

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Study

A text is a long written which connect with book, letter, or newspaper (Ibrahim, 2009: 32). According to Darma (2009: 3), “Text is a communication process using symbols which are related to the interpretation and some events in system of wide people. The existence of the text is indicated by people using, the context of relevant events, and the situation of wide people which stimulate its existence. All of them could be a value, an ideology, an emotion, an importance, etc”. The text has some characteristic. It can be written or spoken form, it explains about something, and then its form is settled, systematic, coherent, and also completes. The context of the text is formed from various elements, like situation, speaker, listener, time, place, scene, topic, event, message, code, and channel. The text in the media is the result of media discourse process. Having a value, an ideology, and an importance, the text shows that the media is “no neutral” when constructs a reality (Darma, 2009: 4)

Magazine is a periodical publication containing articles and illustrations, typically covering a particular subject or area of interest (Oxford Dictionary). Magazine is one of the reading sources bringing a lot of information, likes about fashions, lifestyles, foods and restaurants,

travels, music, etc. It is generally published on a regular schedule, likes once in a week or a month. Actually, the content of a magazine and a newspaper is no longer different, but the magazine is packed from colored paper and likes a book, so, that is the point which makes the magazine is interesting. The magazine has a lot of pages which have useful information in each page.

TIME magazine is an American news magazine published once in a week. This is one of famous magazines in New York. TIME has a lot of column with various and useful information; they are politics, world, health, art, people, travel, etc. TIME magazine is chosen because it is one of the famous magazines in the world. Then, the news which is shown in every edition is very critical. Besides, it is informative because it gives the reader benefit information about world. Having a lot of column, TIME has specific news in each column.

Global Adviser column of TIME magazine has some articles; there are travel, food, gadgets, style, and leisure. Travel article is an interesting article, because it has a lot of information about some interesting places which are suitable for coming. Besides, from travel article, the reader can get information about the history of some places and then find which the best place is. Travel article gives the reader a study about language from the beautiful word in an article and information about the beautiful of the world.

## **1.2. Research Question**

How do the travel articles represent East in TIME Magazine?

## **1.3. Scope of the Study**

This study focuses on representing East in travel articles of Time magazines by using the Types of Process by M.A.K. Halliday and Norman Fairclough theory Critical Discourse Analysis.

## **1.4. Purpose of the Study**

The purpose of the study is to investigate the representation on East of travel articles of TIME magazines as a good tourism spot which is consumed by the West by using the theory of process types from M.A.K. Halliday to elaborate each articles in TIME magazines, and Norman Fairclough theory in Critical Discourse Analysis.

## **1.5. Significance of the Study**

This study is expected to be useful for all readers to get the representation which is presented by the journalist from all reading sources, especially from East travel articles in TIME magazines by analyzing the text. Then, its benefit is to enrich the knowledge of English Department students in media analysis.