CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Information travels rapidly, along with the increasing of society need for an accurate, trustworthy and up to date news. Every second, millions information from all around the world are flown and spreaded then delivered to the audiences by a high number of different channels of communication, one of it is newspapers. Newspapers are the source to get information about the world which generally consist of various combination of local, national or international events regarding business, sport, politic, education, advertising, entertainment, and editorial, publish in daily or weekly with different editions such as morning, afternoon, and evening. In other words, newspapers has played their significant role in society, especially in assisting national development (Sommerland, 1981), by servi ng information with multiplicity of purposes. They are used as a channel to report current happenings (Danesi, 2009), which is contained of facts and analysis, then spreaded widely and rapidly. Thus, people are able to make effective and responsible decisions in complex situations.

Newspapers are also used to conduct supervision, criticism, correction, and advice on matters relating to the public interest by means of supplying the readership with issues this recently. People are offered to voice their thought such as giving opinions, comments and criticism through a column called opinion piece. These opinion pieces are relevant articles written to address a piece of news or in response to another opinion or events expressed in the newspaper. Unlike

news reporting, opinion pieces is more like scientific writing where the ideas combine with matters of fact, and small research that discuss many topics with different themes relate to happening issues such as educations, arts, politics, leaderships, cultures and so on.

From its inception, the opinion pieces (hereafter mentioned as 'the Op-Eds articles/opposite editorials') is kind of a debating forum, but not always as the opposite response of what the editorial emerge. A new context and perspective about topical issues from a diverse array of elite experts or the outside of well-known writers is offered by opposite editorials through persuasive arguments. The purposes of opposite editorials itself are to be a room for exchange ideas, a place to make people pour their views in writing as response of the argument that delivered by newspapers, and to encourage civic discourse and learning among the general public (Coppock, Ekins and Kirby, 2018). In other words, the op-ed is intended to shape the opinion of the readership, and make them actively engage to discuss important issues of the day with the right balance of fact and thoughtful analysis, because many view the op-ed pages today is seen as a mechanism that continues to shape public opinion (Porpora and Nikolaev, 2008). So, to write the article that potential to influence the public opinion either to sustain or challenge the current practice (Fairclough, 2003), the author surely has a broad and critical insight specially in various linguistic aspects to support his writing, one of them is intertextuality.

Although, the originality and craft of a writer comes from how those words are put together in new ways to fit the specific situation, and purposes, but there will always a requirement to rely on the common stock of language to

continue writing, besides every text is part of another text, and the source may come from everywhere. So, this is where intertextuality emerged, for example, a statement or a text that has been heard or read in the prior, the appearance of a text in other text shows that there is an influence of other texts in producing a paper or article. In other words, it points to the productivity of the text, to how the text can transform prior text and restructure existing convention to generate new ones.

In general, intertextuality means as the interrelation between texts, how a text shape another text. A text can be only interpreted through a background information of other text with certain settings (Lamke, 1990). Therefore, by understanding the prior text, the readers are able to understand with greater clarity what the writers are trying to accomplish on which playing field, and whether the readers are satisfied with the kinds of intertextuality they construct.

Many term has been used by experts to refer intertextuality, it is become a critical concept, defined variously by different diciplines and researchers (Allen, 2000). The term intertextuality itself was first coined by the Bulgarian-French philosopher and literary critic, Julia Kristeva in 1966. It was built based on the semiotic studies done by Saussure and Bakhtin, which is the study of multiple meanings of each text. Intertextuality is an important stage in understanding a piece of literature, as it is necessary to see where intertextuality begins, the way it realized, the reason intertextuality is existed, then, the way other works (like text) have influenced the author, how different texts are employed and emerge into new text then convey certain meanings, and so on. These all form a relationship which relates to a certain social-meaning, it means that the term "text" in this study is not

only restricted to the definition that text is a product of linguistic, but also part of social-practice.

The social meaning of intertextuality is interpreted in relation to a certain social practice to which a particular sort of text attach, which involves processes of the text production, distribution, and consumption. The social practice also encompasses the meaning outside the text (context) which determines the way a text can be produced by the author and understood by the readership.

This present study tries to analyze the articles of Op-Eds which focus on presidential election phenomenon that soon will be held. Moreover, the political situation which is getting heated up after two pairs of candidates have been determined by the General Election Commission to participate in the presidential election this time, namely Joko Widodo-Ma'ruf Amin and Prabowo Subianto-Sandiaga Uno. Many political issues relates to the debate's theme, especially in education and economy, raised by writers in op-ed, none others than to attract the readers' attention, and influence their mind, in other words, they shape the public opinion implicitly by the articles that they have written which is definitely intertextual to others, because no text is without intertextuality (Barthes, 1977), and it always present in any piece of writing, include in newspapers' article (Chandler, 2002; Fairclough, 1992). So, it is clearly declared that every text is intertextual, and it is interesting to investigate the way text rely on other text by using intertextuality in the opposite-editorial (op-ed) articles of presidential election in newspapers.

Related to intertextuality, the issue has been conducted by many researchers. The findings of intertextual analysis studies, especially context

relevancy in printed media, show that intertextuality is emerged through in different fields and objectives.

The research about the presence of intertextuality, especially context relevancy in opposite-editorial (Op-Eds) column of newspapers, showed in Acim (2016). He tried to investigate kinds of intertextual devices those used in New York Times (NYT) Opposite Editorials that could raise skepticism about Muslim, and the author's intention in doing so (use intertextuality) related to ideology. The data were collected from electronic database of the NYT opinion columns. The result showed that indirect and direct quotations were used dominantly in opposite-editorials, the function of intertextuality itself was as a shelter for the authors to producing a sense of intimacy with their readers and attracted their full attention more easily, so they could control and guided the public opinion about matters related to Muslims.

The context relevancy in opposite-editorial (Op-Eds) column of newspapers, also came from Rahayu and Amelia (2019) which dealt with theme about issues of industrial revolution. By following Fairclough's theory, they tried to discover types of intertextuality and revealed its social practice (discursive practice) from opinion articles of six newspapers, local and national. The result showed that 79 sentences considered to be intertextuality with three types possibly emerged in Indonesian texts, those were citation, quotation (direct and indirect quotation), and allusion (implicit quotation, negation, framing). Implicit Quotation and Indirect Quotation were dominantly used in the articles. The discursive practice of intertextuality in the articles was showing an informal discussion, but still having an academic sense in news article to make it sounds such an

authoritative discussion. The data analysis also revealed that intertextuality exists in every opinion article.

Continue to research which was conducted by Qayyum (2019) whom investigated about the way of intertextuality became a catalyst for formating ideology in newspapers related to the election in Pakistan. She questioned kind of linguistic devices those used to form intertextuality in different discourse, and the function of its context related to ideology. The data were newspapers, political speeches, and interviews from four newspapers, collected in form of documents and recorded. The analysis of intertextuality was done by exploring the relation of one text with the other with Fairchlough's three dimenstionals, while contextual aspects, Halliday's concepts of field, tenor and mode had been included. The findings showed there were some linguistic devices found in forming intertextuality, they were repetitions where the function is as reminder, that same ideas had been repeated many times, the reporters used this tool effectively for controlling readers'mind, generating ideologies and shaping public opinion. The use of indirect quotation (is employed most of the time) enabled an author added to blend his/her ideas into the actual text in an undetectable way, so it caused a change of version which blurs the boundaries and created layers of meanings.

Another research about intertextuality in newspapers came from Thamer and Bedu (2019) that examined kinds of intertextuality those appeared and its function related to forming ideology in three English speaking newspapers which published in Middle East. The data was collected from nine news report, retrieved from online editions of those three newspapers. The results showed that quotation (direct and indirect) achieved intertextuality in the newspapers production. The

use of intertextuality here caused complex overlaps due to various texts being made into one text. English-speaking newspapers discourses in the Middle East nations hold and sound as one unit of communication and equally revealed the way text-producers utilized intertextual processes not only for textual but for achieving ideological purpose by forming discourse to convey a suited interpretation to the readers' mind in a special way.

From related studies above, it revealed that most kind of intertextuality those appears regarding to newspapers whether for opposite editorials or news story especially related to politics are quotations (direct and indirect), and the function was to strengthen the argumentation in articles. In other words, if it was viewed from the intention of the authors, the quotations itself was used as a shield to produce words without being detected, or use other's words to convey their purposes, which was to control and shaped reader's mind by interpretation.

It's quite interesting that all of those studies used quotations rather than other types to show intertextuality in opposite editorials or news story. But the situation changed, when the field of research was related to Indonesian presidential election of 2019. The article from opposite editorial entitled " ANTISIPASI PEMILU 2019" showed differences, that allusion became the dominant part of intertextuality, those were about three examples of allusion found, while quotation was one, some of them could be seen in the following;

Example 1
*walau telah disiapkan tindakan antisipatif yang paling masuk akal, ternyata **tidak** semua variabel yang perlu dipertimbangkan sudah masuk dalam kalkulasinya.*
(Kompas, January 16th, 2019)
 'even though the most reasonable anticipatory action has been prepared, it turns out that **not** all variables that need to be considered are included in the calculation'.

According to example above, the clauses were part of negation (allusion), the analysis of the example was following;

walau telah disiapkan tindakan antisipatif yang paling masuk akal,
(1)
*ternyata **tidak** semua variabel yang perlu dipertimbangkan sudah masuk dalam kalkulasinya,*
(2)

From the analysis above, these texts were being intertextualized but not represented explicitly. Intertextuality could be explained by the presence of negation which was marked with word '*tidak* (not)' in the second clause. It could be seen that the two clauses were contradictory, the second clause rejected what the first sentence describes, because the functions of negation in intertextuality was to deny or refuse a linguistic text which had been produced. The negation in (2) indicated implicitly the difference about things those were considered and calculated.

Example 2

*kekhawatiran untuk terlibat dalam cara-cara yang **dinilai** 'kotor' menyebabkan respons yang monoton dan menggemaskan.* (Kompas, January 16th, 2019).
'the anxiety of being involved in ways that are **considered** 'dirty' causes a monotonous and adorable response'.

According to example above, these clauses showed an implicit quotation which was part of allusion. The analysis of these clauses was called as a quotation because it poses one of the features of Quotation, i.e. the presence of the intertextual voice '*nilai, dinilai*'(considered, to be considered). In fact, the source to which the text being intertextualized referred was not present. Therefore, it was not reckoned as quotation though partly it resembled a quotation. The source from where the text was quoted has to be present if it is a quotation. That is why it was called implicit quotation.

Example 3

cari respons empatik untuk menekuk serangan negatif. Biarkan mereka yang **mendulang air tepercik mukanya sendiri**. *Kebodohan tidak dapat dilawan dengan kecerdasan, tetapi dengan kearifan. (*Kompas, January 16th, 2019).
'look for empathic responses to bend negative attacks. **Don't cut your nose off to spite your face**. Ignorance cannot be countered with intelligence, but with wisdom'.

In the text above, intertextuality realized in type of implicit quotation, marked by the appearance of proverb, it is showed by words **mendulang air tepercik mukanya sendiri** (menepuk air di dulang, terpercik muka sendiri). Proverb is a short, traditional saying that expresses some obvious truth or familiar experience. It referred to something that is unclear, has a meaning of its own, which means proverb has implicit meaning. This proverb **mendulang air tepercik mukanya sendiri** means intend to do something harm to someone but hit himself instead. It is a needless expression of self-destructive behavior, a reaction, or overreaction to problem. This proverb is a response from the author to avoid defensive actions that may arise during the presidential election campaign period, namely letting other parties do things later on to their own detriment. The function of proverb in writing is to power up the text, made it more impressive to be read, to give advice with gentle manner, since proverbs are usually metaphorical and indirect, they allow writers to express their messages in a less harsh way.

Example 4

pihak yang mewakili petahana bersikukuh *bahwa penyoalan itu tidak sah, tak masuk akal sehat, kurang informasi, dan sebagainya dengan posisi yang sangat defensif.*
'the party representing the incumbent insist that the problem is invalid, unreasonable, ill-informed, and so on in a very defensive position'.

According to the example, the clause was part of indirect quotation. As the analysis explained. Indirect quotation was part of intertextuality, it was recognized by the source's voice which was, *pihak yang mewakili petahana* (the party representing the incumbent) paraphrased or summarized by the author. It could be seen in the example the speaker was still showed but with the words those had been said are being reworded with more concise.

From the preliminary data above, it could be seen that there was intertextuality in the article of opposite editorials related to presidential election, which was showed by the examples. It also showed that not all of articles from opposite editorials or news story in newspapers was dominated by quotation. In one article which was used as preliminary data, the result is in reverse, where allusion become the most dominant one. So, in this research, quotation and allusion were also could be appeared as a result beside other types. This meant that the contribution which was given by those previous studies through their results could be used as the potential findings for this research. And, this difference result is happened because it depends on the context of situation (technically termed as register), which means, both the previous study and preliminary data has their own field, the content of the articles, tenor, the person whom involves and makes interaction, then, mode, the way the interaction takes place.

Although many previous studies have addressed this issue of intertextuality both in terms of the similarity of problems or subjects, but there has not been any specific discussion of intertextuality in terms of opinion articles relating to the current situation, the presidential election 2019, which is conducted

by any other researcher, besides, the political situation, especially this moment, the way people insist on defending opinions and criticizing others to support candidates, is very interesting to study. So, these are the reasons for researcher to take the topic to be discussed.

1.2 The Problems of the Study

Based on the background above, the problems of the study are formulated as the following:

1. What kinds of the intertextuality are found in Editorials of Presidential Election in newspapers?

2. How are the intertextuality in Editorials of Presidential Election realized in newspapers?

3. Why are the intertextuality in Editorials realized in the ways they are?

1.3 The Objectives of the Study

In relation to the problems, the objectives of the study are:

1. to analyzed kinds of intertextuality found in the Editorials of Presidential Election in newspapers.

2. to evaluate the ways of the intertextuality are realized in Editorials of Presidential Election realized in newspapers.

3. to elaborate the reasons of intertextuality in Editorials are realized as the ways they are.

1.4. The Scope of the Study

This present study deals with theory of Genette and concept of content analysis by Elo and Kyngas. The theories focus on intertexuality by analyzing the kinds, the realization of the intertextuality, and the reasons for its existence which are realized in the text of Opposite-Editorials, a forum to express ideas, opinion and though in newspapers, relates to Presidential Election, especially in the topics of education and economy which are discussed by the experts such as lecturers and economists.

1.5 The Significances of the Study

Findings of the study are expected to be useful theoretically and practically as follows:

a.   Theoretically

The aim of the study is to show the used of intertextuality in Editorials of presidential election in newspapers. Thus, the findings are expected to be useful and give contribution by the theories to applied linguistics particularly in intertextuality study.

b.   Practically

The findings are expected to give positive input to other researchers, English or non-English department to enrich their knowledge in understanding the message behind every political view of the author in Editorials and also can be used as reference for the similar cases in next studies related to intertextuality.