CHAPTER I

INTRODUCTION

1.1. Background of the Study

News are some information about current or important events in some countries. As technology evolves, there are various media which can be used for delivering the news. The news can be transferred through television, radio, newspaper and internet. Moreover, news does not merely contain words to transfer its message to the audience but it also can use the combination of words and image, color, frame. According to Kress (2011), the function of other modes are same like language function which have a role to transfer the meaning of the news to the audience. Hence, from that statement, it can conclude that language is not the only tool for communication.

However, even though the use of multimodal text in digital era is popular and many linguists realize that the linguistic element is not the sole communication tool as well as many previous studies on multimodal analysis have been conducted enormously in abroad and Indonesia but in Jambi University, the study is not quite popular. It might be caused that some people still think that linguistic element is the only tool for sending a message in communication while the other modes only have a function as news decoration, such as for making the news to look more unique or beautiful so they can attract reader’s attention. This statement is supported by Kress’ statement (2012), he said that the term of mode is used to change a perception of someone about only language can have a function as communication tool, meaning there are some people think language is the only tool for communication.
In addition, Baldy and Thibault (2006), as cited in Liu (2013), claim particular object, color, angle that represented on picture or in multimodal text will give a particular meaning to audiences. Since Caple (2013) explores the image is used on news to represent an illustration of the reporting event or to be valued as neutral record of an event, thus the other modes were employed in some news media like newspaper do not randomly be chosen by the editors. The editors selected an image, color, frame by careful consideration to make news become meaningful and easy to understand by audience.

From the problem identified in second paragraph, this study aimed to investigate the ways of linguistic and visual features used on some articles in representing the information of the news. The study focused only on the ideational aspect in analyzing both features to construct the information of the news. Ideational aspect focuses to analyze the linguistic and visual features of the text in terms of the processes, participants, and circumstances in order to know what the text talks about. Hence, ideational metafunction of Systemic Functional Linguistics (SFL) theory from Halliday and Matthiessen (2014) and representational metafunction of Visual Grammar theory by Kress and van Leeuwen (2006) were used as the theoretical frameworks of this study.

Halliday and Matthiessen (1997), as cited in Almurashi (2016), state ideational metafunction is the function of language to represent our experiences of the world around us, it is including inner and outer experiences of the world. Inner experience is our emotions, imagination, and desire while outer experience involves the action that has happened around us, the actor of the action or the people that are involved in the action, and the way of the action is happened. Meanwhile, representational metafunction is the function of semiotic mode in expressing the experience of the world around us. It has the similar definition of ideational metafunction but it is expressed in different name.
In this study, multimodal discourse analysis (MDA) was used as an approach to analyze the combination of linguistic elements and visual elements to construct the meanings of the news. Halliday (1978, 1989) as cited in Paltridge (2012) explores multimodality as a study which investigates the combination of words and other modes in making meaning. Thus, multimodality is an analysis of the sequences of words or sentences related to the other modes such as picture, color, and music produce the meanings of some text.

Furthermore, since this proposed study analyzed the process of linguistic elements and visual images of some news articles in constructing the information of the news, those news articles were taken from The Jakarta Post website. The Jakarta Post is a newspaper brand from Indonesia which obtained the third rank of top newspapers in Indonesia in 2019 based on www.4imn.com’s survey while the first and second rank are placed by Kompas and Koran Tempo. Kompas and Koran Tempo publish their news in Bahasa while The Jakarta Post reports all the news in English.

Thus, the news articles from The Jakarta Post’s website were qualified to be the source of data in this study because this study only investigated the news articles in English. Besides, there is no limitation in choosing some news articles on The Jakarta Post website since the website is open access and it publishes all news articles in English from various topics thus the news articles were easy to find and retrieve. Hence, the researcher was interested to conduct a research entitled “The Use of Linguistic and Visual Features on the Online News Articles in The Jakarta Post”.

1.2. Research Questions

The research questions in this study are formulated as follows:

1. What are the most dominant process types represented in linguistic features on The Jakarta Post online news articles?
2. What are the most frequent process types reflected in visual images of *The Jakarta Post* online news articles?

1.3. Objectives of the Study

This study has two purposes. First, this study intended to find out what the most dominant process types are represented by the particular linguistic features such as the headlines and the contents of *The Jakarta Post* online news articles. Ideational metafunction by Halliday and Matthiessen (2014) was used as the theoretical framework to analyze it. Second, this study aimed to analyze the most frequent process types are reflected by visual features such as the images on *The Jakarta Post* online news articles. In analyzing it, representational metafunction of Visual Grammar by Kress and van Leeuwen (2006) was employed. This study was conducted in order to show the ways of linguistic and visual features on the news articles in constructing the news information.

1.4. Limitation of the Study

A number of limitations are acknowledged in this study. First, this study focused only on ideational aspect in the linguistic and visual elements in constructing the news information. It means the researcher investigated the linguistic elements of the news articles in transitivity system, which explore the process types, participant types and circumstance types that involved in the elements in order to know what the information that linguistic elements try to transfer. Meanwhile, for statement that “this research merely concerns on ideational aspect of visual elements” means these elements were analyzed by carried out the representational metafunction methods of Visual Grammar theory (Kress and van Leeuwen, 2006), in which that metafunction only examined the processes and participants that entangled to the image in reflecting the information of the news.
The ideational metafunction of Systemic Functional Linguistics and representational metafunction of Visual Grammar were used as the main theoretical frameworks of this study. These theories were employed to obtain the results of the research questions. Second, this study solely analyzed the image content of the news articles as the representative of the visual elements of the articles thus the other elements of the news such as the page layouts and screen formats of the news articles do not be analyzed.

Third, considering the time limitation, there are only three online news articles of *The Jakarta Post* were used as the data of this study which collected from the official website of *The Jakarta Post*. This study only took the news articles that contain multimodality and published from July-August 2019 on *The Jakarta Post* official website. In addition, three particular topics of news articles were chosen in this research, the topics were about crimes, sports, disasters.

1.5. **Significance of the Study**

The results of the study are expected to give several advantages. First, this study is expected to give some information about the use of linguistic and visual features on news articles to the English department students in Jambi University thus this study can be an additional reference for the students who plan to conduct a research with the similar topic. Second, this study is expected to give another information about the ways of linguistic and other modes in constructing the online news articles. Last, this study is expected to give a better understanding to readers about what kind of information in several selected *The Jakarta Post* news articles try to deliver.
1.6. Key Terms

1. **Linguistic Feature** is the use of language in speech or written text in delivering meaning, which involves the use of particular vocabulary, the way of the words organized into phrase, clause, sentence or paragraph in order to deliver meaning in communication (Arola et al., 2013). In this study, linguistic feature refers to the ways of the words organized into clauses in representing the news information of *The Jakarta Post* news articles.

2. **Visual Feature** is the use of particular image, page layout, screen format in a text to transfer a certain meaning in communication (The New London Group, 1996, as cited in Cope and Kalantzis, 2002). In this study, visual feature refers to the ways of several elements organized on some pictures of *The Jakarta Post* news articles in reflecting the news information.

3. **Online news article** is the news article in online version that contains several information about recently events of some countries.

4. **The Jakarta Post** is newspaper brand from Indonesia owned by PT Bina Media Tenggara in which it publishes the news about current events in Indonesia and other countries.