A DISCOURSE ANALYSIS OF NATIONAL SCENE COLUMN
ON THE JAKARTA POST

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ABSTRACT

This research is aimed in identifying and describing the non-linguistic context of the discourse on National Scene Column in The Jakarta Post. The research conducted by the writer is descriptive qualitative research. The data of this research are some short discourse that chosen from newspaper, while the data source is taken from Jakarta Post published in May 2015. The method used by the writer in collecting data is documentation with step: reading, selecting, classifying, signing, and coding the data. In analyzing the data, the writer describes the elements of the news by David Nunan and explaining the elements of the news by elaborating the news. The result of the study shows that all types of discourse of the National Scene Column are news discourse. There are two kinds of the writer’s intentions in writing the discourse of National Scene Column: informative and persuasive.

Keywords: non-linguistics context, news discourse
A. Introduction

Mass media is one of communication tools that can be served through printed and online information. As a tool of communication, mass media covers the message and the form into actual news. The content of mass media is arranged by the journalist into brief news. The news that is delivered to the reader must be packaged in a limited text. The elements of the news also decide the quality of the news. Every news has different characteristics and act sequences. The different characteristics and act sequences depend on the style of the writer. Eventually, every discourse in news has different configuration in configuring the news.

In configuring mass media, the writer needs techniques in order to make the information provided interesting. The elements of news are also important. The elements of news must complete, so the news can be understood well by the readers.

There are some previous study related to the research The first previous study is taken from Haristmawan (UMS, 2013). His research entitled *A Discourse Analysis of Newspaper Lead in the Jakarta Post Using Frame Theory*. The writer focuses his research on context of meaning system of the newspaper lead. The objective of this research is to identify the frame elements and to describe the implied message of the newspaper lead. The type of this research is descriptive qualitative research and he uses observation of document as the method of collecting data. He analyzes the data on every text using *frame theory*. Then, he also describes the implied message of newspaper lead on the newspaper. The result of the data is the framing device structure of The Jakarta Post newspaper leads include metaphors, cataphrases, exemplars, depictions, visual images, euphemism, roots and appeal to principles. Then, the intention of newspaper leads used in Jakarta Post are to address and to inform. To address
and to inform are the data number 1, 4, 16, 27. To address is the data number 4, 7, 10, 14, 16, 17, 24, 25, and 29. Then, to inform is the data number 2, 3, 5, 8, 9, 11, 12, 13, 18, 19, 20, 21, 22, 23, 26, 28. Here, to address data has function to discuss only and to inform data has function to give information to the readers.

The second previous study was written by Ermanto, (UMS, 2010) entitled *A Discourse Analysis of Job Vacancy in Joglosemar Newspaper*. The writer focuses his research on the elements of context and the theme-rheme of discourse of job vacancy. The objective of this research is to describe the elements which are configuring the discourse and to describe the theme-rheme of job vacancy. The type of this research is also descriptive qualitative. He takes the data source from *Joglosemar* newspaper published on May, 9. The result of the study shows that there are seven elements which are configuring the discourse. They are addressee, addresser, setting, channel, code, message, and topic. Then, the theme-rheme of discourse of Job Vacancy advertisement can be seen through the topic.

The writer uses David Nunan’s theory as her theoretical framework. Nunan (1993: 7-8) stated that context refers to the situation giving rise to the discourse, and within which the discourse is embedded. In analyzing the data, the writer uses theory of non-linguistic context by David Nunan. The non-linguistic context consists of the type of communicative event, the topic, the purpose, the setting (setting of time, setting of place, and setting of situation), the participants and the relationship, and background knowledge.

**B. Research Method**

The type of the research is descriptive qualitative, because the writer identifies the elements of discourse on National Scene Column. The object of the research is National Scene Column on The Jakarta Post. The data of the research are some short discourse of National Scene Column, while the sources of the data are The Jakarta Post newspaper published in May 2015. The sampling of the data is by collecting the data of National Scene Column from The Jakarta Post,
then the writer collects the news of National Scene Column published on May 2015, later the writer chooses trending topic news from National Scene Column as the data.

The method used by the writer in collecting the data is documentation, with the steps reading, selecting, identifying, classifying, signing and coding. The technique of analyzing the data is by using David Nunan’s theory. The writer analyzes the data with steps: describing the elements of National Scene Column and explaining the elements.
<table>
<thead>
<tr>
<th>No</th>
<th>Data (Code)</th>
<th>Type</th>
<th>Topic</th>
<th>Purpose</th>
<th>Setting of Place</th>
<th>Setting of Time</th>
<th>Setting of Situation</th>
<th>Participants</th>
<th>Relationship</th>
<th>Background Knowledge</th>
<th>Reason</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>01/LAW/JP05/01</td>
<td>News</td>
<td>The ban of the Indonesian government to send informal workers to Middle East</td>
<td>Give information about the ban of the Indonesian government to send informal workers to Middle East</td>
<td>Jakarta</td>
<td>After the execution of Siti Zaenab and Karni</td>
<td>informative</td>
<td>Hanif Dhakiri, Indonesian workers, Zaenab, and Karni</td>
<td>The relationship: between the administrator and the citizens</td>
<td>Another execution of 61 migrants workers (Tempo.com)</td>
<td>The data (01/LAW/JP05/01) is categorized as News Discourse because there is event “The ban of the Indonesian government to send informal workers to Middle East” in which the writer’s intention is to give information to the reader. The event occurred in Jakarta after the execution of Siti Zaenab and Karni.</td>
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<tr>
<td>2</td>
<td>02/OTH/JP05/01</td>
<td>News</td>
<td>Scholarship offered by Japan for high school graduates</td>
<td>giving information about the scholarship to Indonesian senior high school graduates</td>
<td>Medan, North Sumatra</td>
<td>May 5, 2015</td>
<td>informative and persuasive</td>
<td>Japanese government, an embassy staff, Khadijah Umeda, high school graduates</td>
<td>The relationship: among the Japanese government, the administrator of Indonesia, and the students</td>
<td>Many scholarship offered in Indonesia (CNN)</td>
<td>The data (02/OTH/JP05/01) is categorized as News Discourse because there is event about “Scholarship offering by Japan for high school graduates. The writer's intention is to give information about the event which was occurred in Medan on May 5, 2015.</td>
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<tr>
<td>No.</td>
<td>Date</td>
<td>Type</td>
<td>Event Description</td>
<td>Location</td>
<td>Date</td>
<td>Relationship</td>
<td>Author</td>
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<td>3.</td>
<td>03/OTH/JP06/02</td>
<td>News</td>
<td>The need of RI to still send formal workers overseas to give information to the reader that Indonesia still needs to send formal workers overseas</td>
<td>Jakarta</td>
<td>Wednesday, May 6, 2015</td>
<td>informative</td>
<td>Vice President Jusuf Kalla, Manpower Minister Hanif Dhakiri</td>
<td>The relationship between Vice President and Manpower Minister</td>
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<td>4.</td>
<td>05/OTH/JP07/03</td>
<td>News</td>
<td>The success of the government in implementing Junior High School Exam informing to the reader that the exam runs smoothly</td>
<td>South Jakarta</td>
<td>the last day of examination</td>
<td>informative</td>
<td>Fedina S, Nizam, Zainal Arifin</td>
<td>The relationship among the reporter, and the administrator</td>
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<td>5.</td>
<td>07/POL/JP07/03</td>
<td>News</td>
<td>Survey of the possibility of some leaders to be the competitor in Jakarta gubernatorial election next year, giving information about the possibility of some leaders to be the competitor in Jakarta gubernatorial election next year</td>
<td>Jakarta</td>
<td>April 25-27, 2015</td>
<td>informative and persuasive</td>
<td>Ridwan Kamil, Tri Rismaharini, Basuki Tjahaja Purnama, Abraham Lulung, and Hasan Hasbi</td>
<td>The relationship among the mayors, governor, and executive director of Cyrus</td>
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<td>Code</td>
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<td>6</td>
<td>15/OTH/JP19/20</td>
<td>News</td>
<td>the same starting of Ramadhan and Syawal from 2015-2022 give information to the reader that there is no different start of Ramadhan and Syawal during 2015-2022</td>
<td>Pekanbaru, Riau Monday evening informative Din Syamsuddin, Lukman Hakim Saifuddin The relationship: between MUI Chairman and Religious Affairs Minister Many branches of Islamic organization use Hisab and Rukyah (ROL)</td>
<td>15/OTH/JP19/20</td>
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<td>7</td>
<td>16/OTH/JP20/21</td>
<td>News</td>
<td>the need of more help of Bangladeshi and Rohingya in Aceh give information to the readers about the condition of Bangladeshi and Rohingya that need more help</td>
<td>Aceh Wednesday informative and persuasive Zaini Abdulah, Jusuf Kalla, the migrants The relationship: among The Head of the Ministry's Education, Vice President and National Education Standardization Agency Malaysia rejected Rohingya and Bangladeshi (VOA Indonesia)</td>
<td>16/OTH/JP20/21</td>
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<td>8</td>
<td>18/OTH/JP23/25</td>
<td>News</td>
<td>the decreasing sales of rice in traditional market caused by synthetic rice issue give information to the readers about the effect of synthetic rice to the traditional market</td>
<td>Menteng, Central Jakarta Saturday in a talkshow with secretary-general of Traditional Market informative Ngadran, Dewi Septiani, and PT. Suficindo The relationship: among secretary-general of Traditional Market Vendors Association, the buyers, and PT. Suficindo The rice contain compound of PVC (BBC)</td>
<td>18/OTH/JP23/25</td>
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<td>9</td>
<td>19/OTH/JP23/25</td>
<td>News</td>
<td>launching of antismoking campaign through the suffered woman</td>
<td>give information to the reader about the launching of antismoking campaign and persuade the reader not to smoke anymore because of the danger of smoking</td>
<td>Jakarta</td>
<td>23-May-15</td>
<td>informative and persuasive</td>
<td>Health Ministry, Untung Suseno Sutarjo, and Ike Wijayanti</td>
<td>The relationship: among the health ministry, Ministry’s secretary general, and a suffered woman</td>
<td>Campaign through gymnastics held in North Sumatra (BBC)</td>
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<tr>
<td>10</td>
<td>20/OTH/JP28/30</td>
<td>News</td>
<td>the decrease of Haj cost in 2015</td>
<td>give information about the decrease of the Haj cost in 2015</td>
<td>Jakarta</td>
<td>Wednesday</td>
<td>informative</td>
<td>Jokowi and the House</td>
<td>The relationship: between President and The House</td>
<td>The Haj cost in other countries (BBC)</td>
<td></td>
</tr>
</tbody>
</table>

The data (19/OTH/JP23/25) is categorized as News Discourse because the text includes the event “Launching of antismoking campaign through the suffered woman” in which the writer's intention is to inform and persuade the reader. It occurred in Jakarta on Saturday, May 23, 2015.

The data (20/OTH/JP28/30) is categorized as News Discourse because the text includes the event "The decrease of Haj cost in 2015". The writer's intention is to give information about the event. It happened in Jakarta on Wednesday.


