* has an ideology that it wants to deliver to its readers. Delivering its ideology is actually the main reason behind the way it describes Indonesian celebrities' divorces in such.

In connection with this study, there are many studies related to news that have been conducted by using Van Dijk Theory in Critical Discourse Analysis (CDA). Rahmantika (2008) focused on microstructure strategy in bulletin Da'wah. Mufidah (2009) focused on women sexual activities rubric of sex and psychology. Pemungkas (2009) compared the execution news of Amrozi Cs on

Foreign Media and National Media. Dhiras (2009) studied writing propaganda of gubernatorial candidates: A Discourse Analysis of Rubric *Catatan H Ismail Husni* on Lombok Post. However, there has been no study related to news about Indonesian celebrities' divorces news which is analyzed by using Van Dijk Theory in CDA.

As the object of the study, the writer wants to analyze how *Tabloid Nova* describes a divorce which is in this case is Indonesian celebrities' divorces in its rubric *Selebriti*. *Tabloid Nova* is chosen because according to Christyanto and Prasetya (2009), it is a pioneer of woman tabloid in Indonesia in which adult women becomes it's the target market. *Tabloid Nova* was first published in 1990 under the PT. Kompas Gramedia. At first, it was published in magazine form but in the course of time it is published in the tabloid form because the magazine publication is considered too expensive. This change seems to affect the number of its readers because according to the survey by Najib (2010), in 2010 *Tabloid Nova* was the sixth most popular tabloid in Indonesia.

In addition, to the above mentioned fact, *Tabloid Nova* up to date in reporting about Indonesian celebrities, particularly in their daily lives, including divorce case so that this tabloid can be classified as entertainment media in which most Indonesian celebrities' lives are exposed. An article powered by *KOMPAS.com* stated that *Tabloid Nova* is read by more than 907.000 people in Indonesia. As weekly tabloid, *Tabloid Nova* wants to meet the women's needs concerning the up to date information. It always serves a variety of information about women with family rubric, beauty, culinary, health, career, *griya* and

fashion that will accompany leisure readers as well. Based on those excellences, *Tabloid Nova* is worthy for being object in this study.

Finally, the purpose of this study is to discover the way *Tabloid Nova* describes Indonesian Celebrities' divorces through Van Dijk Theory in Critical Discourse Analysis (CDA). Moreover, this study is expected to disclose the ideology behind Indonesian celebrities' divorces news by *Tabloid Nova* so that the readers can get a better knowledge in responding divorce news by understanding the text structures of the news and the ideology behind it.

1.2. Statement of the Problem

This research tried to analyze Indonesian celebrities' divorce news in *Tabloid Nova*. Thus, the research questions are:

- How are Indonesian celebrities' divorces described in the rubric *Selebriti* in *Tabloid Nova*?
- What is the ideology behind the Celebrities' divorces news in *Tabloid Nova*?

1.3. The Objective of the Study

This study is intended to discover the way *Tabloid Nova* describes Indonesian Celebrities' divorces through Van Dijk Theory in Critical Discourse Analysis (CDA). Furthermore, this study is also conducted to

disclose what ideology is to be raised behind the Celebrities' divorces news in *Tabloid Nova*.

1.4. Significance of the Study

It is expected that the result of this study will give information concerning the way *Tabloid Nova* reports Indonesian Celebrities' divorce in the text form. Besides that, this study may contribute new ideas in inspiring researcher in Indonesia in the field of Critical Discourse Analysis (CDA). It is also expected that it can be a reference for further research for the similar topic.

On the other hand, the result of this research is also expected to enable the readers to get a better knowledge in responding to divorces news presented in the tabloid by understanding the text structure of the news and the ideology behind it. Furthermore, it may also provide deeper knowledge about the internal problems of the marriage which lead to the divorce news analyzed.

1.5. The Definitions of Key Terms

- **Woman Tabloid**

A small-format popular newspaper with a simple style, many photographs, and sometimes an emphasis on sensational stories intended for women. (Microsoft Encarta:2009)

- **Rubric *Selebriti***

It is a rubric that provides the latest news about celebrities where the news obtained from direct interview of celebrities. (www.tabloidnova.com)

- **Critical Discourse Analysis (CDA)**

Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance and inequality are enacted, reproduced and resisted by text and talked in the social and political context (Van Dijk,1998:352)

- **Text Structure**

The structure of the text consists of three elements which support and correlate one another to generate a global meaning of the text (Van Dijk:1998)

- **Macrostructure**

It is a global meaning of a text which can be understood by looking at its topic. (Van Dijk:1998)

- **Superstructure**

It is a text frame. Concerning how is the structure and the elements are arranged in a whole text. (Van Dijk:1998)

- **Microstructure**

The meaning of the discourse that can be observed by analyzing the words, the sentences, the propositions, the clauses, etc. (Van Dijk:1998)

CHAPTER II

LITERATURE RIVIEW