

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

Discourse analysis concerns the study of the relationship between language and the contexts in which it is used. Discourse analysis uses language in the form of written texts of all kinds, and spoken data, from conversation to the form of talk (McCarthy, 1992). Discourse analysis allows people to understand how messages in the contexts are organized or used. Besides, discourse analysis can also allow people to know the authors' point of view of the texts created. Written or spoken data can be found everywhere. However, in this study, the writer chooses mass media as the objects of investigation.

Mass media becomes one of the many tools that is used for getting information in daily activities. The information can be obtained either by printed media such as magazines and newspapers, or electronic media such as radio, website, and social media. If someone as a consumer selects certain types of content in certain media, they gain insight into the relationship between the attributes of the media (real or perceived) as well as the social and psychological functions which they serve (Katz et al., 1973). One example of mass media that serves information in many kinds of printed or electronic media is news.

Lu Dingyi (1943) (as cited in Yang, 2016) defines news as the report of recent facts. All events that happen may be classed as news starting from sport, daily life, weather update, politics, economics, and other current affairs. News not only broadcasts news that happens around us but also that happens afar such as in many other regions and countries. In Indonesia, news can always be found on television, website, social media, radio, or newspaper. However, the electronic one takes part more than the printed one as nowadays technology develops rapidly.

Recently, big incidents were happening in almost every country which was caused by a coronavirus which also became big bad news in many kinds of mass media. This caused many victims, devastated many aspects such as politics, economic, education, and raised riots and public unrest and panic.

In Indonesia, education may not be the only aspect which got the impact of this coronavirus. However, some and even many of the activities should be postponed or be canceled. The National Exam becomes one example of cancelled activities. The National Exam will officially be removed by 2021 but due to this case, it no longer becomes one of any requirements needed in the education field especially for elementary and high school students.

Of all the news networks that report these coronavirus-related issues, the writer chooses BBC Indonesia as the one to be discussed. BBC, stands for British Broadcasting Corporation, is a British public server broadcaster which started its

first live public broadcast in June 1920 in Westminster, London. On October 30th, 1940, the BBC started news broadcasting using Indonesian besides English and other languages. By this time, BBC Indonesia has only its website (bbc.com/indonesia) to publish all the events happening local or international.

In this study, the writer intends to conduct Discourse analysis in the news context by using the Social Semiotics approach by Halliday and analyze the exclusion and inclusion according to Theo van Leeuwen's theory.

Social Semiotics is a branch of Semiotics that studies social meaning and social action. Yakin & Totu (2014) define Semiotics as the study of signs about the existence or the actuality of sign in society. According to Lemke (as cited in Harrison, 2003), Semiotics is mainly interested in the systems of signs themselves while Social Semiotics focuses on formal semiotics and goes on to ask how people use signs to construct the life of a community.

Another part that relates to Social Semiotics is exclusion and inclusion which are introduced by Theo van Leeuwen. Van Leeuwen used this approach to analyze how some person or groups in a discourse is presented. One could be excluded or prevented or included from taking a part in the context.

Hamad (2007) has ever researched Discourse analysis of news titled *Pupuk Langka, Petani Berteriak* using the Social Semiotics method by Halliday. In his research, Hamad analyzed the text into three aspects as what Social Semiotics has organized; discourse field (how the author treats an event), discourse tenor

(who is involved and a statement which supports their involvement in Discourse), and discourse mode (how the author uses a language in describing an event). Hamad put the interpretation or even more like a conclusion after he analyzed the Social Semiotics structure of the news.

The reason for choosing this topic is that the writer needs to know how Discourse can be used to analyze news. Also, the writer needs to explore the National Exam news on BBC Indonesia website to find out the Social Semiotics structure and analyze how BBC Indonesia establishes exclusion and inclusion of the news about the National Exam. What is discussed in this study will also be different from that of Hamad's. While Ibnu Hamad researching by analyzing the Social Semiotics structure and the hegemony theory perspective using the Critical Paradigm, the writer will analyze the Social Semiotics structure and the exclusion and inclusion according to Theo van Leeuwen of National Exam news.

1.2. Field of the Study

The field of this study is Discourse

1.3. Scope of the Study

This research focuses on Discourse analysis particularly of National Exam News on BBC Indonesia Website.

1.4. Research Questions

The writer formulates the problems of the study of this research as follows:

1. How can Social Semiotics construct the Discourse structure of National Exam News on BBC Indonesia website?
2. How does BBC Indonesia establish exclusion and inclusion of the news about National Exam?

1.5. Objectives of the Study

With regards to the problems mentioned, this research is conducted to achieve these following objectives:

1. To find out how Social Semiotics can construct the Discourse structure of National Exam News on BBC Indonesia Website.
2. To find out how BBC Indonesia establish exclusion and inclusion of the news about National Exam.

1.6. Significance of the Study

The writer hopes this study will give some contributions to knowledge in a way that:

1. The results of this study are expected to give knowledge especially about what and how Social Semiotics can be used in Discourse analysis.
2. The results of this study are expected to give knowledge about exclusion and

inclusion in Discourse analysis to the readers.

1.7. Definition of Terms

1.7.1. Discourse Analysis

Discourse Analysis is different ways in which we, as humans beings, integrate language with non-language “stuff” (Gee, 1999).

Humans tend to have different ways of thinking, doing an action, interacting with other people, having a feeling, believing things, and using symbols, tools, and objects in the right places and at the right times to create certain meanings in certain ways.

1.7.2. News

Xu Baohuang (Yang, 2016) stated in his book, *Studies of Journalism*, that news is recent facts that have caught most readers’ attention.

The way news can catch attention is by creating an attractive yet an objective point of view as the headline.

1.7.3. National Exam

National Exam is one of any requirements needed by primary

and secondary education, especially in Indonesia, to complete all the school learning program (BSPN, 2019)

1.7.4. BBC Indonesia

BBC (British Broadcasting Corporation) Indonesia is an online news broadcasting whose coverage ranges from sports news, weather update to other current affairs. BBC was originally a radio bulletin from London, United Kingdom, which was used to broadcast news through a radio in Indonesia. By October 30th, 1949, BBC started to broadcast news in Indonesia using Indonesian instead of English. By this time, BBC is no longer just a radio but already aired on television which its office is based in London, and based in Jakarta for BBC Indonesia (Tuwo, 2014).

1.7.5. Social Semiotics

According to Halliday & Hasan (1985), Social Semiotics refers to a social system and a culture, as a system of meanings.

1.7.6. Exclusion and Inclusion

In discourse, a person or a certain group could be prevented from taking place (exclusion) or be included (inclusion) from entering a place or taking part in the context