

CHAPTER I

INTRODUCTION

A. Background of the Study

Discourse is a complete linguistics printer about communication event. Those communications can be used in verbal language and written language (Samsuri, 1988:1). Discourse has transactional characters, if the important thing to be concerned is the contents of communication, but have interaction characters if it's considering on riversides communication. Transactional verbal discourse is formed in speech, declamation, talkative, etc. Interaction verbal discourse shows in conversation, debate, question, and answer (in court or police station etc). Transactional written discourse is formed in instruction, advertisement letters, story, essay, paper, thesis, etc. Interaction written discourse concern with polemic, two peoples lettering, etc.

Those several discourses view that Samsuri argued above is to speak out more about the function of language uses, that is communication, beside also about the unity of meaning as a qualification that must fulfill in discourse. The border that gives is clear enough and complete so that it will be easy for the readers to understand what exactly meant by discourse. This borderline already covers better discourse understanding, discourse function, even kinds of discourse including the examples.

There is newest version of discourse analysis approach, especially to analyze text of media, namely the framing analysis. In the beginning, framing is

translated as conceptual structure or pairs of trust organizing political issues, policy, and discourse, also prepare standard categories to appreciate the reality (Sudibyo: 1999a: 23). Lately framing concept has been used in large size in science literatures communication to describe selection process and picturing special aspect of reality by media.

In the field of communication study, the framing analysis represents tradition that emerges approaches or multidiscipline perspective to analyze phenomena or communication activities. A concept about framing or *frames* has borrowed from cognitive sciences (psychology). In practice, the framing analysis also will open chances for implementations of sociology, politics and culture concepts to appreciate phenomena communications, in order to a kind of phenomena that able to be appreciated and analyzed based on sociological contexts, political or cultural that surrounded (Sudibyo, 1999b: 176)

Gamson (in Sobur, 2001: 162) argued that in communication perspective, framing has been used to surgery the ways or ideology of media when constructing the fact. This analysis more meaning, more interesting, more have essence or more recognizing to drive public interpretation matched with their perspective. In another words, frame is approaches to understand how perspective or way of views used by journalist /writer /addresser when select issues and the news/writing/message. That perspective or way of views, finally will distinguish what the fact that chosen, which part that will be salience or erased, than to where the news willing to proceed. By this causes, news becomes very manipulative and

purposes to dominating subject existences as something that more legitimately, objectively, nature, normal or difficult to avoid (Imawan, 2000: 66).

Abrar (2000:73) argued that there are 4 techniques of framing the news that used by journalist, as follows:

1. Cognitive dissonance (disharmony of position and characteristics)
2. Empathy (forming “visual personal”)
3. Packing (charm magnitude employ hopeless)
4. Association (combining condition, policy, and actual with focus of news)

According to the Indonesia Press of Encyclopedia (1991: 108) what is meant by opinion, public opinion, or public views is shape of unity (synthesis) of a lot of arguments, more and less should be supported by many peoples though they agree or not. It strings in the form of emotion, feeling, can changes and appear from social discourses.

In Journalistic, mentioning opinion usually significance related with articles, is that arrange of prose in the mass media that discuss about basic problem with directly. From the manner of form, articles of writing are like essay. Although actually it is not essay, because his characteristics that non-individual and it is wide. Articles do not give attention enough on the beauty of language and form. Its large are variation, has meaning to extend far enough the idea and the fact, with purpose to convincing, coaxing, entertaining the readers.

By this condition we are able to have possibility to make framing analysis form the certain opinion from mass media, that focuses on selecting strategies, salience and meaning connection into writing /news in order to have more

meaning, more interesting, more essences or more memorizing to drive in public interpretation suitable with they perspective.

This point of views or perspective in the final steps will organized what the fact must be taken, which part should be salience or erased also to what condition/way the writing/news are willing to proceed.

For example, the writer gives the title of opinion written by James Van Zorge and Dennis Hefferman published on The Jakarta Post ed. October 1st , 2004.

"The Myth of the first 100 days and Susilo's real challenges"

By using technique of empathy, which creates "illusion personal" in the mind of peoples/readers, from this title the writer wants to form understanding to the readers about acknowledge which writer has about the myth of the first 100 days also the challenges that faced by new President of Indonesia administration. These titles have a hope that the readers will be interested with the opinion and than they, of course, will read the whole opinion that explain the title.

For another example take from enclosure of opinion:

Finally, he should explain that it will take much more than 100 days to make substantial progress: for sure, it will take 1.000 days, or even more, to rid the country of its terrorist, put more people back to work, and bring about a cleaner government.

From this enclosure opinion if we try to frame this opinion, so we can use technique of *packing*, making the readers are unable to reject provocation/persuasion that the news have. Readers will "take for granted" because they do not have any arguments to disagree. The sentence like, ...*finally*,

he should explain that it will take much more than 100 days to make substantial progress... show the readers that the writer insist the readers to take the opinion/perception about an understanding which try to explain to the readers about how long the time that needed to make progress in the country. In trying to convinced the readers about the time factor in making progress, the writer adds the following sentences ... *For sure, it will take 1.000 days, even more, to rid the country of its terrorist ...* by that sentences *can* be explained that caused by several problems which show these recent times, like how should the government handle terrorist or unemployment problem also how to make more clean administration, so it needs very long time to do those things. Rationally, those problems will be impossible to finish in very short time, especially in the 100 days counting. By those explanations, the readers will accept the reason why to make substantial progress takes more than 100 days.

From the object that has been explained, this research will study the framing analysis that appears in column opinion in Newsweek Magazine ed. October – November 2004.

B. Previous Study

To prove the originality of the research, the writer in this part wants to present one research that has close association with framing analysis. The name of researcher is Nur Haryanti A. 320 980 209. She was the student of Muhammadiyah University of Surakarta (2003) . The title of her research is "The Discourse Analysis of Persuasive Power of Hotel Advertisement found in the *Jakarta Kini*. This research focuses on analyzing the persuasive power of hotel

register that appears in the hotel advertisement. In the other hand, in this research the writer intends to observe the interaction function about the power of communication text that appearing in the column opinion in *Newsweek Magazine*. The different with the research doing by Nur Hayanti are that if the first researcher find out how persuasive was build in the hotel Advertisement by used descriptive explanation, than in this research, the writer try to focuses on how to find out the power of communication text was build in column opinion in the Magazine by gives not only descriptive explanation but argumentative and other through framing analysis theory.

C. Problem Statements

The problem in this research is formulated as follows:

1. What problem identification exists in opinion in *Newsweek Magazine* ed. October – November?
2. What adverb category exists in opinion in *Newsweek Magazine* ed. October – November?

D. Limitation of the Problem

To limit the problem if this research, the writer has made limitation that is about the kind of problem identification that exists in the column opinion in *Newsweek Magazine* ed. October – November.

E. Objective of the Study

The objectives of this research are as follows:

1. To describe the kind of problem identification that exist in the column opinion in *Newsweek Magazine* ed. October – November

2. To describe the adverbs category that exist in column opinion in *Newsweek Magazine* ed. October – November

F. Benefits of the Study

It is expected that this research provide the following benefits:

- a. Practically, the study can improve the students or readers knowledge particularly in the framing analysis used in the discourse opinion in *Newsweek Magazine*
- b. Theoretically, this study can contribute to the science of linguistics especially in the framing analysis knowledge in the news linguistics.

H. Research Paper Organization

The starting point chapter one, introduction; consists of background, previous study, problem formulation, limitation of the problem, objective of the study, benefits of the study and research paper organization

The second chapter is concerned with theoretical framework. It discusses theory-framing analysis on discourse opinion in *Newsweek Magazine*

The third chapter deals with research method that covers data source, data collection, techniques of collection and the techniques of data analysis

The analysis in the fourth chapter, that consists of research analysis and result of the research.

Last chapter describes the conclusion and suggestion of this research.