

CHAPTER I

INTRODUCTION

This chapter provides the background of study, research question, purpose of study, scope of study, and significance of study.

1.1 Background of Study

In this digital era, 'new media' is the recent terminology in technology field. New media is computerized system to distribute and store information and data, usually related to the use of internet (internet-based), digital broadcasting and virtual environment (Lev Manovich, 2001; Lister, Dovey, Giddings, Grant & Kelly, 2009). The phenomenon of new media produces a concept of social media. Social media is an internet-based media which has the functions of networking, communicating with people, sharing and receiving information (Boyd & Ellison, 2008; Fuchs, 2014).

The function of social media is not only for building up a circle with friends but also it is used as educational and political purposes. For political purpose, government used social media to support diplomatic activity. It is known as digital diplomacy. The use of digital diplomacy still refers to the core function of diplomacy, including negotiations, representation and communication (Hocking & Melissen, 2015). Australia is one of the countries which is used social media as digital diplomatic tool.

One the other hand, social media is used as learning aided, for instance in language learning. English reading community in social media could motivate students to read and improve their reading skill by a regular interaction between students-students and students-teacher with teacher still as facilitator, administrator and supervisor (Chen Min, 2015). Social media also improved students' writing skill, especially for grammatical accuracy and vocabulary improvement, (Rodliyah, 2016). Social media is "an aspect of the internet which allows individuals and groups to create and publish online content, share the content and interact about it" (Lusk, 2010:3). Social media included facebook, twitter, youtube, blog and other social networking.

Facebook is one of the popular social media used by internet citizens. It could be shown in the study about facebook users which was conducted by Wells & Link (2014). The findings showed that 49.9% from around 18.000 samples of American is the active facebook users. Other result is conducted by Indonesian Ministry of Communication and Information in 2014. The result showed that

"... pengguna internet di Indonesia hingga saat ini telah mencapai 82 juta orang. Dengan capaian tersebut, Indonesia berada pada peringkat ke-8 di dunia. ...Dari jumlah pengguna internet tersebut, 80 persen di antaranya adalah remaja berusia 15-19 tahun. Untuk pengguna facebook, Indonesia di peringkat ke-4 besar dunia ..." – Kementerian Komunikasi dan Informatika Republik Indonesia (2014).

Internet-based media or online media, such as social media offers highly flexible interaction through language. As known for the characteristic of written

language, it is permanent yet inflexible and spoken language is interactive and fleeting (Crystal, 2004). The online media language could present the combination of the two characteristics by only producing a written text. In language variety of internet, it is also known as 'netspeak' which involves written and spoken language (Crystal, 2004). That is the evident of clear difference with paper-based latter and direct speech. Elmer-Dewitt (1994) used terminology 'written speech' to refer to netspeak (as stated in Marchand, 2013). 'Written English shows developments well beyond the stage of the literal use of .com' (Crystal, 2004: 20). Nevertheless, the online media text or netspeak could not avoid misunderstanding because the lack of deictic expression as in spoken language.

Fairclough (1995) stated that text on media relates to representation, identities and relations. Machin and Mayr (2012) said that there is no neutral way to represent people in any language. Representation means the production of meaning which depends on concept; concept relates to all sorts of things, objects and events that will be represented (Hall, 1997). This is how people give meaning to things through language and how people make sense of the world to express a complex thought about people, object and events (Hall, 1997).

Van Leeuwen has a framework to analyze the representation from a text, representation of social actors. Van Leeuwen emphasized to the identity on how people build an image to other people and give the roles to them. Van Leeuwen used the term social actors to refer to 'people'. He argued that human are required in the process of social practice (Van Leeuwen, 2008). In the study of linguistic Van Leeuwen provided some categories of representation of social actors. "I

would therefore prefer to ask: how can the agents of verbal processes be represented—impersonally or personally, individually or collectively, by reference to their person or their utterance, etc...” Van Leeuwen (2008: 24).

Van Leeuwen (2008) categorized the social actors into two major categories. The two major categories are exclusion and inclusion. Exclusion is the representation which social actors are excluded or intentionally absent from the text (Van Leeuwen, 2008). The characteristic of exclusion is similar with the representation approach proposed by Stuart Hall (1997) which is intentional approach. The intentional approach means language could be used as the tool to convey hidden intention or hidden meaning (Hall, 1997; Van Leeuwen, 2008). Fairclough (As cited in Machin & Mayr, 2012) stated that the missing actors of one clause also has important role same as the included one. Meanwhile, the definition of inclusion is the representation which is included or involved the social actors in the text, whether it is activated or passivated (Van Leeuwen, 2008). These representational categories are served for people to draw attention to certain aspect of identity they wished to give to other people (Machin & Mayr, 2012).

Previous studies which concern in representation of social actors by Van Leeuwen has been conducted by several researchers. Sahragard and Davatgarzadeh did the investigation on English as Foreign Language textbook for Iranian students in 2010. They classified the social actors into two, female and male. The result showed that the textbook is more focused on female than the male character. Female is included in 98.31% cases from 465 data. The feature of

female is mostly individualized. Female is described as the independent person. However, in the category of identification, male is more included than female through the relation between males and females.

Another study has been conducted by Bustam, Heriyanto and Citraresmana (2013). They divided the social actors into two social actors, pro group and con group in the case of Lady Gaga's concert rejection by FPI. Pro group refers to FPI, Police and other FPI's supporter. Meanwhile, con group is referred to Lady Gaga, Promotor and Lady gaga's fans. The result showed that pro group is more excluded than con group. The writers concluded that Jakarta post is intentionally focusing the text on con group to get the readers' attention.

A study about facebook text has been conducted by Joko Arawanto (2015). The study based on critical discourse analysis approach and was intended to find out the ideology of facebook text. The three dimension model of Fairclough was used as research methodology. The data source was texts from Siti Drivoka facebook page. The study showed that facebook text could be a control social and an interaction between user account and friend on their list.

The second study about facebook text was conducted by Perez-Sabater (2012). The study aimed to observe the degree of formality and informality of online communication in English. This study conducted comparative study between English native speakers and non-native speakers. To assess the degree of formality and informality, the study used Pearce's proposal (2005), Duthler (2006) and Perez-Sabater (2008). The study revealed that non-native speakers

used formal language more frequently than native speakers in terms of academic online communication.

To fill the gap from previous studies, this study focuses on how Australian Embassy represents Indonesian and Australian in their facebook texts by using Van Leeuwen's framework of representation of social actors. The social actors will be specified into two social actors, Australian and Indonesian because the texts are about the diplomatic activity between Indonesia and Australia. Allen (1992) and Corner et al. (1990) stated that the trend in media studies has been away from analysis of texts (as cited in Fairclough, 1995). The dynamic of language use in online media invites great interest for researchers to conduct the research of language use in online media such as in the field of linguistic, media science, psychology and sociology (Ilyas & Khushi, 2012). Crystal (2004) stated that the development of technology could affect the use of language because of the existence of online media, thus the role of language becomes central.

Students of English Education Study Program Universitas Negeri Jakarta get two subjects concerning media text, English for Journalism and Media Discourse. Therefore it will become significant for the writer to conduct this research. Analyzing texts from media, printed, online or electronic media, is one of the activities in these classes. The outcome of these subjects is analyzing the social functions, the generic structure and the dominant lexicogrammatical features of media texts. The use of online media text in educational purpose is considered as important because "...students memorize information for a test, quickly forget it after the test and then simply look up what they need to know on

the Internet when they actually need it". (Saavedra and Opfer, 2012: 8). Van Leeuwen's framework could be one of the analysis tools to analyze the media text. Critical Discourse Analysis (abbreviated CDA) is an approach which finds out the meaning in a particular text (Rogers, 2011). In line with the definition of CDA, on the other side, critical reading is a process of reading the texts by understanding the meaning beyond what is being presented (Wallace and Wray, 2011).

1.2 Research Question

This study was conducted to answer this question:

How are Indonesian and Australian represented in the facebook text published by *Australia Embassy, Jakarta – Indonesia*?

1.3 Purpose of Study

The purpose of this study is to find out how Australia Embassy represents Indonesian and Australian in the text published by *Australia Embassy, Jakarta – Indonesia* official facebook page.

1.4 Scope of Study

The scope of this study is analyzing the representations of Indonesian and Australian, which are later also classified as social actors, in the facebook text published by Australian Embassy. This study is using Van Leeuwen's framework

as the analysis tool and the analysis only focus on the text without concerning the visual communication.

1.5 Significance of Study

This study is written to enrich the research about representation using Van Leeuwen's framework. This study could be developed with different corpus.

Theoretically, this study is expected to help students read more critically by analyzing the text using Van Leeuwen's framework. As the concept of CDA, this approach could help people read more critically by figuring out the idea or the meaning of a text.

Practically, this study is expected to help students analyze the online text from the new media because the online text as one of the authentic sources in English for Journalism and Media Discourse subjects, which is one of the subject's outcomes is students are able to demonstrate their ability in understanding the structure and lexicogramatical aspects of kinds of printed media texts, electronic media text and new media text.