# CHAPTER I

INTRODUCTION

A. Background of the Study

Reading, for some people, is a very interesting activity. In line with this, the purposes of reading are various, such as for pleasure, gaining information, improving writing ability, increasing vocabulary, enriching knowledge, and so fort. Reading for pleasure is meant to entertain oneself. People often do it as their hobbies. Some of them would like to choose light themes as the references, whereas the others are likely to choose the heavy ones. For instance, one would prefer short story or novel than scientific books such as a technical book or encyclopedia.

Reading cannot be separated from the text. As we have mentioned before, every text has its own characteristics and it is intended for specific readers. People choose specific books to read based on many aspects. For instance: the time accommodated, interest, and the most important one is the content of the text itself. So there is a very close relation between text and the reader, as "audiences only exist at the point of interaction with the text-) not as a group in existence waiting to respond" (Virginia Nightingale in Burton, 110).

Media has important effect on its readers. When writing a text, the author thinks about some purposes, which will be included in that text. They want to carry up certain messages into the readers. We know that literary work is an effective way to open our mind about everything unknown before. "How meaning are constructed into text, at the same time as looking at how audiences read *their own* meanings into text"(Burton, 110). Unconsciously, it will influence our mind and build our point of

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ISLAMIC IDEOLOGY AS... HANING WIRAWATI
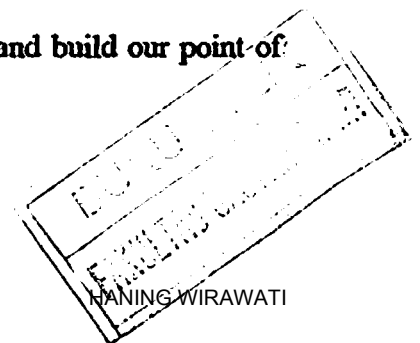
view up. "The effect of media has got to be behavioral or attitudinal-i.e. influence what we do and what we think (Burton, 113). Therefore, we must pay attention to the meaning and the impact after reading it, as there is no 'neutral' media.

There are various kinds of media with its hidden purposes behind. One of these media, is Islamic media. Islamic literature has its own unique characteristics, which distinguishes it from the other media. This kind of literature brings Islamic values. Its emergence and uniqueness are new phenomena that enrich Indonesian literature. Abdul Hadi WM says that Islamic literature does really exist. "As the Hindu's create their own literature, so why the Muslim don't?" (Tiana Rosa, 2).

.. Nowadays, Islamic literature such as novel, poetry, comic, magazine, and tabloid become popular media and it is easy to get this media anywhere. They have their own segment, that is Indonesian muslim. It is important to notice since almost 90% of Indonesian citizen are Muslim. Usually, in the process of reading, the readers expect to get useful thing that could be applied in their daily life. It also happens to those who choose Islamic media. They choose it to strengthen their faith in daily life through this media. They expect that Islamic media, at least, is able to color their attitudes so that they could keep their morals straight. Since there are so many kinds of media offered in the market with its various ideologies behind, those who choose Islamic media consider that it is important to protect their hearts, minds. and morals from the attack of another ideologies. It is so, because they never allow their morals are destroyed by unreliable media.

Talking about Islamic literature in Indonesia, it cannot be separated from its famous writers. Several names can be mentioned, like: Helvy Tiana Rosa, Asma Nadia, Sakti Wibowo, Gola Gong, Izzatul Jannah, Pipiet Senja, and many other.

Looking back at the history of Indonesian literature from Pujangga Baru, '45, '66, until recent era, actually Indonesia has already had some well-known writers who concern on Islamic values and use it as the inspiration for their works. They are A.A. Navis, Kuntowijoyo, Danarto, Sutardji Calzoum Bachri, Taufiq Ismail, Abdul Hadi W.M, and Fudoli Zaini" (Tiana Rosa, 3).

The emergence of new talented Islamic writers is very wonderful. They bring differentiation in their work—Islam, because they have a strong commitment that *da'wa* (Islamic preaching) through literature has a great chance to influence readers without feel to be preached. It also offers some benefits to the readers. One of the benefits is the readers can get a better understanding about Islamic values. Islamic literature never forces the readers to do something; it just gives enlightenment and clues their readers' mind. So, it is hoped can change their point of view. It is in accordance with Tiana Rosa's statement in *Annida*, which said that the importance of *da'wa* through literary text are to introduce Islam, create public opinion, and to counter written text, which discredits Islam (2000:36).

Based on the significance and the impact of ideology, especially in media text, the writer interested in analyzing this problem. The writer focuses on ideology that exist in *Annida*'s English short stories *(KISI)*. This analysis can be seen from three aspects— *Annida* itself, text, and reader. In this thesis, the writer wants to correlate text (English short stories) and *Annida's* readers' responses. Finally, the writer can find *KISI's* influence into its readers' behavior and attitude.

B. Statement of the Problem

Concerning at the background of the study above, there are some problems, which are interesting to be analyzed. The problems are:

1. Is there any certain ideology in *Annida's* English short stories (*KISI*) as it is seen on the text? Then, do readers realize it?

2. How are the responses of *Annida's* readers due to that ideology?

C. Objective of the Study

The writer finds that there is a close connection between literary work and reader. Therefore the writer sees the necessity to dispose objective of the study are as follow:

1. To find out the ideology behind *Annida's* English short stories (*KISI*) as it is seen on the text and to find out whether readers realize it.

2. To find out the responses of *Annida's* readers due to that ideology.

D. Significance of the Study

This research is meant to give awareness into readers about the existence of ideologies in a media, especially *Annida's* English short stories *(KISI)*. It relates to the purpose of the author in bringing some messages, which directly or indirectly will influence the reader's attitude and behavior so that the reader could choose appropriate media as their personality and life principle.

.. This study is also meant to give some benefit information to the reader, and hopefully it also could give a little contribution to literary studies. It is hoped that by understanding the relation between literary work and the reader, then, the literary readers' point of view— mainly the students of English Department will broaden and deepen.

Lastly, it is also hoped to fulfill the Muslim society's need about what and how Islamic literatures. Thus, after getting deep knowledge about that, it is hoped that Islamic literature's critics will emerge. Therefore, the writer hopes that this study will be an oasis for Islamic literature development.

E. Scope and Limitation

In doing the research, the writer will only focus on one rubric in *Annida*, that is English Short Story called *KISI*. In order to avoid unneeded discussion in analyzing *KISI*, the writer would like to concern on the influence of *KISI* to the reader in relation with their personal responses toward their personality and attitude after reading *KISI*.

In getting deep and focused analysis, the writer only gives a highlight to particular edition of *Annida*. It includes no.02/th.XIII/16-30 Oktober 2003 to no. 18/th. XIII/ 16-30 Juni 2004. These seventeen editions are used as the source of information in analyzing readers' responses toward *Annida* magazine. Limitation in taking certain editions is related to *Annida's* position, which always changes its contents in order to give satisfaction to its readers' needs.

F. Theoretical Background

In order to raise the objective in this study, the writer will use some theories that are considered as the appropriate one to this study. These theories are: Reception Theory and Islamic Ideology. The first theory is used to analyze readers' responses toward *Annida's* English short stories *(KISI)* and the second theory is related to the text itself (*Annida*'s English short stories), which full of Islamic values.

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Reception theory focuses on what text to do- or in- the mind of reader, rather than looking at a text as something with properties exclusively its own (Murfin, 140). In getting deeper analysis, the writer applies Reception Theory, which is suggested by Iser and Hall.

Iser concerns on the multiple meaning of a literary work. It relates to readers' role in a literary text, how they understand the meaning of literary work. According to Iser, readers are free to interpret and understand a text. Therefore, it causes different perception in responding a text. "[Iser] allows for more openness in the text and more variability in our response, because there is no best meaning in a text" (Keesey, 125). It relates to the meaning of literary work itself, which vary from person to person.

Similar to Iser, which allows different perception in responding a text, Hall also agrees to various perception of literary work and its impact to readers' daily life. In process of accepting a literary work, there are three kinds of reader:

1. Accept all of presented ideology without question and apply it in their daily life

2. Do not accept all of presented ideology. Readers only take ideology, which appropriate with their belief and values. In this kind of readers there is a process of bargaining in receiving that ideology

3. Do not agree to the presented ideology. This situation puts them in inner conflict, because they are different from the author's direction. (Chandler, 1).

In this thesis, readers are the important factor, especially their responses. It relates to reader's position in a literary text, without their involvement, text is not a thing. It is in accordance with Selden's opinion who says that: "only the reader can

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actualize the degree to which particular norms are to be rejected or questioned. Only the reader can make the complex moral judgment ..."(56). In literary works, readers are not only the passive recipient, but they also have role in contributing their interpretation to the works. Thus, there is always a communication between author and reader through a text.

In Islamic ideology, *Al-Quran and Sunna* are used as the basic source in guiding muslim's behavior and attitude. It is used as guidance of life, motivation to do good deed and avoid sin. The reflection of *Al-Quran* and *Sunna*'s messages can be seen in our daily life. For example, charitable, be brave in saying truth as truth and false as false, keep their belief in their heart, and leave enjoyment.

As muslim, we have to have strong faith (*akidah*) into Five Pillars of Faith, that is: Allah as the only Almighty, His angels, *Al-Quran* as a holy book for muslim, His messengers, the end of day, and belief in fate. *Akidah* plays a significant role in determining the continuity of a muslim life. *Akidah* motivates and colors one's life, so that muslim who does not understand *akidah* well will face many problems in their life.

G. Method of the Study

This study uses qualitative research method. According to Punch (1998:149) "qualitative research is conducted through intense contact with a field or life situation". The major characteristic of qualitative method provides description and explanation about phenomenon found in the data, which are not in numbers, but in observing people, things, and event in natural way. In getting the valid data and good

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result, the writer did the steps: observing the respondents, collecting data from them, analyzing data, and finally presenting it by using descriptive analysis.

The writer observes about seven people from various backgrounds— age, place, education, social, and economic. They have been reading *Annida* magazine, especially English short story, for at least six months. The purpose of it is to gain their perception and comprehension in finding ideology, which is given in *Annida's* English short story.

The technique of collecting data is in direct and indirect way. Direct way through interview. While indirect way through the third person as informant, such as their roommate, sister, or classmate. Then, the writer will cross – check direct data with the information from that reliable third person. Finally, all of collected data will be analyzed in descriptive analytic method.

The descriptive analytic method is analyzing data and describing it vividly. First, the provided data is examined. Variation in responding *KISI* will be classified and then the writer will find out *KISI's* impact to respondents' daily life. Thus, those results will be depicted and presented. It is in accordance with Nawawi in his book *Metode Penelitian Bidang Sosial*, who said that descriptive method is a way to solve the problem, which is observed. Then it describes the subject or object's condition, such as person, institution, society, etc based on the facts which are found (63).

H. Definition of Key Terms

- Effect   : the mental, emotional, and spiritual impression an author attempts to create in and upon his reader's mind and hearts

- Ideology : -the basic beliefs, point of view, and life experience of an author from a part of his ideology and thus shape his literary products (Shaw, 193)

-A set of social values, ideas, beliefs, feelings, representations, and institutions by which people collectively make sense of the world they live in (O'Shaugnessy, 191)

- Reader : one who reads; especially one who reads much; one studious in books

- Response : Something said or done in answer to something else; an answer; reply.

- Short story : relatively short narrative (under 10.000 words), which is designed to produce a single, dominates effect and which-contains the element of drama. A short story concern on single character in single situation at a single moment.

CHAPTER II

THEORITICAL FRAMEWORK