

**A DISCOURSE ANALYSIS
OF NEWSPAPER LEADS IN
THE JAKARTA POST USING FRAME THEORY**



JURNAL

Submitted as a Partial Fulfilment of the Requirements
for Getting Bachelor Degree of Education
in English Department

by

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MUHAMMADIYAH UNIVERSITY OF SURAKARTA

2013

ACCEPTANCE

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ABSTRACT

This research paper is aimed to identify frame elements to configure the discourse of newspaper leads in *The Jakarta Post* newspaper. The data of this study are in the form of written discourse of newspaper leads in *The Jakarta Post* newspaper which includes expression of words. There are 5 written discourse used as the data that are collected through observation and document the data. The collected data are then analyzed using Gamson and Modigliani theory to identify frame elements to configure the discourse of newspaper leads in *The Jakarta Post* newspaper. The result of this study has shown that the frame elements to configure the discourse of newspaper leads are 5 metaphors, 5 catchphrases, 5 exemplar, 5 the depictions, 1 visual images, 5 the euphemism, 5 the roots, 5 the appeal to principle.

Key Words: Discourse Analysis, newspaper leads, frame theory.

1. Introduction

The content in mass media is essentially a form a compilation of realities of events which configure them as a meaningful discourse. Media, as a channel of communication, wraps the process of messages and forms. This process is an event which has a particular meaning for the audience. In the process of packaging the message, the media can choose facts to include or to be thrown into the news text. Furthermore, in making the news, the media uses symbol or a particular label to describe an event. This is what ultimately will determine the picture or image which is formed in the audiences mind about an event.

Discourse is a complete linguistic printer about communication event. Those communications can be used in verbal language and written language (Samsuri, 1988: 1). Discourse has transactional characters, the important thing to

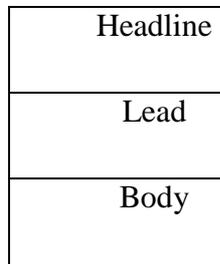
be concerned is the contents of communication, but it has interaction characters if it's considering on riversides communication. Transactional verbal discourse is formed in speech, declamation, or talk, etc. Interaction verbal discourse shows in conversation, debate, question, and answer (in court or police station etc). Written transactional discourse is formed in instruction, advertisement letters, story, essay, paper, thesis, etc. Written interaction discourse concerns with polemic, two peoples lettering.

News discourse is also meant as discourse. The criteria of discourse fulfill in the news. The content of news is communication between the writer and the readers. One of the criteria of discourse is written transactional which formed in instruction, advertisement letter, news, thesis, etc.

Soedarso in Samantho (2003: 132) says that "news discourse" in mass media has reversed pyramid written systems. This system has purpose to make the readers easier to understand what happens and what is reported. Its structure has purpose to make easy the readers who have not much time to read in order to know what kernel of the news. It is also to make easier for editor to cut (edit) the parts that does not important or overweight to fit properly in column room in printing media.

Reversed pyramid writing style had puts everything that is the most important in early writing, as with little interesting and then with most unnecessary in the end of the news.

Reverse Pyramid Systems



a. News titles have function to help readers that in hurry to recognized events that happen around them that which reported by Journalist and attract readers to read the news.

b. Lead of news is difficult part, because good lead must be able to serve the fact about what is reported and also be able to attract reader's intention to read more far away. Lead of news is shaped of summary of news that are commonly contains complete elements of news that are basically called 5W+1H (what, where, when, why and how). If the lead of news had already been planed, then part of news body only remain to continuing. What is to be powered by journalist in style of writing news are to depend their consciousness in their own style, and unity of idea in writing the news must be depending.

c. Body of the news contained substances of news that journalist has taken from the field. More or less the content of news body depends on what the fact that journalist reach.

So, the technique in writing the news has close relation with journalistic language and the style is neither direct language not playing around.

By this explanation it is concluded that reporting is completed and continued unity of spoken or written that the content is studied to report, to inform to the public.

Framing is used for media highlight and it is emphasized on certain aspects according to the interests of the media (Kriyantono, 2006: 252). In framing, there are certain parts that are more important aside the other part by Ignacio Ramoent called as a sealing effect. It is intended for news becoming more meaningful, interesting and memorable audience in the interpretation and public perception according to the frame that are formed by the media. Purport is an important thing for the audience in understanding a reality. This study attempts to see how the media present a particular event to meet information of audiences need.

Gamson in Sobur (2001: 162) argued that in communication perspective, framing has been used to surgery the ways of media when constructing the fact. This analysis is more meaningful, more interesting, move essence and more recognizing to drive public interpretation matched with their perspective. In other words, frame is an approach to understand how perspective how the way of views used by journalist, writer and, addresser when they select issues and the news, writing and, message. That perspective or way of views will distinguish what the fact chosen, which part that will be salience or erased, than to where the news willing to proceed. By these causes, news becomes very manipulative and purposes to dominate subject existences as something that more legitimately, objectively, natural, normal or difficult to avoid (Imawan, 2000: 66).

In Journalistic, mentioning significance opinion related with articles arranged of prose in the mass media that discuss basic problem directly. From the manner of form, articles of writing are like essay.

Based on the statements above, it can be concluded that framing analysis is a method of analyzing text which includes category of constructions paradigm which considers that social reality is not a natural reality. The constructionist paradigm of framing analysis tries discovering how and for what it shaped construction. In simple, framing analysis can be interpreted as an analysis conducted to determine how reality is framed by the media. The core of the concern is how the media of framing analysis understand and interpret the reality, then in what way this reality signified. Essentially, framing is a method used to see how a particular aspect highlighted by the media. Framing of reality by the media of course passes through some stages where social reality interpreted with a certain meaning. The events are understood by a particular frame that produces certain news or interviews with specific people.

There are two models about framing tools which are often used as method of framing to see the media effort in packing the news (Odari, 1999/2000: 67).

a. Zongdan Pan and Gerald M. Kosicki Model

This model is shape of modifications from operational dimension of discourse analysis. Through their writing, "Framing Analysis an Approach to News Discourse" they argue that there are four structural dimensions that can operate the text media as framing pair: syntactic, script, thematic, and rhetoric.

These four structural dimensions formed such kind of theme, which related with semantic narration elements in the kind of global coherence. This model assumes that every single of news has frame that the function is center of idea organization. Framing is shaping an idea related with different element in the news text source quotation, background of information, word using, or certain sentence in to whole accorded text. Frame correlated with meaning, can see from sign pairs which showed in the texts.

b. Gamson and Modigliani Model

This model bases on constructionist approaches that watch media representation news, and article, consist of interpretative package that contain certain construction meaning. In this package there are two structures core frame and condensing symbols. First, construction shapes the idea of elements organization that helps communicators for showing substance of issue that in the middle of conversation. Then, the second, structure contains two substructures, that is framing devices and reasoning devices. The structures of framing device involve metaphors, exemplars, catchphrases, depictions and visual images definite on aspect how “to see” an issue:

1. Metaphor, understandably as way to remove meaning with relating two facts by analogy, or using figurative sentences with using words like, example, looks like.

2. Exemplar is packing certain facts in deeply ways in order that one side has more meaning weight to make study /revocation. Its position becomes complement core frame in the news to correct the perspective.
3. Catchphrases, term, word forming or particular phrase mirroring the fact that recalls on mining or certain spirit. In the news, catchphrases had been formed in the form of slogan and watchword.
4. Depiction, picturing the fact by word using term and connotative sentence in order to make public have more road that come to certain images. Depiction can form in stigmatization, euphemism, also acronym.
5. Visual images, photo using, diagram, graphic, table, cartoon and its kind to express images, for examples attention or refuse, colors using, bolded and slipped, bigger and smaller. Its natural characters, representing realities, makes close of ideology of message to the public.

In reasoning devices, there are two kinds of symbol that include roots, and appeal to principal:

1. Roots (causal analysis), issue correctness by correlating one or more object that become causalities or caused another things. The purpose is to correct fact conclusion base causalities relationship that pictured or showed.

2. Appeal to principal, thinking, principal, moral claim as correct argumentation build the news, such like folk story, myth, doctrine, etc. A skeptic, dogmatic, simplistic mono causal (non-logical) have purpose to make public cannot reject (hopeless) argumentation. It focuses on manipulating emotion drives to characters, times, places, certain ways, also make it close/hard/from thinking for.

2. Research Method

The domain this research is qualitative. Interpretation of qualitative method is a method which focuses on sign and text as the object of the study as well as on how the researcher interprets and understands the decoding beyond the signs and the text (Moleong, 1983: 3).

This research is included in this type of qualitative research. Qualitative research is a type of research which produced findings which cannot be obtained or achieved by using statistical procedures or with other means of quantification (measurement). This study uses framing analysis method with paradigm or constructionist approach. Basically, the framing analysis is a method to see how to tell (story telling) the media on events. In this research the writer intends to identify *The Jakarta Post* newspaper lead and to describe it using frame theory.

The object of the study is the elements configuring a discourse of Newspaper Leads which are encoded in a selection of *The Jakarta Post* newspapers lead. The lead is the different sign systems that affect meaning in newspaper headline in *The Jakarta Post* at the lead in the news.

Data of this research are in the form of written discourse of newspaper leads documents. There are 10 written discourses of newspaper leads documents that can be collected and these are used as primary data. The data source is discourse of newspaper lead in *The Jakarta Post* newspaper published in May 4th - 9th, 2011. The news is preached by the media which is very attractive to be used as researches material. The reason for the selection of the media is because this medium is the Indonesian newspaper present news in English.

This research is qualitative, in which descriptive method is used to analyze the data. The description particularly tries to configure the discourse of the newspaper leads in *The Jakarta Post* newspaper using frame theory.

3. Research Finding and Discussion

In this study, the writer describes the research finding and provides the discussion on the existing media. To show the evidence of discourse of newspaper leads, the writer focuses on framing elements to configure the discourse of newspaper leads in *The Jakarta Post* newspaper.

3.1. The Frame Elements of Newspaper leads on May 4th, 2011

JPL1) Amid growing junket scandal, some lawmakers work at home

While some lawmakers are rebuked for their costly foreign “study trips” during the legislative recess period generally perceived as taxpayer-funded holidays a few lawmakers claim they spend the time getting things done at home.

Indonesian Democratic Party of Struggle (PDI-P) lawmaker Rieke Diah Pitaloka said that in the past few weeks she had been busy advocating for the implementation of a universal social security system.

The **metaphor** is political problem. The **catchphrase** is study trips. The **exemplar** is the study trip program to another country done by some lawmakers is to learn and compare laws in nowadays to make it better and better. **The depiction** is irresponsibility lawmaker. **The visual images** are nothing. **The euphemism** is the effect of study trip to the society for whole. **The roots** are the existence of the trip made some lawmakers do their works at home so that they can enjoy the trip. **The appeal to principle** is that the universal social security system done by Rieke Diah Pitaloka who said that in the past few weeks she had been busy advocating for the implementation of a universal social security system.

JPL2) Nearly four million jobs created last year: BPS

The increase in new investments over the past year has significantly increased the number of new jobs in the country. In the year ending February, 3.9 million new jobs were created, raising the amount of employed to 111.3 million people, according to the Central Statistics Agency's (BPS) latest data released on Thursday. Unemployment slid to 8.1 million people or 6.8 percent of the total labor force of 119.4 million, down from 7.41 percent in the same period last year.

The **metaphor** is high numbered job. The **catchphrase** is slid. The **exemplar** is the improvement of new investments over the past years has

created a benefit that is new job for the unemployment. **The depiction** is new vacancy. **The visual images** are nothing. **The euphemism** is the adjustment of professionalism to the new profession. **The roots** are the new investments as the source of new occupation. **The appeal to principle** is according to the Central Statistics Agency's (BPS) latest data released on Thursday.

JPL3) Lawmakers trip over another tech flop

Legislators are once again down on their luck with communication technology. Just when the ruckus over a porn-watching legislator started to die down, a YouTube video on legislators and email has attracted public derision.

Prosperous Justice Party (PKS) legislator Arifinto was caught on camera watching pornographic videos during a plenary session at the House of Representatives. He eventually resigned from his position although he maintains he accessed the videos unknowingly through email attachments.

The **metaphor** is a political problem. The **catchphrase** is ruckus. The **exemplar** is the wrongfully used of communication technology that resulting deviate attitude on parliament. **The depiction** is pornography on parliament. **The visual images** are nothing. **The euphemism** is the adjustment of communication technology for political purposes. **The root** is the facility of communication technology can be able to be wrong used. **The appeal to principle** is the use of technology especially on communication technology with good facility to improve the work of the legislator, good legislators who

can maintain the political stability are needed to guarantee the directness of political growing.

JPL4) SBY pushes for ASEAN-EU economic integration



President Susilo Bambang Yudhoyono called on ASEAN and the European Union (EU) to realize economic integration as he opened the first business summit of the two blocs here Thursday.

However, a free trade agreement between the two blocs is yet to materialize after negotiators continue to wrangle over a number of issues and standards.

The business summit in Jakarta drew 300 EU and 200 ASEAN delegates from five different sectors that would be the focus of an EU-ASEAN economic partnership.

The **metaphor** is economic integration. The **catchphrase** is economic partnership. The **exemplar** is multilateral cooperation among countries to state the free trade agreement. **The depiction** is free trade agreement between ASEAN and European Union. **The visual images** are the delegators of ASEAN and European Union. **The euphemism** is the support to economic integration. **The root** is the improvement of economic integration with EU as one way to develop ASEAN's economic condition. **The appeal to principle** is he opened the first business summit of the two blocs on Thursday.

4. Conclusion

Based on the data analysis, finally the writer comes to conclusions relation to the Frame Elements *The Jakarta Post* Newspaper Leads. The framing devices structure of *The Jakarta Post* newspaper leads include metaphors, catchphrases, exemplars, depictions, visual images, euphemisms, roots, and appeal to principles. In finding shows that the newspaper leads can be analyzed by using frame elements to configure the discourse. Not all of frame elements are drawn in the newspaper leads such as visual image. But most of the newspaper lead consists of these frame elements.

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