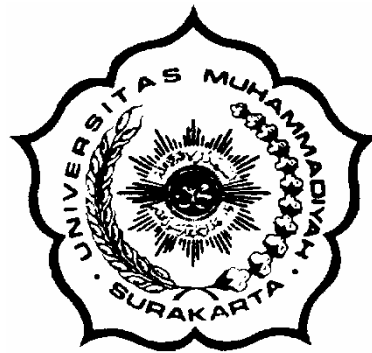


**A DISCOURSE ANALYSIS ON EDITOR'S STANCE IN COVER
OF *TEMPO* MAGAZINE**



RESEARCH PAPER

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CHAPTER I INTRODUCTION

A. Background of Study

A language can be expressed in spoken or written forms. According to Halliday (1985: 17), “writing emerged in societies as a result of cultural changes which created new communicative needs”. He suggests that written language is used for action (for example, public sign, product labels, television, and radio guides, bills, menus, etc); for information (for example, newspapers, current affairs magazines, advertisements, political pamphlets); and for entertainment (for example, comics strips, fiction books, poetry and drama, film subtitles).

“Magazine is one of printed media that shares information in a periodic paperback publication containing articles, fiction, photographs, etc”. (Mc Loughlin, 2000: 1). There are many magazines in Indonesia, *Tempo* is one of the magazines which is published into two languages edition Indonesian language and English language.

Tempo is Indonesia’s weekly news magazine which is published by *TEMPO INTI MEDIA* at Palmerah Barat No. 8, Jakarta 12210. This provides all information about events in Indonesia weekly. This magazine is containing several contents such as: National Events, Cartoon, Article, Economy and Business, Education, Environment, Indicator, Interview, Letters, Memoir, Opinion, Outreach, Sidelines, and Views which happen in Indonesia weekly. Besides that, the magazine can be an education media and linguistics media like learning the expression used in front covers of *Tempo* magazine.

In this magazine there are several editorial staffs such as editor, assistant editor, translator, advertising section head, photography, design, and etc. editor plays important rule in considering the case of the magazine. One of the principles of the editor is deciding the front cover of magazine to be expediency of publishing. According to Rivers (1983: 200) “some editors think first of the cover, or wrap, of their magazine, because it can attract or repel prospective readers”. Magazine is one of mass media; it’s also delivering the information to the readers. The phenomena of front cover in the magazine could attract the reader in reading magazine, and the readers will read the magazine from the front cover. In this case, it is suitable with Rivers and Mathews (1994:43) stated “almost 98% from all readers read the news of information from the cover”. So that is why the existence of the cover is important as the selling point for the editor.

One of the problems faced by the writer is that the existence of the words and the illustration of the magazine in the front cover magazine that wrote by the editor is relevant or irrelevant with the context of the news? Is the editor’s stance can represents the relevant illustration and the words if we try to identify from the front cover of magazine as the reader? While the front cover has a role in shaping the different expectations which readers have on interpreting and consuming the magazine. According to Mc Loughlin(2000: 24)

The editor plays the important characteristics of the language in the magazine, a wide range of linguistic techniques employed to grab our attention including of the linguistic elements to configure the discourse and the intentions of the editors' stance like the consideration of writing the title with the illustrations from a range of the front cover magazine plays a large part in shaping the reader's expectations.

The example of the problem is in the *Tempo* front cover magazine edition 29 on March 18-24 2008. The editor expresses the illustration and the words in the

situation of corruption and nepotism made by Artalyta

Suryani.



The editor's stance of the front cover magazine is expressed by the illustration of "KONEKSI & LOBI ARTALYTA". She brings the equipments such as a hammer, money, card jack, loop, glass of wine and money

box. The readers will interpret the editor's expression based on the illustration that Artalita Suryani like a queen. But implicitly the editor's wants to inform the readers that Artalita Suryani is defendant person. Here, the readers are expected to use their background knowledge to correlate the information of the news and the illustration or the words that written by the editor. By using our background knowledge we can scheme the situation and frame them until produce the intention of the editor's stance with its relevance of the expression in the front cover of magazine.

From the illustration above, the writer is expected to analyze the expression in the front cover magazine by using discourse. Discourse is used in the relation to extended stretched language that refers to the internal organization of the text and the relevance expression with the stance taken by the editor's.

B. Previous Study

To prove the originality of the study the writer presents the previous studies that have been conducted dealing with the discourse.

The first research related to this study was conducted by Suropto (UMS, 2004) His research paper entitled *Discourse Analysis of The Commercial Advertisement Text in The Hotel Brochures (Pragmatic Approach)* focused on discourse analysis used in hotel brochures. He found the implicature meaning in the advertisement text in the hotel brochures.

The second previous study is conducted by Purnasari (UMS, 2007). Her research paper entitled *A Discourse analysis of "Yours Letters" in The Jakarta Post Newspaper*. She analyzed a rubric of your letters using deixis and finding out deixis devices used in "Your Letters" in the Jakarta post newspaper.

The third previous study conducted by Kuswandari (UMS, 2007) which entitled *An Analysis of Narrative Discourse of The Language used in Different Pond Different Fish column of Kanguru Magazine*. The research analyses focus on Narrative discourse and linguistic element especially in cohesion and coherence.

In addition, the previous research became a reference. The previous research use of Pragmatic approach; analyze using deixis devices and linguistic element especially in cohesion and coherence. Meanwhile, this research focuses on the basic background knowledge and the linguistic element especially in coherence.

C. Problem Statement

The problem that will be studied in this research is stated as follows:

1. What are the linguistic elements to configure the discourse of editor's stance of expression used in front cover of *Tempo* magazine?
2. What are the intentions of the editor's stance of *Tempo* magazine?

D. Objective of this Research

In carrying the research, the writer formulates the objective of the study.

The objectives of the study are as follows:

1. To identify the linguistic elements configured the discourse of editor's stance of expression used in front cover of *Tempo* magazine.
2. To describe the intentions of the editor's stance of *Tempo* magazine.

E. Advantages of this Research

The writer hopes his research dealing with discourse especially the expression used in front cover of *Tempo* magazine, which has some benefits as follows:

1. Academic benefit
 - a. This study gives contribution to the knowledge of discourse study.

- b. It can give more information about discourse analysis using discourse context, background knowledge theory and the relevance theory of discourse.

2. Practical benefits

The readers and other researchers can use this study as an additional reference.

F. Research Paper Organization

To enable the writer arranges the research and to make it easy to understand, the writer divides it into five chapters, they are as follows:

Chapter I is Introduction. It deals with background of the study, previous study, problem statement, objective of the research, advantages of the research, and research paper organization.

Chapter II is Underlying Theory that consists of the, the notion of discourse analysis, the difference of text, discourse and context, the notion of background knowledge, and relevance theory,

Chapter III is Research Method. This chapter presents of type of research, subject of the study, objective of the study, data and data source, techniques of collecting data, and techniques of analyzing data.

Chapter IV is Data Analysis and Discussion. This chapter proposes with the discussion and analysis of the data that contains of the procedures of linguistic elements to configure the discourse of the expression used in front cover of *Tempo* magazine. Describing the intention of editor's stance used in front cover of *Tempo* magazine using background knowledge theory and relevance theory.

Chapter V is Conclusion and Suggestion. This chapter organizes of the research conclusion and completed by suggestion to make the research better. References and some appendixes are also enclosed within the chapter.