

CHAPTER II

GENERAL DESCRIPTION OF THE OBJECT OF THE STUDY

There are three important factors in writing news, i.e. news sources, reporter and editorial staff. News sources are sources to get news they include informant, news conference and other various sources. A reporter is a data collector. His jobs are to collect the data and seek information both from news sources and his own investigation. The editorial staff whose jobs are to analyze and process the data into news consists of several journalists. The journalists here have very important roles in writing and composing the news. Nearly the whole words and sentences appear in the discourse of the news are composed by the journalists.

The journalists usually work as a team in composing the discourse. Several names are sometimes signed up in the discourse of printed media; it indicates the member of the team which are involved in composing the news. In this study the writer considers the journalists as one team, so the writer will use the term 'journalist' in the form of single not in plural. The writer will not explain further the background of the journalist as his identity is hidden. The writer would only explain the relationship between the journalist and the readers as the participants of the discourse.

2.1. The History of Oposisi Tabloid

Oposisi has been established for more than one year, exactly on the second week of October 1998. At that time the change of political situation occurred in

Indonesia. Moreover, since the president of Indonesia, Soeharto backed him up on 21st May 1998, mass media has been permitted to write political news freely. Discussion on political theme became very popular among Indonesian society. Therefore Jawa Pos decided to publish political tabloid, of course it is to fulfil society's demand by presenting political discourse.

The publishing of Oposisi was limited to 50,000 copies, at first. However the demand of newspaper agencies increased. First edition was printed 120,000 copies, then increased up to 600,000 copies in Java. The total printed in Ujung Pandang, Batam, and Riau was about 750,000 copies.

2.2. Editorial Regulation

Oposisi was included one of radical tabloids at that time. But now the situation has changed. Editorial staff formulates different performance with up to date style. It is adapted to readers' demand in writing style, news content, actuality, and proximity.

The content of Oposisi Tabloid completely as follows:

- Page 1 : Cover**
- Page 2-3 : Reader and editorial staff's letters called as the page of aspirasi**
- Page 4 : Refleksi, it provides opinions and advertisements**
- Page 5 : Tesis, it provides some predictions of political issues**
- Page 6-13 : Isu utama**

Page 14 : Opini

Page 15 : Intrik, it provides informations about several famous people, politician, actors, etc.

Page 18-21 : Politik Nasional

Page 22-25 : Mata-mata, it provides some information about secret political cases which does the spies team of Oposisi Tabloid successfully discover

page 26-27 : Isu khusus

page 28-29 : Potret

2.3. Reader's Profile

Reader's profile of this tabloid can be divided into several degrees; educational degree, occupational degree, and age.

Based on educational degree, the most readers of this tabloid are those who have background of University education. They include students and lecturers. The number of the readers is about 50%. High school readers are 20%, and the rest are various educational background, Junior High School, Elementary school, etc. The number of the readers is about 30%.

Based on occupational degree, 25% are executive, 20% are employees, 36% are students, and 9% are housewives, etc.

Based on age degree, 18-30 years old readers are 45%, 30 years old readers are 40%, and under 18 years old readers are 15%.

The data above is only the row data based on the information the writer get via internet from the chief editor of this tabloid, Mr. Don Kardono.

2.4. The Number of copy and Distribution

The distribution of this tabloid is all over Indonesia. But in Dili, the distribution has been withdrawn, since the agencies there, were lost because of riots.

In Java : Yogya, Solo, Semarang, the number of its distribution is the greatest. It is including in Gunung Kidul Yogyakarta, Wonogiri Solo. In Jakarta there are about 50,000 copies.

The distribution is not only in Indonesia but also in Kuala Lumpur, Malaysia. There are about 2,500 copies of this tabloid printed there. It is real considerable number for this new tabloid like Oposisi.

2.5. The Column of Isu Utama in Oposisi Tabloid

The column of Isu Utama in Oposisi tabloid presents the popular issue in each edition. The issue here is mostly discussed in Indonesia. Sometimes, the issue will be discussed more than one edition. For example the issue around general session of People's Consultative Assembly will be discussed in more than one edition. The topic of the discourse in Isu Utama always appears in the headline of the tabloid (in the cover). It seems that Isu Utama includes the top news presented in the tabloid.

CHAPTER III

PRESENTATION OF THE DATA AND ANALYSIS