

CHAPTER I

INTRODUCTION

A. Background of the study

The Jakarta Post is one of daily English language newspaper which is published in Indonesia. It is owned by PT Bina Media Tenggara, which was founded in late 1982 as an independent newspaper institution privately owned by four competing media groups publishing some of the leading national publications: *Suara Karya*, *Kompas*, *Sinar Harapan* and *Tempo*. The head office of this newspaper is in Jakarta. The Jakarta Post was begun as collaboration between four Indonesian Medias above. Information Minister, Ali Murtopo established the English daily newspaper because they were disappointed at the perceived bias against Indonesia in foreign news sources. At the time, there were two English-language dailies, the *Indonesia Times* and *Indonesian Observer*. However, due to negative public perception regarding the existing papers they decided to create a new one. In order to ensure credibility, the two agreed to convince a group of competing newspapers (the Golkar-backed *Suara Karya*, the Catholic-owned *Kompas*, the Protestant-owned *Sinar Harapan*, and the weekly *Tempo*). It was hoped to become a quality English-language paper, similar to *The Straits Times* in Singapore, the *Bangkok Post* in Thailand, and the *New Straits Times* in Malaysia. After the first issue was printed on 25 April 1983, it spent several years with minimal advertisements and increasing circulation. After a change in chief editors in 1991, it began to take a more vocal pro-

democracy point of view. It is targeted at foreigners and educated Indonesians, although the middle-class Indonesian readership has increased.

A wide variety of material is published in the Jakarta Post on Monday to Saturday, one of the most interesting materials is editorial. It is the essential news which is written by editor and published or broadcasted on mass media. Duyile (2005) defines

Editorial is a comment or an argument in support of a particular policy, an action, or an idea whether expressed or latent. It can be an argument exhibiting the logical reasoning of the newspaper using the thoughts of the proprietor for the purpose of persuading the readers (audience) to kick against an idea, policy or an action based on facts available.

Okoro and Agbo (2003:125) considered editorial as “a critical evaluation, interpretation and presentation of significant, contemporary events in such a way as to inform, educate, entertain and influence the reader.” Hoffman, (2007:113) defines editorial as a “statement of opinion from an editor or publisher about you and your business. Media coverage is generated by news staff”. Iyorkyaa (1996:14) defined an editorial as “a journalistic essay which attempts to: (a) inform or explain; (b). Persuade or convince ;(c) stimulate insight in an entertaining or humorous manner.” Spencer, in Iyorkyaa (1996:14) viewed editorial as “a presentation of facts and opinion in concise, logical, pleasing order for the sake of entertaining or interpreting significant news in such a way that its importance to the average reader will be clear.” An editorial is an article written by or under the direction of the editor of a newspaper or magazine, or a statement broadcast on radio or television. Editorials give opinions on important social, political, economic,

or legal issues of the day and intend to persuade readers to agree to a particular point of view. An editorial, printed on the editorial page of newspapers, is an example of persuasive writing and many of the suggestions in an accident of Sukoi: Persuasive Writing is relevant. Editorials reflect the views of the owners, managers or board of directors of media companies. Editorials of major papers are often viewed by readers in terms of their positioning as right (conservative), centre (liberal), or left (socialist) on the political spectrum. Furthermore, editorials usually do not shy from controversy, in the hope of not only presenting the issues to the reading public, but also of drawing response from the public and attracting new readership in the competitive marketplace. One of interesting Pragmatic aspect in the editorial of the Jakarta Post is the use of deixis.

Kreidler (1998:145) states every language has deictic words which ‘point’ to ‘thing’ in the physical-social context of the speaker and addressee (s) and whose referents can only be determined by knowing the context in which they are used. For example, if the readers should meet a message like the following,

I was disappointed that you didn’t come this afternoon.

I hope you’ll join us tomorrow.

The readers would not be able to identify the referents of *I, you, us, this, afternoon or tomorrow*. They understand how the first three and the last two are related to one another because the referent of ‘I’ is part of the referent of ‘us’ and the time sequence of “*this afternoon and tomorrow*” the meaning of

any lexeme depend to some extent on the context in which it occurs but deitics can only be interpreted through their context. Rankema (1993: 76) stated that deixis is used to denote the elements in a language which refer directly to the situation. It means that what the speakers or writers want is not always the same with the readers and listeners view so deictic words need to be explained in order to have the same view between the reader and the writer or between the speaker and the listener. According to Levinson (1983:54) deixis obviously reflects the correlation between language and context in the structure of a language. The deictic elements, or using another universal word, the indexical elements have become one of the key issues of the formal semantics and the pragmatic linguistics. Deixis is a word which its reference always moves or change depending on the context. It is also stated that deixis is a part of pragmatics that has connection with certain word or sentence that changes because of the context.

Huang (2007:132) asserts that a language without deitics cannot serve the communicative needs of its users as effectively as language which does have them without the relevant deitics information; one would not know who to meet, where, when to meet the writer of the message or how long a magic want to bring. It is very important to readers or listeners to understand the newspaper's editorial content for example:

It's true; we have not heard the end of the Hambalang sports complex scandal. The antigraft body questioned Democratic Party leader Anas urbaningrum four seven hours persevering politician deny suggestion that he had anything to do with rising found for the party through illegal means. However, we also saw a rise in popular support for the Corruption Eradication Commimission (KPK) a gesture which seems to have boosted

their self-confident. Hopefully, they will stay on track, putting internal rift and questioned priorities in the past..., (Jakarta post editorial published on July 1, 2012)

There are some deixises e.g. *it, we, he, their, that, which, their* etc. The word “it” belongs to pronoun which usually leads to misunderstand. It will be to misunderstand by the readers if they do not know the reference of the diexis or pronoun. The word “it” is used to describe abstract without identifying before so it belongs to exospheric. The simplest quotations and the meanings of one of the paragraph from the Jakarta post editorial above which readers may make difficult to identify the type, to interpret or to refer of deixis above so the writer interested in conducting of research about the diexises are used on the Jakarta post. It is one of the good English newspapers that is published and distributed the whole of Indonesia.

B. Problem Statement

The writer raises some problems, they are:

1. What are the types of the deitic words used in the Jakarta Post editorial?
2. What are the references of the deitic words used in the Jakarta Post editorial?

C. Objectives of the Study

Based on the statement of the problem, the objectives are:

1. To describe the types of the deitic words used in the Jakarta Post editorial.

2. To describe references of the deitic words used in the Jakarta Post editorial.

D. Significant of the Study

The researcher expect this research will give

1. Practical benefits

- a) This research will give more understanding to the reader about types of deixises which are used in the Jakarta Post editorial.
- b) This research will give information about the references in the Jakarta post editorial.

2. Academic benefits

- a) This research will give more knowledge to comprehend of pragmatics especially on deixis.
- b) This research will be used as an additional for further research especially deixis.

E. Scope of the Study

Huang (2007:2) defines, that pragmatics is the systematic study of meaning by virtue of or dependent on the use of language. The central topics of inquiry of pragmatics include implicature, presupposition, speech act and deixis. The scope of pragmatics analysis is very broad. For the central topics

of pragmatics, this study is limited on applying deixis on the Jakarta Post for July 2012 editorial.

The writer will focus on the Jakarta post newspaper because it is one English newspaper can be easily found in the writer's city which may be it is one newspaper is provided in Pati and also is the good English newspaper which is published in Indonesia.

F. Research Paper Organization

The organization of the research paper is divided into five chapters:

Chapter I is introduction that consists of the background of the study, problem statements, objectives of the study, significant of the study, limitation of the research, and research paper organization.

Chapter II is the related theory, it covers the explanation of the notion of pragmatics, deixis, types of diexis, the reference of deixis and Previous studies.

Chapter III is the research method. It consists of the types of the research, the object of the research, the data and data resources, method of data collection, and technique of data analysis

Chapter IV is research result. In this chapter, the researcher will present the data analysis and the discussion and finding.

Chapter V is conclusion, implication and suggestions. This last chapter is followed by bibliography and appendix.