

CHAPTER I

INTRODUCTION

1.1 Background of the Study

There is no media that is neutral (Entman 2007, 166). It is possible because news serves a purpose other than informing the society. According to van Dijk (1988), the news is not defined as a picture of reality. It may be based on fact or biased, but it serves as a framework within which the social world is routinely constructed. One of the functions of the news is to instill ideology to the readers. It means that journalists are given the authority to decide who and what is important in the news (Barnhurst, 2003, 5). The intelligibility and actual comprehension of a text may be influenced by the speaker's or writer's ideology (Dijk 1988). As a result, the media is able to keep the public's opinion about news media.

As explained by Tsfaty and Livio (2008), news media has a significant role in shaping public perception and opinions due to the complete authority that the journalists obtain. The bias that has been done by the journalist in writing news has an effect on how they portray or represent the actor. It can be positive or even harm the actor. The way the media portray the actor and the action in the news can be analyzed through the language used in text. According to Fairclough (1995), discourse has two functions. The first function is media to transfer knowledge, and the second function is to form numerous mental images. Power that is used by the media in shaping public perception is symbolic and persuasive. There is no physical force or control of action which is usually ultimate with the word of power. However, media power here is indirect. As explained by van Dijk (1988), it will

control the readers' intentions, plans, knowledge, beliefs, and opinion, which is the mental representation that monitors overt activities.

Margianto and Saefullah (2012) explained that online media in Indonesia has grown rapidly since 2008. Almost all printed Indonesian newspapers already have online forms of their newspapers. The newspapers are published on their websites. For instance, *The Jakarta Post* and *Tempo* already have their own websites and mobile applications to publish their news in the online forms. First is *The Jakarta Post*, which is published by PT Bina Media Tenggara, established in 1983. *The Jakarta Post* is regarded as the largest English language newspaper in Indonesia which is a non-English speaking country (Post 2017). According to Bayuni (2013), a senior editor of *The Jakarta Post*, the target readers are non-Indonesian and educated Indonesian citizens.

The second online newspaper is *Tempo*, which is published by Tempo Media Group, established in 1971. It is one of Indonesia's most well-known newspapers, written in Bahasa Indonesia but also available in English. *Tempo*, according to Keller (2009), is a newspaper that does not support one side of the government, prominent businessmen, or others. The journalists of *Tempo* newspapers were given authority in writing the news by adhering to the *Tempo* principle. As a result, the outcome in the newspaper does not require neutrality from every journalist, but rather emphasizes balance as an overall result.

Lately, some of Indonesian people are doubting Ma'ruf Amin's performance as the 13th Vice President of Indonesia. In March 2020, some of the Indonesian people doubted Ma'ruf Amin's performance as 13th Vice President of Indonesia by

making hashtag #Ma'rufAminNgapainAja, and it has become a trending topic on Twitter. Viewed as of 19.22 WIB, Wednesday (11/3/2020), the hashtag #MarufAminNgapain is in the 13th position on Twitter's trending topic (Ibrahim 2020). In October 2020, a survey conducted by *Kompas* showed public dissatisfaction with Ma'ruf Amin's performance as vice president (Post 2020). Another survey conducted by Indonesia Political Opinion (IPO) showed only 36% of the 1200 respondents were satisfied with Ma'ruf Amin's performance as vice president (Aditya 2021). Finally, in July 2021, Badan Eksekutif Mahasiswa (BEM) Universitas Negeri Semarang dubbed him as King of Silence (Ihsan 2021).

As explained earlier, that news item has its structures in reporting and showing implicitly its predilection toward a particular belief or perception. To reveal how Indonesian online newspapers portray the 13th Vice President of Indonesia's performance, the present study examines the structures of Indonesian online newspapers articles by applying an analytical framework by van Dijk (1988), namely Discourse Structure. Discourse Structure has a function to analyze the structure of discourse especially relevant for news reports in the press. To reveal how language is used in news reports explicitly, this framework has two broad levels of structure descriptions. The first level is the global structures which examine the macrostructure and superstructure of news reports. Macrostructure discerns the global topic of news reports. Meanwhile, the superstructure deals with the global schema of a news item. The second level of this framework is Microstructure. Microstructure or local structure deals with the local level of words

and sentences of the text, such as semantic style, syntactic style, lexical style, and rhetoric style.

There are at least three related studies which analyzed news article that have been conducted using Discourse Structure framework by van Dijk (1988). A study conducted by Faishol and Hidayat (2020), entitled *An Investigation of Macrostructure, Superstructure, and Microstructure on Online News Text*, used discourse structure framework. This study strives to find the structure of one of the articles in the news texts of Tempo.com entitled *Tolak Relokasi Ibu Kota*. This study shows that the journalists of Tempo.com built the public opinion in the news negatively.

Marianus and Budirarta (2018), in their study entitled *Critical Discourse Analysis on Kompas Daily Newspaper Report on Profiteering through the Names of President Jokowi and Vice President Jusuf Kalla*, also adopted the framework by van Dijk. This study uses discourse structure to answer one of its research questions. It analyses the structure of *Kompas* daily news text in profiteering the names of Indonesian president and vice president. This study revealed the global meaning used in daily *Kompas* is to demand the establishment of the case of profiteering on the name of the President and the Vice President.

And the last study by Natalia (2012), entitled *Representation of SBY in Eight Articles of The Jakarta Post Related to The Harmony of Religious Groups Issue*, is also using discourse structure to analyze the data. This study discusses about violence and discrimination happened to minority religious groups in Indonesia,

and how The Jakarta Post represents SBY in the news. Thus, this study revealed that The Jakarta Post has the power to make the representation of SBY negative.

The previous studies mentioned above show the relationship between how the journalist constructs the news and the effect obtained by the actor represented in the text. Consequently, the actor's portrayal constructed by the journalists can be liked or even hated by the readers. In brief, this study strived to identify the portrayal of the 13th Vice President of Indonesia's performance in Indonesian online newspapers. The analysis is conducted within the framework by van Dijk (1988) that is Discourse Structure. This framework focuses on two structure levels of the text which are the global structure and the local structure. The global structures level examines the macrostructure and the superstructure of the text. Meanwhile, the local structure examines the microstructures of the text. Then, these structures contribute in revealing how Indonesian online newspapers' perspective tends towards Ma'ruf Amin's performance as the 13th Vice President of Indonesia.

1.2 Statement of the Problems

The focus of present study is formulated into the following questions:

1. How is the Discourse Structure of the Indonesian online news that portray the 13th Vice President of Indonesia's performance?
2. How do Indonesian online newspapers portray the 13th Vice President of Indonesia's performance?

1.3 Objectives of the Study

In line with the statement of the problems, the objective of this study can be broken down into:

1. To describe the Discourse Structure of Indonesian online news that portray the 13th Vice President of Indonesia's performance.
2. To reveal the portrayal of the 13th Vice President of Indonesia's performance in Indonesian online newspapers.

1.4 Significance of the Study

The aim of this study is identifying the discourse structure used by Indonesian online newspapers in portraying 13th Vice President of Indonesia's performance. Thus, the result of this study is expected to bring theoretical and practical contribution to media literacy.

Theoretically, the writer expects that this study can complete the previous findings. The writer also expects that this study can be contributed to the study of Discourse Analysis. In particular, it will give an example of the analysis of discourse structures that are included in news as a discourse.

Practically, the writer hopes that the result of this study can give more understanding regarding media literacy, especially the theory of discourse. Therefore, the readers will be aware of the features, the function, and the implications and then be able to use them appropriately.

1.5 Definitions of Key Terms

1. Portrayal: a description of someone or something in a particular way (Press n.d.)
2. Discourse Structure: an analytical framework for the structures of discourse which is especially appropriate for news reports in the press, and it consists of

global structures which contain macrostructure (global topic) and superstructure (global schema) of a news report and local structures (microstructures) which investigate the semantic style, syntactic style, lexical style, and rhetoric style (van Dijk 1988)

3. Performance: how well a person, a machine, etc. does a piece of work or an activity (Cambridge n.d)
4. Online Newspaper: substitution to traditional newspaper or complementary of the traditional newspaper (Ester de Waal 2005)