

## **CHAPTER I**

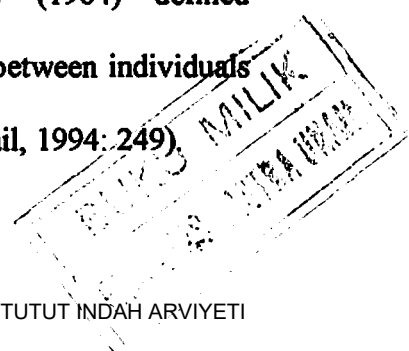
### **INTRODUCTION**

#### **1.1. Background of the Study**

Language has very close relationship with human's life, as if man cannot live without language. Brown and Yule state that there are two functions of language: first is the transactional function and the second is the interactional function. From the transactional view, Brown and Yule assume that what the speaker or writer has primarily 'message oriented'. While from the interactional view, it is clearly the case that a great deal of everyday human interaction is characterized by the primarily interpersonal rather than the primarily transactional use of language, (Brown and Yule, 1983: 2). Written language is in general, used for primarily transactional purposes.

It can be said that language is used to perform many communicative functions, in which according to Anwar Arifin consist of four concepts:

1. Communication as Social process, 2. Communication as an event, 3. Communication as science, 4. Communication as skill, (Panuju, 1997: 7). Through the medium of communication, language can be used for multipurpose, such as maintaining power (status quo), political propaganda etc. Language is the most important part of communication process. Collin Cherry (1964) defined communication as a process by which information is exchanged between individuals through a common system of symbols, signs or behavior (Mc. Quail, 1994: 249).



Mc. Luhan in his concept "Medium is The Message" states that technology of communication has influenced the change of medium's function. Medium is not considered only as channel, but it is considered as the message itself (Panuju, 1997; 25). Medium has the same value with information. When people choose TV or Newspaper or Radio, they actually could not assure whether their choice based on consideration of its function as information or other consideration, such as artistic, attractive or even probably status function. It affects on the competition to get audience; the increasing of medium's quality is emphasized on physical technology, such as color, layout, and the matter of the paper. This physical technology is applied on print media, such as newspaper, magazine, tabloid etc. Besides, the increasing of medium's quality is also oriented on the efficiency of information use. It is applied on electronic media such as TV, Radio etc. both print and electronic media are the medium of communication, which involves the system of language use. This medium of communication is usually called as "Mass Media". Besides technology of communication, which has the important role to change the functions of mass media as the explanation above, language play a role as the most important part of mass media.

In the late twentieth century the massive expansion of print and electronic media means that people are exposed to verbal messages of many kinds, a large proportion of which can be thought of as political in nature, though what is 'political' is a matter of interpretation. The increased mediation of political messages has important implications. One is that the opportunity for the reception, interpretation.

and critique of political texts and talk has vastly increased. Another is that the need for awareness and critical evaluation has correspondingly increased (Dijk, 1997:206).

During the era of New Order, the political wisdom tent to be “Splendid Isolation”, to maintain status quo. The tight regulation was applied on the process of communication, and the implementation is that many regulations were made to restrain the development of mass media. Mass media could not function as ‘social control’. The case of closing down of some mass media (print media) is the example that shows how Politics has killed the function of press as social control. Danie Dakidae (1991) in a seminar said that mass media in Indonesia at that time tent to be “flow of power”, if Information could be a power, so power is information.

But the change of political situation since reformation era has influenced the freedom of Press. Now, mass media can freely publish controversial news, it more functions as “social control” it can also criticize the government. Of course in the restriction of Journalism code of ethics. It seems that the development of press has affected business of mass media since Politics has become the main topic in most Indonesian's paper headlines. Recently, most Indonesian people prefer talking about Politics, no wonder if people from all society class like reading newspaper (including tabloid) now, besides watching TV and listening to the Radio to know more about the development of political situation.

Generally, the first thing the reader finds and notices in news is the headline or title. It determines whether the reader will take interest and want to know more about the news or he will just pass by it. A headline should be adjusted to be as

interesting, sensational, and simple as possible. These characteristics emerge from the effort to attract the reader's attention in order to increase the Newspaper selling. The reader can often find certain words, which have contextual meaning for example:

**Mega pinang Prabowo dan Hamzah Haz**

**UUD 45 diobok-obok**

It is an effort to attract the reader's attention and impulse him to know more about the news by reading the body of the news (the text) in which the reader may find more explanation and information.

The writer chooses printed media, especially tabloid, as it tends to be more vocal, persuasive, and provocative in conveying the news than electronic media does. Printed media can more freely express the language use in words, which are able to convince and influence the reader. Here, the reader as the part of society will get the new form of political discourse as the process of maturity in Politics.

Yet, the phenomenon of various symbols in written news discourse sometimes makes the reader hard to discover the meaning. It describes that language is not neutral and consistent, it participates in the process of culture and politics. Language is not transparent: it cannot describe everything outside clearly. Halliday's concept of Field, Tenor, and Mode of discourse will be used to discover the forms of political news discourse as the sign. Here, the social context, which influences the discourse, may also be found. Then, Peirce's semiotic approach is used to show how the meaning of the discourse is expressed.

## **1.2. Statement of the Problems**

1. What are the forms of political news discourse in Indonesian tabloid-Oposisi?
2. What are the meanings of the discourse?

## **1.3. Objective of the Study**

1. To discover the forms of political discourse in Indonesian tabloid-Oposisi (especially column of " Isu Utama").
2. To discover the meanings of the discourse.

## **1.4. Significance of the Study**

1. This study is expected to give contribution to linguistic research using semiotic approach especially in political discourse analysis.
2. This study is expected to enable mass media's reader to have better understanding about political discourse, in order to know the real political situation in Indonesia.

## **1.5. Scope and Limitation**

Political discourse can be reported through some media, one of them is tabloid. It is considered one of the most effective media besides newspaper, because the area of its circulation is broad, its price is relatively cheap, and it can be reached by all social classes. In addition, Tabloid tends to include more vocal, provocative, and persuasive statements than Newspaper does. Therefore, the language style in Tabloid tends to be more bombastic.

The writer chooses Oposisi because this tabloid is representative enough among the other Indonesian tabloids. The writer takes Oposisi published in July-August 2000 as samples.

Oposisi presents many political topics in each edition. Those are divided into several columns. One of the columns is Isu Utama which always presents top political topics at the time. The topic of Isu Utama always appears in the cover of the tabloid as headline. By this consideration the writer selects Isu Utama as the object of the study.

## **1.6. Theoretical Background**

### **1.6.1. Discourse Analysis**

The research on discourse analysis has close relationship with the language use. Discourse is the linguistic record of communication event. The process of communication occurs through spoken and written discourse. In discourse analysis there are always an addressor and addressee, in spoken discourse the speaker is the addressor and the audience is the addressee. While in written one, a writer is the addressor and a reader as the addressee.

Discourse analysis is the analysis of language in use. As such, it cannot be restricted to the description of linguistic forms independent of the purposes or function, which those forms are designed to serve human affairs. A discourse Analyst is committed to an investigation of what that language is used for, (Brown and Yule, 1983; 1). A discourse analyst also should pay attention to the social context and

people who are involved in the interaction, their general knowledge, attitude and culture. An utterance cannot be interpreted simply without the influence of social context, and other factors outside linguistics.

Halliday found that there is interaction between text and context (social condition) based on three concepts; Field of Discourse, Tenor of Discourse and Mode of Discourse. Field of discourse refers to the society's action that is occurring and explaining activities and involves people as the participant. Tenor identifies the participants and their position or state. While Mode of Discourse refers to the language use: what can be expected from the language style and whether the style is categorized as persuasive, expository etc.

Brown and Yule consider words, phrase and sentences which appear in the textual record of a discourse as an evidence of attempt of a producer (speaker and writer) to communicate his message to a recipient (hearer and reader), (1983; 24). We shall be particularly interested in discussing how a recipient might come to comprehend the producer's intended message on a particular occasion.

This study is a discourse analysis, which uses the communicative function of language as its primary area of investigation. The writer tries to describe the form of discourse by analyzing texts to discover the meaning.

### **1.6.1.1. The Role of Context in Interpretation**

Language is used as communication media in a context by an addressor to describe his/her ideas and convey the meaning. A discourse analyst should consider the context of which the part of the discourse takes place.

Since the beginning of 1970, some linguists have become increasingly aware of the importance of context in interpretation of sentences. J.R Firth (regarded as the founder of modern British linguist) was concerned to embed the utterance in the social context and to generalize across meaning in specific social context (Brown and Yule, 1983; 37).

Also in Brown and Yule, Hymes sets about specifying the features of context, which may be relevant to the identification of a type of speech event in a way reminiscent of Firth's. Like Firth, he seizes first on the 'persons' participating in the speech event (1983; 37)

Generalizing over speech events, Hymes abstracts the role 'addressor' (the speaker or writer who produces the utterance) 2. Addressee, the hearer or reader who is the recipient of the utterance. 3. Audience, the presence of overhearers contributes to the specification of the speech event. 4. Topic, 5. Setting based on the physical relation of interactant with respect to posture, and gesture, and facial expression. 6. Channel, how is contact between the participants in the event being maintained-by speech, writing, signing, smoke signals. 7. Code, what language, or dialect, or style of language is being used. 8. Message-form, what form is intended chat, debate, sermon, fairy tale, sonnet, love letter, etc. 9. Event, the nature of the communicative event



within which a genre (the larger event) may be embedded 10. Key, involves evaluation was it good sermon, a pathetic explanation, etc. 11. Purpose, what did the participants intend should come about as a result of the communicative event.

The knowledge of contextual features will enable us to predict the form and content of a discourse. It indicates that context in discourse analysis plays the main role. Generally, the combination between two or three contexts will enable us to interpret the discourse very well.

#### **1.6.1.2. Political Discourse**

Some philosophers - Descartes is the best known - have defined humans as essentially linguistic animals. Aristotle, on the other hand, famously defined human as political animals. No doubt both definitions contain a germ of the truth. It is surely the case that politics cannot be conducted without language, and it is probably the case that the use of language in the constitution of social groups leads to what is called 'politics' in a broad sense. The task of political discourse analysis is to relate the fine grain of linguistic behavior to what is understood by 'politics' or 'political behavior' (Dijk, 1997; 206, 211).

Political discourse in the era of post Soeharto's power shows the change of political situation in Indonesia. It can be viewed from the words in the discourse that seems to be uncontrolled and too dramatized in describing the political situation. It is very different from the era of Soeharto's power. At that time the freedom of press is very restricted. Therefore, there were hardly political tabloids, which published

vulgar news. Even, it can be said that there were no political tabloids, but only political news with stiff words, which only have lexical meaning, eventhough the fact showed that it couldn't guarantee the actuality and proximity of the news. At that time, a political discourse was only as an instrument of the power's hypocrisy presentation.

In Lailiyah, Saphir and Whorf (1958) said that language is not only as an instrument in daily life, but it also defines the life itself. Geert said that to understand language as cultural symbol which could function to give orientation, communication, and self-control of humanbeing. Language is understood in the capacity as the producer of social facts as long as it is as symbolize production, which can't be apart from the speaker's meaning (1998: 6). Chilton and Schaffner state that language is historically constituted out of discourses, and is not simply a socially or politically neutral resource. Political discourse is one such discourse, not separate from the others but rather drawing on, corroborating or modifying them. Meanings in and across fields are related in various ways (Dijk, 1997; 221).

A discourse totally can be a symbol. The meaning of words in the discourse can be subjective depends on individual interpretation. Semiotic approach is necessary to understand the discourse of polemical news by showing meaning relationship, which is produced from the interaction between text and interpretant.



### **1.6.2. Semiotic Approach**

Semiotic is the study of sign, and anything dealt with it; the way it functions and is used in the interpretation of event, its correlation with other signs, and the way to produce and interpret it by those who use the sign.

In communication science, semiotic approach is applied to explain the use of signs in messages, which are communicated. Therefore, research with semiotic approach is categorized as the research on media's content. While the research on media's content can be divided into two methods, i.e. traditional content analysis and semiotic (structural) content analysis. The difference between those two methods is that traditional content analysis is based on empirism, while semiotic is based on structuralism. Those are explained Mc. Quail in Rochman as follows:

1. Structuralism is not a quantitative method, it is the meaning of a message, comes from relation, opposition, and context of the reference quantity.
2. Semiotic pays more attention to hidden meaning of a message.
3. Structuralism is more systematic; it doesn't emphasize sampling procedure and refuses the idea that the unity of message content should be considered equal. The same procedure should be applied equally for various texts, just like what to do in traditional content analysis.
4. Structuralism does not make the assumption of Social-culture reality possible nor enables a message and addressee to involve the basic system of the same meaning.

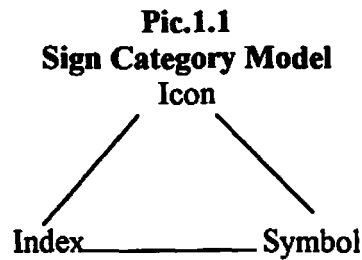
Semiotic approach has three main fields, they are:

1. **The sign itself.** It consists of the study on various signs, the difference how the signs obtain their meanings, and various ways how the signs relate to addresser and addressee. Sign is the result of man's creation and can only be understood by people who use it.
2. **Code/system in which signs are organized.** It consists of the study on the ways of how various Codes develop to satisfy society's needs or culture as well as to develop the use of communication channel that can be used for transmission.
3. **Culture, in which code and sign are used.** It depends on the use of code and signs for the existence and the form of the culture itself. ( 1997; 12-13).

The focus of semiotic approach here is discourse. In this case it is not only written discourse, but also anything, which has sign systems can be considered as discourse (text).

According to semiotic approach, text is the symbols of other elements outside the text itself. In other words, text as sign system is the reference of other things, outside the text itself. Sign reference is social context in which the sign refers or points to. Interpretant is the concept of thought of a person who uses the sign (signified), and applies it in a certain meaning.

The correlation between sign and its reference is divided into three categories: Icon, Index, and Symbol. The three categories can be described in a triangle model as follows:



According to Peirce this model is the basic model of natural sign form. Peirce wrote:

Every sign is determined by its object, either first by partaking in the character of the object, when I call the sign an icon; secondly, by being really and its individual existence connected with the individual object, when I call the sign an index; thirdly, by more or less approximate certainty that it will be interpreted as denoting the object in consequence of a habit...when I call the sign a symbol (Rochman, 1997; 12-13).

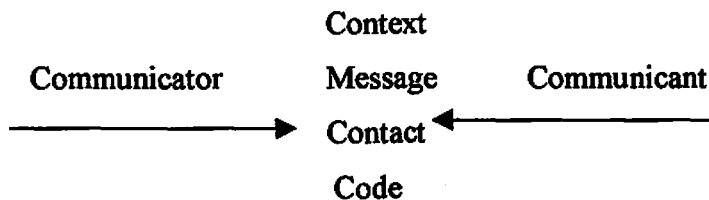
Icon is a sign in which the correlation between the sign itself and its reference is described as the relation of equivalence. A geographical map of Java Island is an icon of Java Island, since the signs in the map is equal to the object, that is Java Island. Index is a sign in which the correlation between the sign itself and its reference emerges because of existence nearness. A pull of sign to Surabaya in a road intersection is the index of Surabaya City. Symbol is a sign in which correlation between sign and its reference has been conventionally approved. Nodding is a symbol of an agreement, as it has been conventionally approved.

This category does not always stand by itself. A sign may be shaped from several types or signs, for example traffic sign.

In the process communication, a communicator transfers messages to communicant, the message is conveyed in a sign system, in order to be accepted by

the communicant. Code, which is known by both communicator and communicant, physically and psychologically, enables them to make the communication.

**Pic. 1.2**  
**Factors in Communication Process**

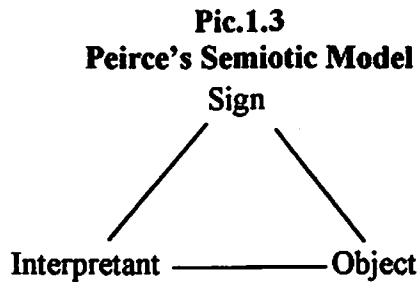


Every sign consists of two aspects; i.e. formal aspect (sign) and conceptual aspect (the concept of thought of a person who uses the sign). It may be different between one culture to another cultures. It is the basic of semiotic study. The concept of thought itself is not a part of which can stand by itself. It is the result of some social construction's influence.

### **1.6.3. Political News Discourse in Semiotic Study**

Semiotic study on News discourse is a study about the meaning of messages in sign system in the discourse. Sign that will be discussed in this study is words which are written in political discourse, mainly those, which have contextual meaning.

Sign refers to something outside the sign itself, i.e. object which can be understood. This understanding is the result of the concept of thought of a person who uses the sign (signified). This concept of thought is interpretant. Peirce described semiotic model in a triangle system:



Based on Peirce's model, meaning is produced by interacting between text and interpretant. It is a dynamical action, in which two elements (text and interpretant) give something equal. When a text and interpretant come from certain culture or subculture, which relatively similar, the interaction of those elements will be easier because of connotation (added meaning). The way to understand in a text has been the reference of the interpretant. (Lailiyah, 1998; 22).

In this study, the object is event of the news. Sign is words, which are written in the news discourse. While interpretant is the concept of thought of the journalist when he put the event of news in sign system in the form of words in the discourse.

## **1.7. Method of the Study**

### **1.7.1. Definition of Key Terms**

1. **Tabloid** is a newspaper, which consists of pictures and without long or complicated news items, and it contains sensational headlines.

2. **Sign** is the consequent of an antecedent when similar consequences have previously been observed.
3. **Object** is the social context in which sign points or refers to.
4. **Interpretant** is the concept of thought of a person who uses the sign (signified).
5. **Addressor** is a person who speaks, addresses, in spoken discourse, or the one who writes discourse.
6. **Addressee**, is a person who receives the message; a person who hears in spoken discourse, or a person who reads the discourse in written discourse.
7. **Discourse Analysis**, is the analysis of language in use. It cannot be restricted to the description of linguistic forms independent of the purposes or function, which those forms are designed to serve human affairs.
8. **Semiotic**, is the study of sign and anything dealt with it, i.e. the way it functions and is used in the interpretation of events, its correlation with other signs and the way to produce and interpret it by those who use the sign.

### 1.7.2. Population

The population of this study is taken from Oposisi tabloid of Isu Utama column, issued in July to August 2000 totally eight editions. The data selected are only in the reported news, thus interview is not included.



### **1.7.3. Technique of Data Collection**

In this study the writer uses purposive sampling method. It is a method of selection in which the data are the news with contextual words in the headlines or title, and also in the text. The technique of data collection consists of four steps:

1. Collecting the political news from Oposisi tabloid issued in July to August 2000.
2. Selecting the news, taken from the column of Isu Utama.
3. Put into a data analysis.

### **1.7.4. Technique of Data Analysis**

This study is a qualitative descriptive study. Qualitative data is described to be in the form of words, sentences, paragraphs, rather than numbers. In details, the technique of data analysis are:

1. Describing the forms of discourse based on Halliday's theory of interaction between text and context which consists of three concepts: Field of discourse, tenor of discourse, and mode of discourse.
2. Describing the role of context in interpretation based on Hymes concept which involves addressor, addressee, topic, code (language style), and key (evaluation).
3. Describing the relation between sign and signified to get a significant meaning Based on Peirce Semiotic model.



### **1.8. Organization of the Paper**

**This paper is divided into four chapters. First chapter is introduction. The second chapter is general description of the object of the study. It explains more about the tabloid as the object of the study. Chapter three is the data presentation and analysis, and the last chapter is the conclusion and suggestion.**

## **BAB II**

### **GENERAL DESCRIPTION OF THE OBJECT OF THE STUDY**