

CHAPTER I

INTRODUCTION

A. Research Background

Danish paper *Jyllands-Posten* published 12 controversial cartoons depicting the Prophet Muhammad on September 2005. These pictures include drawings of Muhammad wearing a headdress shaped like a bomb, while another shows him saying that paradise is running short of virgins for suicide bombers. The publication of these pictures irritated the Moslem's heart as the Prophet Muhammad's followers. Moslem tradition bans depictions of the Prophet or Allah. Yudoyono (2006) argues:

To non-Muslim the image of the Prophet Muhammad may only be of casual interest. But to Muslim communities worldwide, it is of enormous spiritual importance. For the last 14 centuries, Muslims have adhered to a strict code that prohibits any visual portrait of the Prophet. When this code was violated and their Prophet mocked for the purpose of humor, Muslims felt a direct assault on their faith.

(<http://www.perspektif.net/english/article.php?articleid=276>)

Muslim anger immediately grows over the cartoons. It is caused by the republication of the cartoons by European papers. Some Muslim countries have their own ways to protest the publication. In diplomatic protest, Syria and Saudi Arabia have recalled their ambassadors to Denmark, while Libya has closed its ambassador in Copenhagen. Hundreds of students demonstrated in the Pakistani Cities of Lahore and Multan, burning flags and effigies of the Danish Prime Minister. Similar action also happened in Indonesia and Iran. The demonstrators

insisted Danish Prime Minister to apologize for the cartoons publication. Some Muslim countries are also boycotting Danish product.

Bayuni (2006) states the controversy over the publication has unfortunately, but predictably, led people to a debate between free speech versus religious (Muslim) taboos. Much as defenders of the publication of the cartoons in Europe try to advance the cause of free speech in this debate. They are actually doing a great disservice to the cause, not only in the Islamic world, but also in many developing countries, and more especially in democratizing countries like Indonesia. Proponents of free speech in Indonesia, as no doubt in most other predominantly Muslim countries, will have to openly condemn the European media for publishing the provocative cartoons, and probably condemn the European governments too for their inaction. Bayuni also argues that some people have even, by way of extension and convenience, framed this debate in terms of Samuel Huntington's proposition of a "Clash of Civilizations" between the West and the Islamic World. Since the September 11 terror attacks, many in the Western world have shown increasing interest in the Islamic world. Yet this interest has not been accompanied by a greater knowledge and understanding of Islam. For instance, as reflected in one of the 12 cartoons, it seems that the bombers of September 11 and the following suicide bombs in Indonesia come from Muslim people. In December 2005, the summit of the Organization of the Islamic Conference in Mecca lamented the feelings of stigmatization and concern over the growing phenomenon of Islamophobia around the world as a form of racism and discrimination (Yudoyono; 2006).

Based on the above cartoon controversy case, people are given free opportunity to either support or oppose the case. By giving an opinion, a man at least has expressed his idea or informed other people about the case which is then able to stimulate them to understand further about it. This process leads to the emergence of mass discussion. Emery in Rahmawati (2005; p.2) states that a successful mass discussion will be reached if the one who gives the information finds the right method of expression to establish empathy to the audience. One of the methods is by delivering an opinion dealing with certain issue to mass media. For instance, if a man has expressed his opinion for the public dealing with the Prophet Muhammad cartoon, there will be some responses toward his opinion. Then, there will be a mass discussion dealing with the issue in the society. The effect of the mass discussion is able to make other people realize the publication of the Prophet Muhammad cartoons and is hoped to find resolution for this controversy.

An opinion can be communicated to a mass audience by many means. Emery, Aull and Agec (1968; p.9) state that the oldest media are those of the printed word and picture which carry their message through the sense of sight; the weekly and daily newspapers, magazines, books, pamphlets, direct mail circulars and billboard. Radio is a mass communication medium aimed at the sense of sound, whereas television and motion pictures appeal both to the visual and auditory senses. The work of mass media can shape public opinion and even can be propaganda. Mass media use invisible ideology, so it does not provoke reader resistance to the message

The issue in the present study was chosen due to the following reasons. First, it is a very great issue in international scope; consequently it arouses big attention from people around the world because it covers the relationship between Western and Islamic world. Second, it is a sensitive case dealing with free speech versus religious taboos. For cartoons' publisher, it is a reflection of free speech. However, for Moslem it is a religious taboo. Finally, it is the latest news, which is still discussed now.

The texts in this research were taken from *The Jakarta Post*. It is one of printed media written in English published in Indonesia. *The Jakarta Post* provides information, persuasion, education, and recreation.

As the realization of persuasion, it provides column such as Editorial. Editorial covers the research and writing of the main informational content of the newspaper including news, sport, features, specialist areas such as fashion and the television pages (Niblock: 1996:24). This column also discusses actual news which has a very great attention. It criticizes the phenomena in every part of life, such as social, economic, and political issues. The readers are urged to think toward the problems. Therefore, the writer of editorial board can give suggestion to solve the problems.

Almost all of printed media provide the column of letters to the editor because of its characteristics as control agent. *The Jakarta Post* also has this column named Your Letters column. In this column, the readers are given opportunity to inform, explain, argue, or persuade about anything or the recent issue which appear in the society.

The researcher analyzed texts about the publication of The Prophet Muhammad cartoons from Editorial and Your Letters column in *The Jakarta Post* newspaper based on Systemic Functional Linguistics (SFL). Systemic Functional Linguistics is more favorable to carry out the research than other approaches to study language use since it is a theory which provides a comprehensive set of how language is used (Halliday, 1985:xiii). The study of SFL views language as a system of meanings, accompanied by the forms through which the meaning can be realized. The object of analysis of SFL is discourse analysis in which text is object of the analysis.

SFL assumes that language in the texts has three metafunctions; ideational in the representation of experience, interpersonal in constituting social interaction between participants in the text, and textual in tying parts of the text together in a coherent whole and tying text to the context (Fairclough in Retnoningsih; 2005; 4).

Dealing with the above analysis the researcher entitled this research “**A Comparative Study on Register, Genre, and Ideology of Editorial and Your Letters Column in *The Jakarta Post* Newspaper Viewing Cartoon Controversy of The Prophet Muhammad (Based on Systemic Functional Linguistics)**”

B. Problem Statement

Considering the research background, the research proposes the problem statement as follows:

1. How are the register of both texts realized?
2. What is the genre of both texts?
3. What is the ideology of both texts?
4. What are the similarities and the differences of both texts?

C. Research Limitation

The researcher conducts a research concerning the register, genre, and ideology of the texts taken from EDITORIAL column Wednesday, February 8 2006 and YOUR LETTERS column Saturday, February 18 2006 of *The Jakarta Post* Newspaper using Systemic Functional Linguistics. The texts describe 12 cartoons of The Prophet Muhammad and the controversy towards the publishing cartoons.

D. Research Objectives

The research provides four objectives in respond to the problem statement previously mentioned. They are as follows:

1. To describe the register of the two texts
2. To discover the genre of the two texts
3. To discover the ideology of the two texts
4. To discover the similarities and the differences of the two texts

E. Research Significance

The research is a comparative study focusing the texts about the cartoons of The Prophet Muhammad in EDITORIAL column and YOUR LETTERS column in *The Jakarta Post* Newspaper. It expectedly contributes to the greater understanding of text analysis in the perspective of Systemic Functional Linguistics.

F. Research Methodology

This research is descriptive qualitative in nature employing a comparative method. Descriptive method is a research which is conducted by collecting data, analyzing data, finding the models and then drawing conclusions based on the data with taking into account general conclusion (Subroto, 1992: p.7). Meanwhile, it is called qualitative since the data concerned appear in words rather than in numbers. (Miles and Huberman; 1984 p.). Finally, it is aimed to compare the register, genre and ideology of the data

G. Thesis Organization

This research is systematically arranged according to thesis organization as the follows:

CHAPTER I : INTRODUCTION covering Research Background, Problem Statement, Scope of the Research, Research Objective, Research Significance, Research Methodology, and Thesis Organization.

CHAPTER II : LITERATURE REVIEW covering Cartoon Controversy of The Prophet Muhammad, Mass Media, Newspaper, The Jakarta Post,

Editorial Column, Your Letter Column, Systemic Functional Linguistics, Text and Context, Ideology, Genre and GSP, Register, Lexicogrammar, Cohesion System, Text Structure, Abstraction and Technicality, Descriptive and Attitudinal Lexis, and Lexical Density.

CHAPTER III : RESEARCH METHODOLOGY covering of Type of Research, Data and Source of Data, Sample and Sampling Technique, Technique of Collecting Data, Research Procedure and Technique of Analyzing Data.

CHAPTER IV : ANALYSIS covering Data Description, Data Interpretation and Discussion.

CHAPTER V : CONCLUSION AND RECOMMENDATION.