

CHAPTER I

INTRODUCTION

A. Background of the Study

In communication, people may not ignore seven elements of communication, namely: (1) source is a person who has need to communicate; (2) encoding is the use of symbol; (3) message is idea formed as language, gesture or symbol; (4) the channel is the use of sound and sight and also touch; (5) receiver is someone or group who receive the message; (6) decoding is a person who is convey the meaning; (7) feedback is the information generated by the receiver and made available to a source that allows the source to make qualitative judgment about the communication while it is taking place (Scollon, 2001: 28).

Dealing with language and communication, there is another famous way to communicate to reveal people's feelings, ideas, and opinions, that is through letter. Letter has its intention. Letter is often used in communication. There are two kinds of the letters; formal letters and informal letters. Formal letters are the letters used in office, school and formal institutions. For examples are business letter, memo, bill of lading, testimonial letter, certificate, summons, etc. While informal letters are used to send the message from friend, family and the others in informal condition and informal purposes.

In newspaper, there is a special column which contains the letters that are sent by the readers by post or email or commonly called “Reader Letters”. The column of reader letters is used to receive people’s aspiration for government, society, or the editorial staff of the Jakarta Post Newspaper. It contains opinions, ideas, critics, complaints and suggestions. The readers’ letters are able to change the paradigm and attitude of the society, government, and the Jakarta Post Newspaper editorial staff to the better.

Unsigned editorial reflects the opinion of at least two-third of the staff. “Your Letters” column with bylines reflect the opinion, idea, critic, complaint and suggestion of the writer. The newspaper will try to publish all letters to the editor within the constraints of space limitations. The staff reserves the right to edit letters for length and clarity, but without changing the letter’s original meaning and tone. Letters shall be printed without reply or rebuttal. They should all be signed, and when published, the writer’s name and identity appear after the letter (Tucker, 2006: 5)

The researcher chooses discourse analysis toward the letters because the letters represent a typical discourse which has a purpose to explain anyone who reads them. The letters also have the element which is configuring them. In this research, researcher analyzes the configurations of the letters as the type of discourse.

The term discourse analysis refers to the attempt to study the organization of language above the sentence or above the clause, and therefore study larger linguistics units, such as conversational exchanges or written text.

It follows that discourse analysis is also concerned with language use in social context, and in particular with interaction or dialogue between speakers.

Discourse analysis does not presuppose a bias towards the study of either spoken or written language. In fact, the monolithic character of the categories of speech and writing is increasingly being challenged, especially as the gaze of analysis turns to multi-media texts and practices on the internet. Similarly, one must ultimately object to the reduction of the discursive to the so-called “outer layer” of language use, although such reduction reveals quite a lot about how particular versions of the discursive have been both enabled and bracketed by forms of hierarchical reasoning which are specific to the history of linguistics as a discipline.

Discourse analysis is a hybrid field of enquiry. Its “lender discipline” is to be found within various corners of the human and social sciences, with complex historical affiliations and many cross-fertilizations taking place. However, this complexity and mutual influencing should not be mistaken for “compatibility” between the various traditions, nor is compatibility necessarily a desirable aim, as such to be gained from the exploration of problematical and critical edges and from making the most of theoretical tensions. Traditions and cross-over phenomena are best understood historically in antagonistic terms and as subject to internal developments.

In her research of discourse analysis toward the letter, the writer does not only describe the data but also explain the data in order to find out the configurations of the letters. In Lyman’s term, a discourse and especially a

text is a sequence of connected sentences or utterances. It means the form by which a sender communicates a message to receiver or the function (Renkema, 1993:32). Therefore, the writer chooses the complement in making letter in research of discourse analysis on 'Your Letters' of the Jakarta Post Newspaper.

The interestingness of this research is explaining the configurations of the reader letters by using the components of making the letter.

Based on phenomenon above, the researcher is interested in the conducting an analysis of discourse toward the reader letters in the Jakarta Post Newspaper viewed from the elements that support the letters as discourse and the content of the letter writer within the discourse. Considering the thing above the researcher wants to conduct a further research entitled 'A DISCOURSE ANALYSIS OF "YOUR LETTERS" IN THE JAKARTA POST NEWSPAPER'.

B. Previous Studies

There are many studies about Discourse Analysis. First, Discourse Analysis of The Commercial Advertisement Text in Hotel Brochures (Pragmatics Approach) written by Ali Suropto (2004). This study is about Discourse Analysis of hotel brochures. Suropto's research used the commercial advertisement text in hotel brochures as the data analysis and only analyzed pragmatics meaning (locution, illocution, and perlocution meaning).

Second, Discourse Analysis of Cinderella Story written by Dhian Yuni Arifianti (2005). Arifianti's research is finding out the aspect forming a

discourse in the Cinderella story. Arifianti's research used the written forms of words, phrases, clauses and sentences taken from Cinderella story as the data. It only aimed to find out the aspects forming a discourse in the Cinderella story as the objective.

Third, Discourse Analysis of Song Lyrics in Shades of Purple Album by M2M written by Rosana Susanti (2005). Susanti's research has the aim to find the configurations of discourse of song lyrics. Susanti's research uses the song lyrics as the data and determines the configurations of Discourse Analysis towards song lyrics based on seven criteria of textuality, and then applies the speech act theory to justify the composer's intentions.

Fourth, The Use of Deixis in Gladiator Movie's Manuscript written by Chuswatul Hasanah (2006). Hasanah's research has the aim to find deixis devices and clarify the meaning of deixis devices that be used in movie's manuscript. Hasanah's research uses movie's manuscript as the data and clarify deixis devices based on pragmatic meaning.

In this research, the researcher uses "Your Letters" used in the Jakarta Post Newspaper as the data to be analyzed. In addition, she uses the components in the making letter to analyze them.

C. Problem Statements

Based on the background of the study, the problems of the study can be formulated as:

1. What are the elements which configurate the discourse in 'Your Letters' in the Jakarta Post Newspaper?

2. What are the deixis devices which used in discourse ‘Your Letters’ in the Jakarta Post Newspaper?

D. Objective of the Study

The objectives of this study are:

1. to describe the elements of discourse in ‘Your Letters’ of the Jakarta Post Newspaper.
2. to identify the use of deixis devices in ‘Your Letters’ of the Jakarta Post Newspaper.

E. Limitation of the Study

The researcher has limitation in analyzing the letter discourse in ‘Your Letters’ in the Jakarta Post Newspaper. This study is intended to help the readers comprehend the typical discourse analysis of ‘Your Letters’ in the Jakarta Post Newspaper.

F. Benefits of the Study

1. Academic Benefits

This study can give contribution to the development of discourse study. Beside that, this research gives more emphasis on giving new information of discourse analysis towards ‘Your Letters’ in the Jakarta Post Newspaper.

2. Practical Benefits

This research helps readers to get more knowledge or information that letters are not only read but also being known the configurations of ‘Your Letters’ in the Jakarta Post Newspaper.

G. Research Paper Organization

The research paper consists of five chapters. The first is introduction that consists of background of the study, previous study, problem statements, and objectives of the study, limitation of the study, benefits of the study, research paper organization. The second chapter is underlying theory. The third chapter is research method, which consists of type of research, object of research, type and data source, and technique of data collection, and technique of data analysis. The fourth chapter is analysis and the fifth chapter is conclusion and suggestion.