

CHAPTER I

INTRODUCTION

1.1 Background of the study

Currently, newspaper becomes a main role as information source (Pew Research Center 2011). The survey argues that the information served in newspapers is the most reliable source. Most adults rely on the newspaper rather than other media when trying to gaining local, national, even international information. According this report, newspaper covers the 11 of the 16 subject information. Furthermore, it is also supported by a survey in World Association of Newspaper (2008) editor stated that 44 percents of his respondents believed that most people in the world spare their times on reading newspaper. Thus, it makes sense that newspaper is most important and reliable information source that can include any information from people around the globe.

As explained by Reah (2002), the information of the newspapers is an essential topic that relates with everyday lives of human beings. There are three reasons on why newspaper becomes an essential topic of the human being; first, newspaper contains the information of the current incident or event. Second, the information of the newspaper relates to the lives of a social group or individual interests. Third, basically the information of the newspaper covers some news such as governmental news, global news, politics, sports, even personal opinion and etc.

The type of newspaper is divided into online and offline. Online newspaper is provided in websites which connects with an internet connection while offline newspaper known as printed newspaper is provided in the form of paper. People find it more efficient to read the news through their *smartphones* (Schoenbach, Waal and Lauf 2005). Online newspaper is considered as the breakthrough to ease people to get information anytime and anywhere quickly (Greenslade, 2014). A printed newspaper is usually updated once a day while online newspaper may serve the information more than one update in a day especially when something phenomenal occurs, it would be *up-to-date* as the case develops. Therefore, this study uses online newspaper as the data source namely, *The Jakarta Post*.

The Jakarta Post is one of the Indonesian online newspapers that provides information and serves both national and international news in English. The official website of Jakarta Post is *www.thejakartapost.com*, it uses the domain of *com* which stands of commercial. The headquarter regions of *The Jakarta Post* are in Asia-Pacific (APAC), Association of Southeast Asian Nations (ASEAN), Southeast Asia (Crunchbase n.d.). *The Jakarta Post* has been running and growing rapidly since its launching in 1983 by PT. Bina Media Tenggara. Considering 4imn (2016), as an English daily newspaper in Indonesia, *The Jakarta Post* gets top-ranked in the second position in news site in Indonesia after *Kompas* which is in the first position.

As previously mentioned, this study analyzes news in online *The Jakarta Post* which is an online newspaper uses English in Indonesia. Their online

newspaper has the following contents such as news, business, 'se-Asia', community, opinion, JPlus, travel, video, and paper edition. However, Bayuni states in *The Making of a Great Newspaper* (2013), it is not easy for *The Jakarta Post* to gain the mass of audience since they choose to use English instead of most people's mother language, Indonesian, in their news articles. The number of audiences of *The Jakarta Post* has been increasing since the 1990s. As an English newspaper in the nonnative English country, *The Jakarta Post* has target readers coming from the foreign society and educated Indonesian society as their audiences. Currently, the number of Indonesian readers from the middle class society has increased (Susanto and Rahayu 2014). Hence, the existence of the online newspaper makes the writer selected *The Jakarta Post* as the source of data in this study. There is news that currently talked case which is Sexual Harassment.

Sexual harassment is such a morally unacceptable action either verbally or physically. It is a serious issue that occurs almost frequently in any society. Some cases shows, the society considers some action of sexual harassment as personal business and just a normal daily thing. (Budiarti, Unionism 2009). In some patriarchy society, men tend to have superior power and authority rather than women resulting the women become the victims of the sexual harassment. (Tyler and Boxer 1996). As Fitzgerald (1993) explained, sexual harassment of women in the workplace has been recorded since women involve in the marketplace. It means the case of sexual harassment is not a new problem for women, especially in the workplace. A twenty-seven year old female secretary, known as RA,

explained the sexual harassment in her workplace allegedly by supervisory board of BPJS Ketenagakerjaan identified as SAB.

In this study, the writer selected news written by Rizki Fachriansyah on January 9, 2019 entitled 'I was intimidated at work after reporting my boss: BPJS employee'. In this study, the writer focused in discussing RA (initial name) who becomes the main concern in the news selected as an employee who served as a former secretary for the Workers Social Security Agency's (BPJS Ketenagakerjaan) supervisory board who had been harassed by him in the workplace for several times. This issue raised and became the most discussed topics in Indonesia not only because it happened a female figure but it also happened and involved one of the biggest national agency. Therefore these rational made this case most discussed topic in numerous newspaper articles / headline in several days.

By using the framework of van Dijk (1988b) namely News Structures, the writer tried to reveal how *The Jakarta Post* portrays a Female Secretary of BPJS employee in this news article. News Structures is the framework to examine the structure of the news report. It is classified into two broad levels which are global structure and local structure.

The studies about discourse structure have been studied several times. The first study comes from Feng's in 2013 which reveals the tendency of News Simulcast by using Discourse Analysis. The second study conducted by Amaliah and Syukri (2015) which shows how the journalist describes politicians in corruption case in *The Jakarta Post* online newspaper. The third study

performance by Pratiwi (2017) which used two articles of the online news of The Jakarta Post reveals the portrayal of LGBT. Another study had been performed by Rofliansyah (2017) which adopted the Discourse Structure to reveal the tendency of Tribunnews in serving news about South China Sea conflict. Furthermore, News Structure was also pictured by Putri (2018) which reveals the tendency of the *BBC* as the online news in Britain in portraying Association of Ahmadiyya, Moslem organization.

The gaps between those previous studies and the present studies show in cases and issue. Then, the gaps were found in those previous study mostly discussed about the group and community. It is also different with the present study which brought the personal experience of a female secretary who experienced dismissive attitudes.

1.2 Statement of the Problem

Based on the background of the study, the study aims to analyze how a female secretary is portrayed in *The Jakarta Posts* one of Indonesian online newspaper. Therefore, to conduct the present study, the writer has formulated one statement of the problem in the followings:

1. How does The Jakarta Post online newspaper portray a Female Secretary through the use of News Structure?

1.3 Objective of the Study

Based on the Statement of problem, the objectives of the study tried to answers the statements of the problem that can define into the analysis. Therefore, the writer formulated the objectives of the study as follows:

1. To find out how *The Jakarta Post* portray a Female Secretary of BPJS in *The Jakarta Post* online newspaper

1.4 Significance of the Study

This study is intended to give the theoretical and practical contributions to media literacy. Theoretically, the expectation of the writer in this study will provide the News Structures. This study offers an example of an analysis of news structures in the news. Practically, the writer hopes that this study serves the insight about how a news media summarizes the representation of the specific issues. Besides, this study has a role as a reference for any students who are interested in studying Discourse Analysis, especially in news structures. Then, it might suggest the possibility for further research to fill the gap in this study.

1.5 Definition of Key Terms

Portrayal	: A public description - to give the concept or understanding the term (Jo 2003, 398)
Secretary	: A person engaged work as an individual or in an office to assist correspondence (Press, English Oxford Living Dictionaries 2019)
BPJS	: Stands of Badan Penyelenggara Jaminan Sosial (Healthcare and Social Security Agency). The Indonesia's programs which are cover the assurance of health and social. (Heriyanto 2018)

- Sexual Harassment : Unwanted activities of a sexual which has the aim or effect of violating someone's right, or making an intimidating, degrading, humiliating or assault for them (Equality Act of 2010)
- The Jakarta Post* : A daily Indonesian printed and online newspaper in English that owned by PT Bina Media Tenggara.
- News Structures : A framework that analyze the structure of the discourse in news report that contains of global level which involve macrostructure (deal with topic), and superstructure (deal with schema) and local structure or microstructures which investigate the semantic, syntactic, lexical and rhetoric style (van Dijk 1988)