

CHAPTER I

INTRODUCTION

1.1 Background of the Study

There is a current obsession in mainstream media pertaining to Islam and the West, especially ISIS. ISIS grabbed news media attention. With thousands of people being killed and displaced, the ISIS presence has been an obvious threat to the stability and security of the Middle East (Gonchar, 2014). This current obsession is tinged with negative signifiers with the global media's predominantly negative portrayal of Islam and Muslims, depicting Muslims generally as violent, fanatical, bigoted, or as extremists and terrorists. Their anger leads them to the fear which is called Islamophobia.

After the case of 9/11 bombing of the World Trade Center in New York, society and media start to make allegations and negative issues about Islam which is a form from their fear and anger against Islam. Not long ago, there was a bomb explosion in Paris that also increased the changed of people's view toward Islam that lead to fear and anger. According to *Reuters.com*, Sixty-three percent of Americans over the weekend said they're afraid of Paris-like attack could happen near them (Gibson, 2015). They were also afraid Islamic Jihad group activities that move based on the radical aspects such as ISIS.

ISIS stands for the Islamic State of Iraq and Syria and is also known as ISIL or the Islamic State of Iraq and the Levant. According to *theweek.com* by the end of June

2014, ISIS renamed itself the “Islamic State” as it proclaimed the creation of a global caliphate and controls vast swathes of land in western Iraq and eastern Syria.

ISIS was founded in 1999 by the Jordanian extremist Abu Musab al-Zarqawi. Within five years, al-Zarqawi’s new group chose to associate themselves with Osama bin Laden and Al-Qaeda. ISIS has proven to be a growing force to be reckoned with. They have lived up to their barbaric reputation. They continue to advance in the Middle East, spreading their grip on a terrified, ill-prepared region.

ISIS’s excessively brutal methods and its attempts to enforce an extreme version of Islamic law alienate it among its allies, which may abandon it when circumstances change and the momentum of ISIS’s military successes is brought to an end.

Theweek.com exposed that they have struck with a vengeance beyond their territories. Suicide attacks in Baghdad, Beirut, and Ankara killed hundreds of people. In October 2015, they detonated a bomb aboard a Russian airliner leaving from Sharm el-Sheikh airport in Egypt, killing all 224 people on board. In November, they orchestrated a multi-suicide attack in Paris, killing 129 people. They have inspired "lone-wolf" terror attacks by sympathizers in places as far away as Ottawa and Sydney.

The writer uses some previous studies related to support this study and to collect some existing information. First is the study from Xu Zhang, “*Media coverage of the ISIS threat: Transnational media and global journalism*” 2015. Zhang used framing analysis and employs content analysis to examine sources and frames that two transnational news organizations (CNN and Al-Jazeera) used in their online coverage of the ISIS threat. Second is the study from Daniel Cunningham, Sean F.

Everton, Robert Schroeder, “*Social Media and the ISIS Narrative*” 2015. This study uses Twitter as their data source and semantic network analysis to analyze the data.

The last is the study from Jessica Lewis McFate “*The ISIS Defense in Iraq and Syria: Countering an Adaptive Enemy*” 2015. McFate found that, ISIS will not in fact lose the strategic ground of its caliphate if it continues to hold the cities it controls in Syria, regardless of what happens in Iraq. Second, ISIS will renew itself strategically by expanding to new, occasionally non-contiguous territory as it has begun to do in Libya and the Sinai among other places. Third, ISIS will reinvigorate its campaign behind its opponents’ lines in Iraq wherever it loses cities, much as its predecessor, al- Qaeda in Iraq (AQI) did in the 2008-2012 timeframe.

The sources of the data articles are taken from *TheJakartaPost.com* website as reflected in six articles from January 2015 until January 2016. The Jakarta post is one of the daily English language newspapers in Indonesia. The writer chose *TheJakartaPost.com* because it has influenced many readers and their target reader is foreigners and educated Indonesians, although the middle-class Indonesian readership has increased.

TheJakartaPost.com is marketed at cosmopolitan and both writer and editor are well educated. Through the *TheJakartaPost.com*, the writer expects to see how this media is framing the news and ideology.

In this study, the writer is interested in analyzing how language works to represent ISIS on online newspaper using Systemic Functional Linguistic (SFL) by M.A.K Halliday. SFL is an approach to linguistics that considers language as a social semiotic system. SFL accounts for the syntactic structure of language, it places the

function of language as central, (what language does, and how it does it) (Chapelle, 1998:1)

1.2 Research Question

How is ISIS represented in The Jakarta Post online newspaper?

1.3 Research Purpose

The purpose of this study is to analyze how ISIS is represented in The Jakarta Post online newspaper.

1.4 Scope and limitation of the study

The focus of this study is the representation of ISIS derived from Jakarta post online newspaper, in September 2015 until May 2016 based on Systemic functional linguistics by M.A.K. Halliday which is focused on the transitivity analysis.

1.5 Significant of the Study

The writer hope the result of this study may become a guidance that helps learner to be more critical in consuming the news report of certain issues, in particular towards the issue of ISIS represented in September 2015- May 2016 and this study may also be used as preliminary information to other researcher who want to conduct research in media discourse field.