CHAPTER II

THEORETICAL FRAMEWORK

A. Reception Theory

Reader-response critics are interested in the variety of our responses (Murfin, 139). Further he explains that Reader-response criticism raises theoretical question about whether our responses to a work are the same as its meanings, whether a work can have as many meanings as we have responses to it, and whether some responses are more valid than, or superior to, others. This theory focuses on the type of ding experience and provided model that is used to answer such question. It is so, because reader-response criticism assumes as its typical structure a question-answer or problem-solution dialectic.

In general, the reception theory examines the role of reader in the literary as mentioned by Eagleton in his book *Literary Theory: An Introduction* (64). Lately, the reader is no longer considered as the passive side of the literary works and its development. It is related to the position of reader itself. It is in accordance with Teeuw, who said that people as readers are homo significance; who give meaning through their imagination for their life, especially for their own existence in the real world (35).

Literary works have many functions, which are related to the author's purposes. Commonly, the author wants to share his experience or to implant some ideologies he believes as the truth. Anybody who wants to understand literary work should first learn about the work itself. Those who want to know deeper should know the background of the author, the society, and the background of the story.

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Furthermore, one should also understand about the theory of literary works. It is so, because a literary work can be likened to an incomplete work of sculpture: to see it fully, we must complete it imaginatively, taking care to do so in a way that responsibly takes into account what is there (Rosewin in Murfin, 139).

In relation to the study that will be analyzed, the writer considers that Reception Theory is the most suitable theory to be applied later. That is why, it is important to determine the particular appropriate Reception Theory for the analysis in Chapter III. At last, the writer finds that Iser's and Hall' theories are approprite and representative enough to bring the analysis into a comprehensive and scientific study.

1. Wolfgang Iser's Reception Theory

According to Iser's theory, the readers are free to interpret and understand the literary work, not only follow the author's intention as it was in the past time. In this theory, the readers are free to have different opinions although it may against the author's purpose of writing. It is so, because the meaning of a piece of literature is going to vary from person to person. A reader brings his own personal experience, background, and values into the evaluation of a text (Fish and Perkins). Thus, based on Iser's theory, the appearance of multiple meaning is allowed. Iser's point of view toward the relation between text and reader can be seen from the quotation as follows:

Iser is much more liberal kind of employer, granting the reader the greater degree of co-partnership with the text: different readers are free to actualize

the work in a different ways and there is no single interpretation, which will

exhaust its semantic potential (Eagleton, 70).

It means that it is in accordance with Selden's statement that every reader might have

different interpretation, because the way of reading is different for every individual.

It is the reader who applies the code in which the message written in this way

actualizes what would otherwise remain only potentially meaningful (47).

In reading process there is a relation between the author, the text, and the

reader. "The success of communication depends on the viewer's knowledge and the

viewer's ability" (Selden, 47). It means that it is actually related to text position. It

can be seen from the quotation below:

> Texts full of gaps, and these gaps, or 'blanks', as he sometime calls them,
> have a powerful effect on readers. They force the reader to explain them, to
> connect what the gaps separate, literally to create in the mind a poem or
> novel or play that isn't 'there' in the text but the text incites (Murfin, 14).

2. Stuart Hall's Audience Research Theory

Hall focuses on the significance of mass media, because it can produce

various interpretation and has the function as a field of ideological struggle

(Chandler, 1). It means that it relates to the effectiveness of media. The media are

effective when they work to reinforce existing belief, values, and behavior

(Lazarsteld in O'Shaugnessy, 69). As Iser said in the previous part that there is no

single meaning in understanding a text, Hall emphasizes the diversity of responses to

the text of a media. It is caused by readers' social conditions; it may lead them to

give different responses. Therefore, readers' previous experience is important to see

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the process of accepting text's ideology. It shows that readers have substantial power over the texts they have read, because they consume texts by their own particular perspectives (O'Shaughnessy, 71). In the process of encoding/decoding a text, there are some possibilities in communication process of media text, which include:

a. Preferred readings: readers accept what is being presented without question;

b. Negotiated readings: readers accept only some of what is being presented to them;

c. Alternative/ Oppositional readings: readers read completely against the preferred reading (O'Shaughnessy, 70).

B. Islamic Ideology

Ideology is a body of knowledge and a set of values, beliefs, and feeling that determine how people act, think, and feel. It shows that ideology has important role in persuading people's life. Ideology is something that cannot to be seen clearly, it is blurred. So, the spreading of ideology cannot be well detected by people. Sometimes they do not know that there is a process of internalization of ideology in them. It is caused by how ideology works. It works out of their control and it is sometimes also unrealizable. Implicitly, ideology sets in people's mind and it causes a process of changing. In changing their previous habit, they have no motive in doing it, they just do it through learning process, which is suitable with ideological intention.

According to O'Shaughnessy in his book *Media and Society: an Introduction*, he says that there are three places to search and find ideologies:

a. in language, text, and representation

b. in material institutions and in our methodologies and practices

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c.   in our heads and hearts (196).

After discussing about the definition and the spreading of ideology, now the writer will focus on the Islamic ideology which is brought by *Annida's* English short stories. The writer has said in the previous chapter that *akidah* (faith) is the important thing for muslim, because it becomes the basic thing, which will influence their behavior and attitude. *Akidah* plays a significant role in muslim's life, because it has many functions, which will reflect in muslim's daily life. According to Abu A'la al-Maududi, *akidah* has many functions in shaping personality. It consists of: omitting narrow and boring life's point of view, planting self-confidence and self-esteem, constructing modest and humility character, shaping sensible and fair people, keeping away the agony ad despair from people's heart in facing problem, growing bravery, shaping resolute and optimist personality, developing peaceful life and sincerity, and shaping the character who always obeys God's rules (Tazkirah, Online 2005).

Those points of *akidah* also can be found in *Annida's* English short stories, because *Annida* claims that it is an ideological magazine, which concerns only on Islamic ideology. So, in publishing this Islamic magazine, *Annida* has certain purpose and it can be seen on its mission and vision. *Annida's* vision is to publish qualified magazine for Islamic teenager. And its missions are:

1. To introduce Islamic values into teenager.

2. To enlighten the readers' mind

3. To create qualified Islamic media

4. To guide teenager to behave well, civilized attitude, thought etc.

5. As the center for the Islamic young writers to actualize their talents.

6. To give entertainment into the teenagers as its readers.

7. To gives contribution into Indonesian literature, especially on Islamic literature.

C. Methodology

The purpose of this study is to get the objectivity, which is based on many facts. Research is a group of knowledge and experience, which is well accepted by society, not a speculative action. Hence, in research we will find theories and principles to find innovative knowledge (Hadari, 25), The importance of research in creating new knowledge needs a method to realize it, because a methodology can help the researcher in finding and solving the problems which are observed. It is suitable with Soerjono Soekanto's statement, who said that methodology is a main aspect in a research and useful for scientific development (Soerjono & Abdurrahman, 37).

In writing this thesis, the writer chooses an appropriate methodology, which relevant with the study, that is *qualitative* method. The writer chooses this method, because this thesis focuses on readers' responses to *KISI's* ideology. It has something to do with the understanding of the process of human behavior changing. Human behavior is a dynamic thing, which it can change by time. It is influenced by many factors: society, family, media, and other thing that contribute significantly to the process of changing. Beside that, the writer also wants to dig a deep information from respondents and focus on reception process of the readers who are influenced by *KISI's* ideology. It is supported by Richard & Cook's statement about qualitative characteristics; naturalistic and uncontrolled observation, process oriented, valid,

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real, rich, and deep data, single case studies and assumes a dynamic reality (Soerjono & Abdurrahman, 27). As a method, qualitative is a guideline for the writer in process of choosing the respondents, collecting, analyzing, and presenting data.

1. Technique in Choosing Respondents

In supporting this study, the writer needs respondents—from whom the writer gets information. "The term of respondent is used in a psychological or sociological research that emphasis on the role of the research subjects who gives responses to the research matters" (Online 2003). In choosing respondents, the writer uses purposive method, that is choosing respondent based on their capability in giving more information, which is needed for the research (Arikunto, 2). It means that the respondents have already fulfilled the definite requirement; have been reading *Annida's* English short stories minimum for six months. The writer assumes that after read it for long time, they have known about *KISI's* ideology and have good understanding about it. That condition relates to other factors, such as their depth understanding on *akidah*, their commitment on *syariah*, and their frequency of reading Islamic books.

In this research, there is limitation needed to make which influence the writer's decision especially in choosing respondents. Therefore, the writer cannot observe all of *Annida's* readers. It is suitable with Sevilla's statement, who said that using only several respondents are fine. Then, it can be made the generalization as a population and valid data is available (205). The writer used seven respondents from various backgrounds. Those respondents are; Sita Rida, Wiwin, Pita, Dini, Rini and Dina. Those are not their real names, because it is important to hide their real names

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in order to respect their privacy. About respondent's background, the writer intentionally selects them who come from different conditions—education, family, place, Islamic understanding, activity, et cetera. It is important to identify the spread of *KISI's* ideology. The writer wants to know that their comprehension into *KISI's* ideology is influenced or not by where they live, what their education, how their family, and how their knowledge about Islam itself.

2. Technique in Collecting Data

In collecting data, the writer uses direct and indirect method. The purposes of both methods are to blow up the benefit and to decrease disadvantages in getting data or information from respondents, because in this thesis respondents' answers are the important thing and used as the main source.

Interview includes in direct method, because in an interview the writer has close interaction and makes direct communication with the respondents. It is suitable with Sevilla, who says that research interview is a method in collecting data—direct verbal interaction between interviewer and interviewees (205). Thus, in interviewing the respondents, the writer does not only focus on respondents' answers, but also gives attention into their gesture, behavior, and daily life. In his book *Pengantar Metode Penelitian*, Sevilla says that there are many steps to get descriptive information: asking respondents to give important information by creating private interview or make observation. It means that there is a direct communication between the researcher and the chosen respondents. In doing observation, the researcher must give attention into the respondents' behavior (71-72).
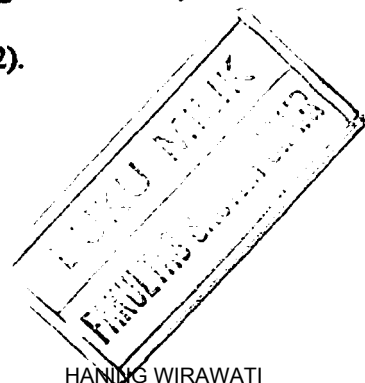
In getting valid and objective data, the writer needs other method—indirect method—to crosscheck and complete the previous data. In this method, the writer uses third person that has close relation with respondents and knows their attitude and behavior. The writer's informants are their roommates, classmates, and their sisters. From them, the writer wants to dig more valid information, which may be unrevealed by the respondents because their reluctant feeling. So, the function of third person in this thesis is to give information objectively. According to Arikunto, it is called data triangulation—add and explore those data until sufficient to be analyzed (16).

3. Technique in Analyzing and Presenting Data

The technique of data analysis is descriptive analysis method. In descriptive analysis method, the writer's duty is examine and illustrate those data. "The process of analysis is done when the writer begins to collect data, by using inductive method; a concept of development which based on available data and portray the complex reality" (Soerjono & Abdurrahman, 29). Winarno Surakhmad says that descriptive research as problem solving for its appearance in the process of research. In doing descriptive method, it is not limited only in collecting and arranging data, but also including analysis and interpretation to find the meaning of those data (Soerjono & Abdurrahman, 22). He also says that there are two important factors in description method, that are: the description and the analysis. Even though every research has its description function and analysis process, in descriptive method; description and analysis are the significant thing in supporting the researcher's duty (Soerjono & Abdurrahman, 23). Thus, the purpose of this research is just offering vivid portrayal

about situation or event, because it is just limited on explaining some problems objectively, as fact finding. And the result of the study focuses on the truth from the object, which is observed (Nawawi, 31). In getting valid and objective depiction is needed some limitation. Descriptive method just gives vivid representation; it does not give conclusion, and it just for present time, when the research is done (Soerkono &Abdurrahman, 22).

CHAPTER III

ANALISYS