

CHAPTER ONE

INTRODUCTION

1.1 Background of The Study

Newspapers have played an important role in Indonesian life since Soenda Berita was first published by RM Tirto Adhi Soerjo in 1902 and Medan Prijaji in 1907. They have a function to criticize all Dutch government policies which are really miserable for the society at that time. Moreover, those newspapers also became the pioneer of the birth of the national press in Indonesia. It can be inferred that newspapers have a contribution for the society to voice their aspirations, critics, and ideas towards to government policy in order that the policy which already created is fair both from government side and society side. (Halimi, 2016).

Nowadays, with the emergence of internet technologies, newspaper is transformed into online newspaper (e-newspaper). It is a self-contained, reusable, and refreshable version of a traditional newspaper that acquires and holds information electronically at a web site (Panda & Swain, 2011). The biggest benefit for people with the existence of e-newspaper is that they can read newspapers from their own gadget, such as tablet, computer, and smartphone wherever they are as long as they are connected to the internet (Solutech, 2017). So, people will not afraid anymore missing the information both domestic and overseas. However, even the newspaper has already transformed into the online one but the essence of the knowledge is still there and it is really useful for the society.

According to AC Nielsen survey (2017) states that right now printed media (newspaper, magazine, and tabloid) read by 4,5 million people. From that amount,

83% read newspaper. In addition, 97,2% of participants using web sites, 70,6% using social media, 42,2% using text or instant messaging and 37,6% using smartphone or iPad application to get the information (Everett, 2011). Moreover, the result shows that participants trust web sites the most as a new source, with 93,4. Radio and television followed with 90,7% and 89,9% respectively. The most recent developing technologies, such as blogs, forums, and social media, were not viewed as credible as web sites, radio, and television. Further, 56% of participants do not think blogs are reliable, and 58% do not trust text or instant messaging as new sources. It can be inferred that web sites are the most trustworthy one compare the others and e-newspapers is a part of it.

In Indonesia itself, there are 103 newspapers existed and most of them have their own newspaper website (e-newspaper). However, only two newspapers website that using English which are *The Jakarta Post* and *Jakarta Globe*. The current research chooses *The Jakarta Post* online newspaper as the object to be analyzed because first, it is one of newspapers that using English. Second, it is included into national and also international scale newspaper (www.thejakartapost.com, 2018). Third, *The Jakarta Post* is in the second rank from 37 of best newspapers existed in Indonesia (4International Media and Newspapers, 2016). The last, there are a lot of readers who read *The Jakarta Post* which are 260.000 unique visitors/month (Irwansyah, 2011).

Then, when we deal with newspaper, it will close to the language of journalism which is presented by the journalists in their writing towards to the event that happened in society. Moreover, accidentally when writing the articles, the journalists apply the words, phrases, and sentences under the term of associative meanings.

Geoffrey Leech (1981) divided meaning into three major types which are conceptual meaning, associative meaning, and thematic meaning. In this research, the researcher focuses on associative meanings in *The Jakarta Post* online newspaper since conceptual and thematic meaning only deal with literal meaning and the way meaning will be delivered. Associative meanings related to meaning of words, phrases, or sentences which are appropriate with the condition behind it. To understand meaning, we need to know how words or sentences convey the meaning. The idea is that when we read texts, we try to know how words are put together to convey meaning so that it can be understood.

Thus, the researcher conducts this research in order to give references of certain meaning of the words, phrases, and sentences to the readers found in *The Jakarta Post* online newspaper. As we know that *The Jakarta Post* is newspaper brand of Indonesia and it read also by the other countries particularly Asian. In other word, it does not rule out the possibility that other countries readers did not familiar of certain words, phrases, and sentences that used by Indonesian people and vice versa to Indonesian readers also. As we know that English is not our mother tongue and it is as a foreign language in Indonesia. So, eventhough the journalists already write the articles clearly and understandable but when it is translated in English, it would be different due to the limitation senses to certain words, phrases, and sentences in the articles of *The Jakarta Post* online newspaper. In this case, the researcher focuses on the editorial section of *The Jakarta Post* online newspaper particularly economy & business, lifestyle, and politics.

1.2 Research Question

Considering the background above, the researcher formulates the research question as follow:

1. What are the associative meanings used in *The Jakarta Post* online newspaper?
2. What are the meanings of associative meanings used in *The Jakarta Post* online newspaper?

1.3 Research Objective

This research aims to describe and to show the associative meanings and their meaning in *The Jakarta Post* online newspaper.

1.4 Uses of The Study

1.4.1 Theoretical Use

Theoretically, this research will give the readers about the concept of associative meanings so that they can implement it later on when they read something and know the meaning contextually. The research is expected to enrich sources of studying meaning particularly associative meaning from mass media so that the readers can add their knowledge from different perspective.

1.4.2 Practical Use

After conducting this research, the researcher hopes that by reading this research, the readers' sense of a word, phrase, and sentence can be improved when they read any kinds of texts. Moreover, the readers can add their vocabulary so that they can use it in daily life based on its situation.

1.5 Scope of The Study

This research focuses on examining editorial section of *The Jakarta Post* online newspaper which is published along January, 2019. The researcher focuses on three kind of articles which are economy & business, lifestyle, and politics. The reason those texts are the most viewed one by the readers. The theory is adopted from Leech's theory (1982) that focusing on associative meanings.