

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter aims to discuss the conclusion of analysis in order to complete the study. It presents two points: conclusion and suggestion for others who intend to do the same study.

5.1 Conclusion

After conducting the study and discussing the problem study about the representation of Zakir Naik in New Straits Times and The Star online newspaper, it comes into the conclusion. Media frames the representation of Zakir Naik in various and different perspective from one to another. The researcher obtains some points from the analysis using Pan and Kosicki framing model. The articles show that using analytical models and Pan and Kosicki framing analysis, the New Straits Times seems support and appreciate Zakir Naik and his Tour in Malaysia in the news, whether by analyzing the syntax structure, script structure, thematic structure, and rhetorical structure in the article.

From the five articles about Zakir Naik's Tour in Malaysia by the New Straits Times, all of them are reporting the opinion from the people involved in the lecture that voice their compliment to the lecture by Zakir Naik. Most of the articles present the direct statement from important figures that have influence in constructing the positive representation of Zakir Naik such as from the Barisan Nasional assemblyman Shah Headan Ayoob Hussain Shah and a Ibnu Hajar Tahfiz school committee chairman Ali Nordin Suboh. The journalist using the opinion from the important figures to persuade the readers by using power relation

the figures have, that makes it easier to shape the audience perspectives. The journalists also use their own perspective and words in the end of the article to create a public opinion to influence the readers with what the journalists thought. By using Pan and Kosicki framing analysis, it can be seen that the New Straits Times using the syntax structure more dominant.

In the other hand, The Star has different perspective in describing the representation of Zakir Naik 's Tour. From the five articles selected, it is found that The Star stance is against Zakir Naik's Tour by prioritizing the negative impacts that will be gained by allowing Zakir Naik's lecture in several places in Malaysia. The Star also is using direct statements from the important figures in Malaysia such as MCA's Religious Harmony Bureau chairman Datuk Seri Ti Lian Ker and MIC Youth chief C. Sivarraajh. To easily persuade the readers to believe what the journalists' message. By using Pan and Kosicki framing analysis, it can be seen that The Star using the thematic structure and syntax structure more dominant.

5.2 Suggestion

The framing tool by Pan and Kosicki can be used and recommended in any kind of issue, but have through searching in selecting the issue to analyze and read carefully to formulate for a better analysis. This kind of research can be conducted not only by framing concept from Pan and Kosicki but also with others model such as Robert M. Entman or Gamson and Modigliani. The researcher hopes the media framing tools, especially the Pan and Kosicki concept can help the research interpret better message of news article. For English

Department student who wants to analyze the online media perspective, it is better to use more articles and more widen theories of the areas to accomplish the appropriate theory used.