CHAPTER I

INTRODUCTION

1.1 Background of the study

Nowadays, media has been something important to provide information to the public. According to Campbell, Fabos, and Martin (2005, p.8) in twenties century, the existence of the media had been increasingly risen by the emergence of electronics and digital era. It is also affected the transformation of conventional newspapers to the digital formats which is now available worldwide. The newspaper itself gained much advantage of the convenience that provided by the Internet. Craig (cited in Mawardi, 2012, p.6) said that the specificity of online journalism lies in its real-time characteristic, the journalist was helped by the online journalism to be able to present the newest reportage. As a result, the readers can always access the most up to date news anytime.

Our society has a lot of media to study. Newspapers, magazines, televisions, and radios are the example of it. Media and politics are related each other. According to Bridges and Brunt (1981, p. 35), a media product is "precisely representations of the social world, images, descriptions, explanations and frames for understanding how the world is and why it works as it is said and shown to work." Newspapers and television have been the main sources of information for the public on political issues

but recently the emergence of online media has overtaken the written media as the main information. Media certainly has a power to construct the meaning. As Entman (1993) explains, the media "select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem, definition, causal interpretation, moral evaluation, and/or treatment recommendation". In short, the way the media present the news can affect how audiences understand and perceive.

O'Keeffe (2006, p. 1) describes media discourse as "the totality of how reality is represented in broadcast and printed media from television to newspaper." Ordinary members of the public buy and read the daily newspaper with great expectations of a "scoop", "breaking news", revelations of the secrets of the high and mighty, or news reports about the downfall of the "troublers" of society. The daily newspaper is viewed by many as the source of authentic information and what they believed.

There are two leading Indonesian online media in English that report the issue about Sandiaga Uno as the Deputy Governor candidate in 2017, they are thejakartapost.com and jakartaglobe.com. Both media are the representatives of Indonesia perspective on global flow of information. They also provide the readers' forum in every article where the readers can put their comments related to the articles. However the two news publications have different histories which contribute the ways they construct the meaning or represent the issues. According to Ritonga (2013,

p.3) there is no assurance that the media have no tendencies of free from the influence of internal and external factors. Media become the space of hegemony in exercising power, their polical agenda and creating positive self-image.

The writer chose the Jakarta Post and Jakarta Globe articles as the source of data in this study because they are the two largest English daily newspapers in Indonesia. The Jakarta Post also has won several awards and been described as being "Indonesia's leading English-language daily" in research and analysis by Kustin Ayuwuragil D. So did Jakarta Globe, English-language newspaper Jakarta Globe has won Adam Malik award of the Ministry of Foreign Affairs on consistency in reporting foreign policy. They have an important role in portraying Indonesian circumstances. The source of the data articles are taken from the online version of Jakarta Post and Jakarta Globe. Relating to the event Jakarta Gubernatorial Election in 2017, the purpose of the study is to describe how the image of Sandiaga Uno is shown in the Jakarta Post and Jakarta Globe online newspaper on Jakarta Gubernatorial Election 2017 by using the Systemic Functional Linguistic approaches from M.A.K Halliday. Systemic Functional Linguistic (SFL) is the approach to analyze text because it is concerned with the relationship between languages and aspects of social life (Fairclough, 2003: 5). The language that is used by the media might connote some different meanings.

The media always give the information to the people, for instance the media talks about some figures or the important event such as Jakarta Gubernatorial

election. The Jakarta gubernatorial election 2017 is certainly unlike any before it, with an equal possibility to win the election. There are 3 pairs and 6 candidates, as follows; Agus Harimurti Yudhoyono paired with Sylviana Murni, Basuki Tjahaja Purnama and Djarot Saiful Hidayat, while Anies Baswedan came along with Sandiaga Uno

Sandiaga uno paired with Anies Baswedan on Jakarta Gubernatorial Election in 2017. He proposed himself as the deputy governor candidate whereas originally he was nominated by gerindra for governor candidate. Sandiaga is actually someone that can be called “real opponent” of the incumbent governor Basuki Tjahaja Purnama (Ahok). The results of the latest survey of the Indonesian Survey Circle (LSI) on Jakarta Gubernatorial Election 2017 sum up that the fame of Sandiaga is rising dramatically and almost equal to Ahok that leads this order of the candidates. Sandiaga is known as a successful young businessman to build several businesses. Besides being known as a businessman, Sandiaga was also considered as a figure who has the intellectual capacity. In accordance with his vision and mission, Sandiaga said at least he would make one an entrepreneurship in one district. It correlates with his capacity as a successful businessman. Sandiaga and Anies are a strong set, they have their own track record and they have a good combination, according to some Medias said Anies will focus on institution and human resources while Sandi will focus on economy and infrastructures.

The previous study that conducted by Hafiz Ahmad Billal (2012) entitled *Analysis of Thank You M'am: Halliday's Metafunction.* The writer used Systemic Functional Linguistics on three metafuntions; ideational metafunction, relational metafunction, and textual metafuntion as the theory to reveal better understanding on the text. The analysis has shown that the examination of linguistics features of a text not only helps in understanding the structure of the text but also the deep meanings of it.

Another previous study was conducted by Kehinde and Ibrahin (2014) in *Media Representaion of Boko Haram in Some Nigerian Newspaper.* In this study, the writers are focusing on media representation of socio-political discourse that centres on the activities of Boko Haram as militant Islamic group in Nigeria. The data was derived from Nigerian newspaper and this study used Critical Discourse Analysis as the theory. The study concludes that Nigerian national newspapers serve as a source of accurate information and perceptive analysis on Boko Haram.

Therefore, this study will be conducted using Systemic Functional Linguistic approach by Halliday in an attempt to find the way of the online media constructing the image of Sandiaga Uno as the Deputy Governor candidate. Systemic Functional Linguistic is chosen as the approach in this study because *Transitivity system* reveals the function of the clauses in communication. The data will be taken from two news online media; thejakartapost.com and jakartaglobe.com.

1.2 Research question

How do thejakartapost.com and jakartaglobe.com represent the image of Sandiaga Uno as the 2017 Jakarta Deputy Governor candidate?

1.3 Purpose of the study

The purpose of the study is to find out Sandi's image as the 2017 Jakarta Deputy Governor candidate in thejakartapost.com and jakartaglobe.com.

1.4 Scope of the study

The writer will focus on the words, clauses, and sentences that are appeared in four articles from thejakartapost.com and four articles from jakartaglobe.com about Sandi as the 2017 Jakarta Deputy Governor candidate. The data will be analyzed by Halliday's theory of Systemic Functional Linguistic.

1.5 Significance of the study

Throughout this study, the writer hopes this study will increase awareness of the online news media readers to be more critical in consuming the news reporting of certain issue, in particular the issue of Jakarta Gubernatorial Election in 2017. The writer also hopes this study would be helpful for the future researchers who want to conduct in the media discourse field.