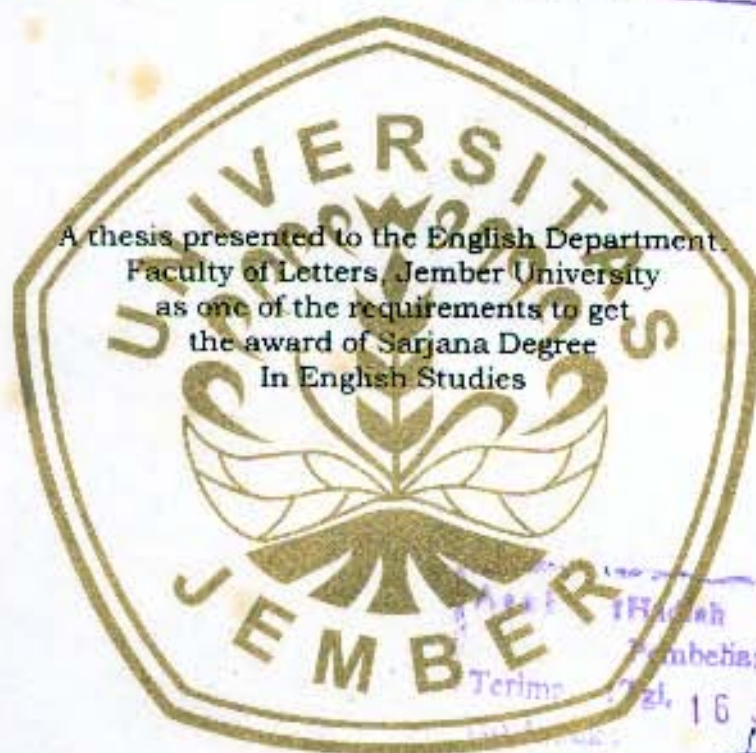


**CONTEXT OF SITUATION AND THE INTENDED
MESSAGES OF SEVERAL EDITORIAL CARTOONS
IN THE JAKARTA POST NEWSPAPER**



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APPROVAL SHEET

Approved and Received by the Examination Committee, the English Department,
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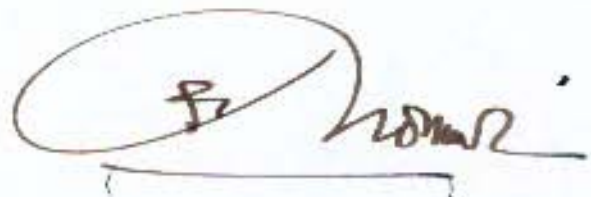
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I dedicate this thesis to:

- *My beloved parents "Yahya Kusuma" and "Hari Asmini", who teach me that life is not a common beat but truly a battle and a loving care.*
- *My little sister "Dian Hari Putri "*
- *My "Alma Mater"*
- *My "Lantern "*

Thank you for being my flickering light that shines through all seasons of life.

MOTTO:

*Rememberence of Allah is my close friend
Knowledge is my asset
Devotion is my art
Struggle is my manner
Love is my foundation
Passion is my mantle
Enthusiasm is my horse
My pleasure is my prayer
Conviction is my power
Science is my weapon
Firmness is my treasure
Sorrow is my companion
Truth is my Redeemer*

*(Bagum Aisha Bewani Waqf)
from 'Islam the First and Final Religion'*



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Reni Kusumaningputri



CHAPTER I INTRODUCTION

This chapter consists of six introducing elements, which lead to the basic problem of the study; the Context of Situation and the Intended Messages of several Editorial Cartoons in The Jakarta Post Newspaper. They are The Background of the Problem, The Problem to Discuss, The Significances of the Study, The Scope of the Study, The Purpose of the Study and The Organization of the Thesis.

1.1 The Background of the Problem

People may not take language for granted in their daily affairs. This verbal and non-verbal ways of communicating identity, needs, messages and many more are utilized everyday. For several reasons, human beings use language in order to defend themselves, persuade another, maintain social relationship or simply exhibit their existence. Thus language carries those functions and may expand larger than the above since it grows every second for each of purposes.

Edward Sapir in the year of 1929 stated that language is the cue of social reality (cited in Yudi, 1995:417). It carries meaning that language exists because of the response to social processes and occurrences in which people are engaged in by interaction. Further Guy (cited in Hudson, 1999:30) elucidated, "... language while existing to serve a social function (communication) is nevertheless seated in the minds of individuals". Therefore, language is a medium to describe ideas, emotion and desires. Additionally, language as the realization of social interaction and communication is placed in a multi dimensional space, in the society's culture as well as in the notion of individual. Language thus mediates the process of passing intended information and needs of the language user.

The above exposition supports the appearance of mass media. Newspaper is one of the consequences of the independence of communicating ideas, emotion and social drives. Definitely, newspaper is an institution that is based on language. The function of language is applied on purpose, not just to inform facts but also to

build opinions, creating arguments and to set a place for dialogue. Therefore the major purposes of mass media are interacting, communicating and controlling the society. It is in accordance with Rosengren's statement (2000:36) in his *Communication: An Introduction* that human communication is characterized by consciousness. In line with the above statement, therefore newspaper presents consciousness or awareness of social dynamics.

Consciousness or awareness of social political issues largely influences every aspect of life. This aim has existed since the media of communication was born. Today, Indonesia feels striking changes in almost all of part of life such as government, people's way of thinking, economic, social and educational areas. The changes begun in the 20th century. Independence and development were started in all countries. Soon, these were followed by a massive reformation in the entire aspects of life. The massive reformation was started by the collapse of totalitarianism in Latin America and followed by the falling apart of Communism in East Europe. Asia also felt the changes. In Indonesia, the scholars and civilians work together to criticize the regime. Within five years, Indonesia has experienced the changes including way of thinking. It seems in line with Gronbeck's statement (1991:105) that the changes in channels or media of communication produce or cause alterations in cultural system and in psychological operations or consciousness.

Social political occurrences need describing. Providing we use words; consequently hundreds are needed and tens of chapters are exposed to note down the changes. Therefore, lines and colors seem to have a good chance in picturing the narrative. Editorial Cartoons therefore arise to take this job. Unlike alphabetical article, Editorial Cartoon is able to picture occurrence through presenting picture and using limited words.

As a matter of fact cartoon is not new. They appear since one thousand years ago. The reliefs on Borobudur temple's walls are the evidence. Cartoons are used not just to entail as what is depicted but also to teach something more. People are invited to catch the hidden messages. A good example may come from the walls of Borobudur temple. There is a description that tells about a monkey.

which is cleverer than soldiers. The cartoons depict a king who wants to possess the fruits from the tree that grows in the other edge of the river. The complete armed soldiers can only push their friend's back, but a monkey is able to climb the tree, crosses the other side of the river by swinging from one branch to the other branch of trees and finally successfully picks the fruits for the king (Budianta, cited in Cahyo, 1998: vi).

Today's cartoons are different in messages or ideas. They are not only carrying out the message of religion's teaching and heroic story as what is depicted in Borobudur and Prambanan temples (Setiawan, 2002:4-6) but they are also teaching knowledge, building arguments, maturing society for instance Japanese Manga Cartoon, which is utilized to introduce science toward students.

Indeed the content of Editorial Cartoons in newspaper is not trifling, even though most people may think so since they find cartoon as entertainer. In fact Editorial Cartoon is an argument because it is purposed to share ideas through iconic language. Cartoon according to Setiawan (2002:33) is representative/ symbolic, critique and humor oriented. Cartoon is intended to be a reference in the understanding of social dynamics occurred (Nugroho, in Setiawan, 2002:11). Setiawan further said that cartoon commonly appears as periodical publication that picturing political and/or public problems. Additionally social problems are also being the target, for instance society habitus, sports happening and personal characters (Horn, cited in Setiawan, 2002:33).

Setiawan (2002:34) stated that cartoon could be classified into two different groups. The first is humor cartoon or usually called gag cartoon. This cartoon brings out widely known humors, which are used to tease somebody's attitudes or certain condition. The second is political cartoon. This model of cartoon is full of satirical opinion about prominent figure's attitudes and policies. In advance, political cartoon arises editorial cartoon that explores actual problems in connection with social, political, economical and cultural problem. Through the form of figure/ character resemblances and caption (explanation of the cartoon), the cartoonist tries to actualize ideas. In short editorial cartoon represents images, which will be associated with situation described and hopefully arise recognitions.

These recognitions will lead the readers to the central messages. They can be actual news, for instance SARS, Iraq's war, Bali's bomb, Free Aceh Movement (GAM) and many others. The ideas are brought to the readers to invite their opinion, critique, and to build a polite dialogue (Cahyo, 1993:iv)

Editorial Cartoon is like a written text in that it is made up of marks on paper. It has a substance comparable to writing, except that cartoon is not articulated as an alphabet. This statement is analogue to the existence of photograph argued by Hynes (1992:235). For its appearance, Editorial Cartoon is made differently as lines and colors crate it. Reading the Editorial Cartoon is changing it into words. It means that the verbal text is actually stated in the mind of the readers. It is ready to be activated and read as how a verbal text is commonly treated.

To capture the intended messages through the iconic and symbolic language seems double jobs for a reader. He first has to pay attention to the characters involved. Second, he needs to relate the characters with his experiences as well as to consider the context in order to catch the messages. Hence Discourse Analysis serves help through functioning the immediate context of the presented text.

Context of situation is a term, which covers the things going on in the world outside the text. However they are the things that make the text what it is for instance the sense of the words, grammatical rules, the characters/ participants and et cetera. According to Hynes (1992:4), context of situation is environment or situation for short.

However it is interesting to place Editorial Cartoon in communication field. The theory of context of situation used to analyze the cartoon is the theory suggested by Tony Schirato and Susan Yell. They picture text as a communication product of power and culture. The placement is in accordance with the existence of the text. Cartoons are the production of communication desires. Thus the meaning making is in line with the effect of contexts on communication practices and vice versa.

Since the text is a kind of communication's product, it is assumed to use communication strategy of how to put something into meaning is by setting a relationship between two different concepts. The meanings are defined in terms of *one not being the other*. Thus, the theory of Binary is applied to help the context works.

Concerning with the importance of the role of context of situation in the process of interpretation of cartoons, thus this thesis is going to find out the intended messages and describe the functions of context of situation of the cartoons on the Jakarta Post newspaper from non-linguistics angle, so that the thesis entitled "**Context of Situation and the Intended Messages of Several Editorial Cartoons in The Jakarta Post Newspaper**" is proposed.

1.2 Problem to discuss

Kress and Hodge (cited in Leckie and Tarry, 1995:5) clarified a language as a system of categories and rules based on fundamental principles and assumption about the world. The opinion has a consequence in the understanding of the language. Language cannot be separated from the world in which it exists since it is defined as a system of categories and rules. It means that language merges with the environment or context.

In cartoons, context works out through the stimulation of the immediate situation or the text itself. Text has a pattern in order to make it coherent. In an alphabetical text, coherence is identified by the existence of cohesion types such as reference, substitution, ellipsis, conjunction and lexical cohesion (Nunan, 1993: 21). Unlike an alphabetical text, the coherence of Editorial Cartoon is not identified by those cohesions. The cohesion is to be stimulated and a little bit to be re-activated. They are treated differently since the cartoon's language is iconic and symbolic. The cohesion and coherence in a cartoon may be observed between the depiction of characters, face emotion and characters attitudes and the actual issues. Cartoon is utilized to express messages and purposes through dialogue form, gesture, face expression and sometimes words to maintain continuity and to avoid biased interpretation (Setiawan:11, 29-33).

Understand the meaning is attaining the message and it is the same as to have a sense. In communication's strategy, the sense is raised through making contrast the elements in the text. Schirato and Yell (2000:7) strengthened, "...that messages are sent and received by people who are more or less the same, would not really make a sense". Therefore in order to mean a text, it is significant to find the differences of the characters for the sake of attaining the sense.

The differences of the characters may be obtained by applying the theory of Binary. This theory states that a concept of something is the consequence of the other concepts. For example, people understand a "man" because there is a "woman" et cetera. The theory will help the role of context of situation in interpreting the intended messages of the cartoons.

The reader however should focus his attention on the closest referent. The previous world or experience plays a role in interpreting the Editorial Cartoons. This step belongs to Local Interpretation Principle and Analogy. Therefore, these theories are applied for the caption of the cartoon in order to catch the ideas.

Considering about the cartoon's existence, which is nearly wordless, the interpretation then really depends upon the context. Therefore, the problems are:

1. How should cartoons be treated and viewed
2. How do the context of situation, Binary's theory, Local interpretation Principle and Analogy give contribution to the reader in making interpretation toward the cartoon

1.3 The Significance of the Study

The advantages expected from this study are:

1. Giving a contribution toward the development of communication's field, particularly in understanding the ideas that shape the cartoon, as another form of written discourse
2. Expecting readers to have a description about how to understand a discourse easier through the application of Binary theory and

3. Introducing the readers about the function of the Context of Situation of the text and also Local Interpretation Principle and Analogy in gaining the message fully.

1.4 The Scope of the Study

It will be quite difficult to investigate all aspects of Discourse Analysis. Therefore, it will be more advantageous to focus the study to present answers to some arisen questions. Further the editorial cartoons picked are the cartoons broadcasted in April month. They are limited in order to maintain clarity and to avoid biased interpretation.

Firstly, this thesis will discuss the way to view and treat the presented cartoons. Next, the thesis will be aimed to discuss the way in which the reader can comprehend the cartoons in The Jakarta Post newspaper. However, the Local Interpretation Principle and Analogy and also Binary's theory are assumed to help readers in understanding the intended messages of the cartoons.

Finally, the discussion will be focused on the contribution of context of situation. It is how the immediate context supplies the information to make the predictions about the discourse.

1.5 The Purpose of the Study

Based on the problems explained, the purposes of the study can be mentioned as follows:

1. To describe and interpret the existence of the cartoons
2. To describe how the reader can comprehend the cartoons in The Jakarta Post by using Binary's theory and applying Local Interpretation Principle and Analogy.
3. To explain the contribution of the context of situation to the readers in understanding the ideas of the cartoonist.

1.6 The Organization of the Thesis

The thesis comprises 5 chapters. Chapter I is Introduction. The following chapter is Chapter II presenting the theoretical review consists of the Language and Communication, the Theory of Binary, Text and Discourse, Context of Situation and also Local interpretation Principle and Analogy. Chapter III contains Methodology of Research, which involves the Type of Data, Method of Data Collection, Type of Analysis, Method of Analysis and Hypothesis. Chapter IV deals with the general view of the existence of Editorial Cartoon which includes the language of the Editorial Cartoon in Society, Editorial Cartoon as a discourse, the discussion about the interpretation of cartoons' messages by applying Binary's theory, Local Interpretation Principle and Analogy and considering the Context of Situation of the text. While Chapter V concerns on the Conclusion and Advice.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of findings and opinions of both Mass Communication and Linguistics about their previous investigation related to the problems proposed in this thesis. This chapter explains, first about Language and Communication. It pictures the communication's product from the point of view of its function and form. However, the form relates closely to the strategy of communication. The second is exposition about the related main elements, which are applied in order to respond the problem stated in the Introduction. They are the theory of Binary, Text and Discourse including the Terms, Discourse, Context of Situation, Local Interpretation Principle and Analogy.

2.1 Language and Communication

Mentioning language in several occasions is equal to mentioning communication. It does so since communication is spread out and shared as another name for talking. Actually this communication's definition does not cover what today's communication looks like. It is bigger than the above old assumption.

From time to time in people's daily sentences communication is in the same position with expressing needs by using spoken language for instance: "You, as a child, why don't you try to build a good communication with your parents. Say something. Talk to them. They are waiting. As soon as you communicate, utter what you are really eager to do, I believe they will understand". These sentences are aunts' who tries to convince her nephew to talk to his parents. In a glance, communication is replaced by uttering something. It means communication deals so much with spoken language but it is not completely true. If the above sentences are observed more deeply, they will implicate another view of communication's definition, which is as the system of ideas.

Gronbeck (1990:4) stated that communication is making things common. To make common is equal with to share things to others for purposes. In fact human communication is basically intentional. Rosengren (2000:36) elucidated that when communicating we do so more or less intentionally with purpose, it is more or less reflexive behavior. Thus, for whatever the communication is conveyed by, whether verbal or non-verbal, it is done advantageously.

Editorial Cartoons in "opinion" column as one of communication forms in addition to alphabetical article is created to enlighten the critical social awareness of the people deliberately (Octama, 2001:438). Further he stated that Editorial Cartoon is frequently the sums of kinds of figure's, occurrences' and problems' density. The long description of those news have already been read in alphabetical articles, TV news or Talk shows. In fact it is still special and surprising when Editorial Cartoon tries to cover those through its form. Therefore the second view of communication's definition gives a place to include non-alphabetical language as well as alphabetical language to be a vehicle of conveying something.

In the fortieth century, a scholar who paid attention in science of communication, Carl I. Hovland defined communication as the process by which an individual (the communicator) transmits stimuli (usually verbal symbol) to modify the behavior of other individual (the communicates) (Effendi, 1998:12). Communication requires speaker, addresser, things being communicated and the vehicle of which the things are delivered to the addresser. The process of communication is the process of sign conveying from one person to others aimed to persuade and make them understand. Hence the valuable points to be noted are the purposes of communication and the way of how those are realized by functioning the form of communication's product as a particular strategy.

In the following, the function of language, the communication's strategies will be described in order to give a better understanding about the existence of language in communication's process and how they are combined to result an effective communication. The description is purposed to view the existence of communication products in connection with their function and form

2.1.1 The Function of Language

Function means usage, so that to function is to put in use something. Applying language as a matter of fact is a completely daily action in society. Language connects one with another. People utter information, ideas, emotion, needs for the sake of maintaining life and social interaction. Michael Argyle (cited in Hudson, 1999:108), a social psychologist described the field of social interaction as follows:

One achievement of recent research has been to establish the basic elements of which social interaction consists; current research is concerned with finding out precisely how these elements function. It is now agreed that the list consists of various signals: verbal and non-verbal, tactile, visible and audible-various kinds of bodily contact, proximity, orientation, bodily posture, physical appearance, facial expression, movement of head and hands, direction of gaze, timing of speech, emotional tone of speech, speech errors, type of utterances and linguistic structure of utterance. Each of these elements can further analyzed and divided into categories or dimensions, each plays a distinctive role in social interaction, though they are closely interconnected

Malinowsky (cited in Hudson, 1999:109) claimed language functions as a link in concerted human activity as a piece of human behavior. Further he said that language in use is used to establish or reinforce social relation. Language accordingly mediates human being's drives in interacting and making contact with others in order to obtain the social needs mentioned above.

Brown and Yule (1996:1) mentioned that language as a media used in communication has two major functions according to what language is used for. They are transactional and interactional function. Nunan (1993:8) clarified transactional function of language as a matter of exchange goods and services. It means language is functioned to express "content". Language is primarily utilized to send messages and give information. On the other hand interactional function of language occurs when the speaker less concerned with the exchange of goods and services than with socializing. Here, the function of language is closely related to cover social relationship and personal attitudes. Commonly the definitions are equal to representative/ expressive by Buhler (1934); referential/ emotive by Jacobson (1960); ideational/ interpersonal by Halliday (1970 b) and descriptive/ social-expressive by Lyons (1977).

Transactional function of language for some experts is still acknowledged as the most important language's function. Communication easily describes feeling, mood and attitudes but it strongly concerns on conveying factual or propositional information (Lyons, cited in Brown, 1996:2). Communication is apparently about the speaker's attempt to tell something as well as to persuade the addresser (Bennet, cited in Brown, 1996:2). The myth of this language's function is firmly planted. Most people believe that language causes the development of all aspects of life. Science, culture, art, philosophy, folklore, law, religion are absorbed by language. Thus language can be an effective message/ information conveyor for somebody in condition that messages are delivered through a suitable language form and a good system of transferring messages in order to avoid unwillingness effects, for instance ambiguity or misleading. For example, X says to Y, "oh yeah, that's my money" while blinking his eyes. The truth is Y may not believe that the money is X's. Consequently, X may lose his money.

Moreover the interactional function of language tends to be pertained by the society. This function of language is truly emphasized on building and maintaining social relationship. The linguistic device brings cultural values, norms and attitudes together when it is utilized. The daily human interaction in majority use interactional function of language. The reason why people attempt to use language in social interactions is because they want others approval and liking. A sociologist, Erving Goffman (cited in Hudson, 1999:113) called this "face work" It is the way in which a person maintains his face by presenting a consistent image to other people. The Javanese "lip service" may become a good example. Javanese people like to welcome somebody they had known to drop in. They will say "*Monggo pinarak pak/ bu!*" when they meet somebody who is passing through the road in front of their house. They actually say it in order to get survive in the community, for actually they do not completely hope the addresser to drop in. It is a matter of convention among Javanese people, which cannot be neglected because they are to survive in their society.

Meanwhile, the existence of cartoons in The Jakarta Post newspaper has transactional function of language. The language used is to represent ideas

moreover to share an actual happening. Its language is an instrument of communication among the cartoonist or the institution and the readers. A written language that is merged with visible gesture's system is chosen to convey transactional purposes.

In conclusion it can be mentioned that the significant function of language is as a means of communication. It is intended to interact, keep in contact, cooperate between one with another in community. Besides language can also be a means to establish or reinforce social relations or being called Phatic Communion; the kind of chit-chat that people engage in simply in order to show that they recognize each other's presence (Malinowsky, cited in Hudson, 1999:109).

2.1.2 Communication Strategies

The term of communication was first used regularly in the nineteenth century in Europe which was used to refer to the physical means of communication, for instance as roads, railways and shipping; (Kress, cited in Schirato and Yell, 2000:4). It was then in nearly the end of nineteenth, communication's term refers to a means of passing information, so that print media and later still to radio, film, televisions, video and computers are included in communication.

Moreover Kress argued that although the old notion of communication refers to a thing and the newer notion refers to the "thingness", communication shares a similarity in that it always consists of sender, the things transferred and receiver (Schirato and Yell, 2002:4). The process of communication is well explained by Harold D. Laswell's formula: **who says what in which channel to whom with what effect?** (Effendi, 1981:23-24). A convenient way to describe an act of communication however is to answer the above formula. Thus, a communication product such as article, news and advertisements should spare those requirements.

According to Earl (1998:97-101) getting the messages across in a daily conversations is passing through six important stages in circular process namely

forming the idea, encoding it, selecting the route and sending the messages, decoding, interpreting the message and feedback. The last three stages rely upon the three other stages. In order to make a communication being accessible, it must be brought into interactive process by taking people, their reaction and environment into account. The interactive process is a process in which language plays crucial roles as the form and the channel of messages, which are served to the readers. Moreover Earl (1998:97) defined that communication is however tends to be seen as a continuous flow rather than a simple matter of stimulus and response; a continuous within which one exchange builds on another. Hence, language is sum up to be the stimulus for readers to respond the information presented so that the communication becomes circular and reciprocal.

From the above explanation, language truly mediates the communication process. It begins its job in framing the abstract concept or ideas and putting it into appropriate form such as number, icon, symbol, non-verbal presentational codes as well as spoken and written words. Next the route is selected to convey the language produced for instance through e-mail, face-to-face communication. The next job for the readers is decoding. It is where messages are in the process of being understood through their forms. For example is an anti-smoking poster that is brought to the readers with the cut silk image which graphically depicted surgical incision that is also accompanied by message "smoking can damage your health". The written code has been chosen and the readers have to understand by trying to interpret the message correctly in order to give the intended feedback.

Brown et.al (1994:5) argued, "communication is a risky undertaking requiring not simply the exchange of linguistically packaged ideas, but an effort of imagination on the part of the reader or listener...the same message can be interpreted by listener in different ways". Therefore since language's form has been picked to mediate message, it then becomes a matter of understanding that in a certain extent becomes an arena of dialogue.

To sum up, communication strategy deals with the process of communication in which the messages are mixed up through language by a certain strategy in order to attain the purpose of communication. The strategy is

well suggested by Laswell's above formula, which is considered through the language used. These happen too to the media of communication such as Newspaper, Radio, Television and Internet. Whatever communication's purposes are, language is definitely crucial since it is the means in which everything is begun. Therefore Editorial Cartoon also shares communication strategies through the language form utilized, which is iconic and symbolic. The physical and attitude's resemblances of prominent figures, which go along with limited words that sometimes metaphoric, Editorial Cartoon tries to build consciousness and awareness of occurrences happened. If this strategy is well transformed by the cartoonist, the intended feedback will be accepted.

2.2 The Theory of Binary

As communication process has to flow accessibly, the message must be fully absorbed by the addresser, which is in a matter of fact depends upon the speaker and the communication strategy. What the speaker really intends to convey must be accessed within an understanding frame. Adapted from Bartlett's "*Striving after Meaning*" published in 1932, Brown et.al (1994:10) said, "understanding itself not be finite and fixed, but in constant state of flux-of augmentation, of modification, of radical transformation, of restructuring of its patterns of salience or of fading from current consciousness".

Although the understanding may vary according to who is doing the interpretation, but a communication's product or shortly called text is based on fundamental principles and assumptions about the world (Kress and Hodge, cited in Leckie-Tarry, 1995:5). Further they added that language is a system of categories and rules. Hence, a communication's product has its strategy to achieve the purposes. Advertisement for example is brought to the consumers through using attractive language. Television advertisements particularly use appropriate models in line with the consumers that are being the target, for instance, a beauty soap's advertisement prefer to place a beautiful young girl to be the model than an old lady.

According to Schirato and Yell (2000:4) communication is very much like a postal service. Something is made or composed then it is addressed, mailed and delivered and finally received and taken into possession. Being taken into possession means attaining the messages or meaning. They further said that all meaning is produced through language system based on notion of difference, rather than identity. They later added, "Messages which are sent and received by people who are more or less the same wouldn't really make sense". Thus the difference should be arisen to mark the sense.

Tony Schirato and Susan Yell in their book *Communication and Culture: An Introduction* (2000) try to picture "the sense making" by using the concept of "difference". The term of "sense making" refers to the way meaning is produced through a relationship between two different concepts namely method of finding the binary. The theory of Binary constitutes two concepts, first the concept is read as a hierarchy and second it only makes sense, only come to mean in term of one not being the other. For example, the concept of "man" has value because it is not "woman" or it is "not a boy" or "not youth". Other example is the concept of "turn right" comes to sense since it is not "turn left" or can be understood also for "not going straight". The theory suggests a guide in how the readers treat the meaning of a concept. They notice one concept as a source to mean another concept.

The texts or the Editorial Cartoons are predicted to have a potential meaning making through "differences" depicted. The steps are firstly the text is observed closely to the characters/ images that play in and then secondly examined to have differences. The characters may have differences in gender, sexual preference, age, religion, occupation, wealth, political affiliation, entertainment interests, social values, ethnicity, educational qualification and cross cultural experience (Schirato and Yell, 2000: 8).

For a better understanding of the application of the theory, the examples of Binaries findings based on the *appendixes* are: from the text described, the binary works out to mark the different size of the images. There are big sized images and small sized images. The size indicates power hierarchy in that a

powerful man is an opponent to a powerless man. Further, a powerful image with Indian attribute leads to another binary; casualty and the cause agent.

The binaries will be associated to other markers and related to the knowledge of the actual issues. Definitely the theory of Binary is to be merged with Local Interpretation Principle and Analogy. They are applied in Context of Situation particularly in Tenor in order to give a better way of understanding the intended message of the Editorial Cartoons.

The theory of Binary actually appears in order to respond De Saussure's opinion about linguistic sign. De Saussure argued that the sign is the combination of the signifier (the physical form of the sign, for example the written word or the spoken sound, for example: the word "elephant") and the signified (the concept that is evoked; the idea of "elephantness"). Saussure insisted that linguistic sign is not a link between a thing and a name, but between a concept and a sound pattern (Saussure, cited in Schirato and Yell, 2000:20). Therefore it is the linkages between say, words and things.

His theory is finally responded by a question of how signified is different from signifier. The word 'elephant' is a signifier but the concept it evokes (elephantness) is just another signifier (a picture in our mind or the idea of a large animal that is supposedly scared of mice, or the smell associated with elephant, these are all new signifier). Actually every time a sign is utilized, it gets translated into another sign. However Saussure was not particularly interested in how or why the signifier 'women' could come to be understood as a part of a binary such as woman/ human, nor could he have been interested in the way in which that same signifier tended to be associated with 'negative' valuations (not reasonable, not intelligent, not responsible). It is according to Schirato and Yell because Saussurean approach suggests picturing meaning and meaning making through rules, categories and meanings sequences.

To sum up, this response tends to be treated as a limitation toward the meaning of a concept. Tony Schirato and Susan Yell try to end up the sequences of "another meaning" as a consequence of the concept which is in Saussurean approach mentioned as 'signified' with the binary of the concept. Theory of

Binary in connection to the cartoon is emphasized to define the differences of power and hierarchy between the participants.

2.3 Text and Discourse

2.3.1 The Definition of the Terms

Text and Discourse seem synonymous. It means these terms are commonly used to replace one another. So, when somebody is mentioning *text* is the same as mentioning *discourse*. Nevertheless, the terms require differentiating in order to give a clear understanding, further to know the place for communicative products, particularly Editorial Cartoon.

According to Crystal (cited in Nunan, 1992:75) text refers to a piece of naturally occurring spoken, written or signed discourse identified for purposes of analysis. It is often language unit with a definable communicative function, such as conversation, a poster. Meanwhile Discourse he explained as a continuous stretch of (especially spoken) language larger than a sentence, often constituting a coherent unit such as a sermon, argument, joke or narrative

From the above definition, text is defined as a communicative production for analysis purposes, while discourse is language in plan. Cook (cited in Nunan, 1989: 158) said that a text is a stretch of language interpreted formally without context. It gives a text a meaning to be a bare product. Nunan (1993:6) identified a text as decidedly language in form utilized to encode experience for both in spoken and written. On the other hand discourse is text in context. It is in line with what Cook said that discourse is language in use.

Therefore, text is defined as encoded experience through language form, while discourse is the context application of the medium. This statement puts text in the interpretation area. Thus, Editorial Cartoon belongs to a form of encoding result, which is done for purposes that later it swings into discourse since Editorial Cartoon needs interpreting through its context.



2.3.2 Discourse

Tracing back to the definition in the previous sub-chapter, discourse is understood as language in use. This term for text is regarded as social process (Schirato and Yell, 2000:58). It is the activity within society such as trade, sermon, speech. The sense of this study goes to Michael Foucault's concept of discourse. He argued that discourse owe their control over their material and subject- their portion of social world- to their ability to seem natural and self-effacing. However discourse is as a type of language or way of speaking, meaning associated with particular institution and practice.

Kress (cited in Schirato and Yell, 2000:58-59) elucidated the function of discourse is expressing meaning and values of the institution. His statements are as follows:

Systematically organized sets of statements which give expression to the meaning and values of an institution. Beyond that, they define, describe, and delimit what it is possible to say (and by extension- what it is possible to do or not to do) with respect to the area of concern of that institution.

Thus, discourse produces power relations; specifies what relations are possible and valued in specific institutional context (Schirato and Yell, 2000:59). For instance is the discourse of education performed by students, when they come forward to speak 'officially' (for example at school functions) they are normally expected to make use of discourse that is closely associated with institution. They might talk about the community of the school, the teachers and the academic staffs. Accordingly, discourse dreadfully concerns on the existence of the text in the institutional context (the social process) as discourse is truly language in use.

Social process mostly covers society in its daily activity such as interaction and communication. Hence, understanding social process is similar with understanding concepts from the broad field of social semiotics. Social semiotics talks about meaning making as a social practices, carried out by social agents in a social (and cultural) context. Schirato and Yell (2000:107) further stated, " social semiotics draws on the semiotic notion of communication or language as a system of signs, which provides a range of potential meaning to its

users". Bourdieu argued, "meaning systems are never closed or finite, but always open, dynamic and changing as we recreate the system of possible meaning continuously through our communication process" (cited in Schirato and Yell, 2000:107).

In order to clarify what is social semiotics and what kind of advantage is given by it toward the topic of the study, firstly it is certainly valuable to define the terms that constitute semiotics.

Semiotics is the science of sign or the study of sign system. It is utilized to refer to a theoretical approach to the production of meaning, which argues that meaning is produced through the interaction of sign within a socially produced system (Schirato and Yell, 2000:191-192). According to Terence Hawkes (no year:123) semiology or semiotics would be a part of social psychology and consequently of general psychology. He finally mentioned that semiology is within society since this science is attempted in finding out what constitutes sign and what laws govern them.

Two experts that can't be separated to this field are Ferdinand De Saussure and C. S. Peirce. Both of them give extremely wide contribution to the study of sign. Peirce tends to detail the observation about this field through moving close to a philosophical point of view. Since sign is soon related to others 'knowledge' in order to achieve the meaning, he suggested the analysis of the process of 'knowing' itself; of how knowledge is possible through the framework of signs: icon, index and symbol.

Icon is the relationship between sign and object in some quality (a similarity or 'fitness' of resemblance proposed by sign, to be acknowledged by its receiver). The examples are photograph, graphic et cetera. Index is the relationship between sign and object, which is concrete, actual and usually of a sequential, causal kind, for example: smoke is an index of fire. Meanwhile symbol is an arbitrary relationship between signifier and signified; it is however being called as symbol because of some 'rule' of conventions or habitual association between itself and its object. For example: the word 'tree' is a symbol of a 'tree'. Those above terms belong to Peirce's.

On the other side De Saussure offered three terms to govern semiotic system as linguistic sign. They are signifier, signified and sign. The 'signifier' is the physical form of the sign, for example the written word or the spoken sound. The 'signified' is the concept that is evoked. The 'sign' is the combination of the signifier and signified. For instance: the word 'elephant' is sign; the concept of 'elephantness' is signified and the physical form of elephant is signifier.

De Saussure pointed that the world is ready to be read for the 'meaning'. His opinion is that meaning comes from the world. The consequence is that concept is meant through its sequences of characteristics. This opinion is what actually argued by Tony Schirato and Susan Yell for its upside down framework. According to them, meaning comes first than the world. Thus, meaning edited out the world and at the same time 'produced' the world, as and though a series of self contained systemic relationship. The consequence is that a concept is meant by another concept through its difference, for example is 'woman' comes to meaning since there is 'man'. It is however the core of Binary theory.

Meaning exists in the world/ society and truly context dependent. Jacobson (cited in Hawkes, no year: 129) said, " ... the nature of sign's ultimately dominant mode will depend finally on its context". Therefore, Tony Schirato and Susan Yell who try to picture meaning making in the socially cultural point of view offered argument to view meaning as a consequence of cultural area which includes the notion of power and hierarchies.

Thus in Editorial Cartoon, since meaning is interpretable according to its context, the sign or concept is examined as communication product in a cultural society, which shares power and hierarchies. The meaning is interpreted through the role of power pertained to its participant/ characters and practices/ activity, and the code chosen, which broadly in Discourse Analysis is examined in context of situation.

2.4 Context of Situation

Meaning is truly negotiated within unfolded factors. The understanding about meaning sometimes becomes really departed somewhat from the first concept and this seems as if the meaning making never going to end. For instance, *garbage* can be defined as money, power, heat, illness, et cetera. The meaning of one concept is decidedly dependent, for this example from the listener's attention's subjectivity. Furthermore since meaning is social, located in network of social relations, in specific places in a social culture, thus it correlated to the environment; to the context of situation.

Butt *et al.* (1993:14) said, "context of situation is the sum of the motivating features of the text's construction, which make it what it is. Halliday and Hasan (1985) stated that it is as the configuration of field, tenor and mode features that specify the register of the text. They acknowledged that situation types or context differ in three respects: first, what is actually taking place; secondly who is taking part; and third what part the language is playing. It means Halliday put the linguistic system as the production of society's desire, that may flourishes the meaning of linguistic system; of a text according to the rules, patterns, beliefs, norms and so forth of the community. Further, linguistic system in communication product is seen as cultural practice. Schirato and Yell are influenced by the opinion of Bourdieu, a French sociologist and cultural theorist that what people actually do, is both constrained by and develops as a response to the rules and conventions of a culture. Bourdieu's most influential work such as *The Logic of Practice, Language and Symbolic Power, The Field of Cultural Production, The Rules of Art* dealt so much with the relationship between culture, fields and capital (cited in Schirato and Yell, 2000:1-2). Therefore language is also the relationship between those three elements, so that language implies the power and hierarchy.

Considering the topic of this study, the Editorial Cartoon is seen from Discourse Analysis point of view. The analysis is limited to point out the relation of text/ context and use these to develop a more detailed understanding of the

effects of context of situation practices and vice versa. The ways of making sense the text will draw on concept from the broad field of social semiotics.

According to De Saussure's opinion that has been stated in the previous sub chapter, the meaning/message dug out from the text and context will lead the readers to the sequences concept that is certainly very various. In order to avoid biased messages, Editorial Cartoon will be viewed from the terms of Field, Tenor and Mode combined with Bourdieu's and Foucault's ideas about hierarchy and power.

The following is the detail methods suggested by Tony Schirato and Susan Yell under the theory of M.A.K Halliday that is hypothesized applicable in analyzing Editorial Cartoon.

2.4.1 Field

Halliday (cited in Schirato and Yell, 2000:113) elucidated that the Field of discourse refers to what is happening, to the nature of the social action that is taking place: what is it that the participants are engaged in. He referred Field specifically to the social action of the text, what the language (or other semiotics resource) is being used to do. It is recognized as an activity, which is meaningful within a social system. 'what is going on' may be wholly 'language-in-action' or it may be an activity structured through other semiotic resources (visual, non-verbal). But fields are characterized not only by certain types of subject matter, or social activity; according to Foucault, they also: lay down rules and procedures, assign roles and position, regulate behaviors, movements and what can be said and produce hierarchies. In order to analyze the detail, then it is needed to answer this following question:

1. What is the social activity performed by the text, or the social occasion in which the text is embedded?
2. What is the subject matter of the text?
3. What discourses are involved, and what institutions?
4. What rules and procedures associated with the field are implicated through the text? How are these being negotiated?

5. What institutional values and hierarchies are implicated through the text?

To sum up Field analyzes the messages through finding the social action, subject matter, discourse genre, rules and procedures implicated and institutional and hierarchies implicated.

2.4.2 Tenor

Halliday (cited in Schirato and Yell, 2000:115) stated Tenor as follows:

The **Tenor** of discourse refers to who is taking part, to the nature of the participants, their statuses and roles: what kinds of role relationship obtain among participants, including permanent and temporary relationship of one kind or another, both the types of speech role that they are taking on in the dialogue and the whole cluster of socially significant relationships in which they are involved?

Tenor refers to the interactive dimension of communication. It means tenor pictures meaning making as a consequence of not just social action but also interaction. Meaning is addressed from one to another (a listener, reader, or audience, actual or implied; sometimes to ourselves). Communicative acts are not just simple exchanges of information, but are about the allocation, negotiation, acceptance or rejection of variety of social relations. Tenor is argued to cover:

1. Social distance (contact)

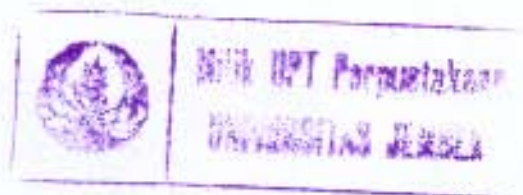
It refers to the positioning of the participants as socially intimate or distant.

2. Emotion or attitude (affect)

Affect refers to the kinds of attitudes and emotions that are being displayed as part of the interaction. The expression of feeling is important in constructing tenor relations.

3. Power

It refers to the extent to which the participants are positioned as equal or unequal. It is seen such as from physical strength or skill, socially institutionalized authority, social status, expertise (Ponyton, cited in Schirato and Yell, 2000:117).



To sum up Tenor analyzes the message through finding the participants and their part and position considering characters emotion and gestures.

2.4.3 Mode

Mode concerns on the formation of the communication as a text, including the code/s and medium/s involved. Halliday's opinion about Mode is a term concerned with language, the choice of a semiotic system or code.

The **Mode** of discourse refers to what part of language is playing, what it is that the participants are expecting language to do for them in that situation: the symbolic organization of the text, the status that it has, and its function in the context, including the channel (is it spoken or written or some combination of the two?) (Halliday, cited in Schirato and Yell, 2000:119).

Thus it will broaden in answering, "why does the text use that code or medium?"

Medium is defined as channel through which language is produced. (Leckie-Tarry, 1995:44-53) stated that channel is measured through the degree of preparedness and contextualization. Both are concentrated in finding whether the text is spoken or written. These are decided through the degree of formality of the utterance, the feedback wanted from the text, the arena, the activities, participants and their roles and et cetera. The decision of text's Mode is however the combination of the Field and Tenor.

2.5 Local Interpretation Principle and Analogy

Local interpretation principles and Analogy are principles of interpretation that is assumed being shared by both the readers and the analysts as well (Wahab, 1991:132). They are applied in attaining the intended meaning as what is in the speaker and the writer's mind. Brown and Yule (1983:50) argued that Local Interpretation Principle lead the hearer or the reader to frame the discourse meaning by narrowing or limiting the context by using Hyme's Context of Characteristics such as addressee, addressor, topic, setting, code, purpose, key, events, messages form.

Local interpretation principle is utilized by focusing attention to the closest referent including place and time or physical context (Arifin and Rani,

2000:176). As a matter of fact someone truly pays attention first to the most noticeable things and moves to the less observable ones. This step is used to rise perception. Perception is a process in which stimulus patterns are organized and interpreted within environment (Sears and Fredman, 1985:79). According to Social Psychology point of view, perception mostly caused by the existence of an outstanding matter. This can be for example sunbeam within darkness; black skinned person in the white skinned people crowded; moves in the stable condition; et cetera. Therefore Local interpretation principle is the way to interpret discourse by applying only several context of characteristics. The principle moves from one point of recognition to mean the further.

Since interpretation may be various for each person because none possess the same quality and quantity of knowledge, Analogy relies on the knowledge; reader's experience about the same happening. Riesbeck and Schank (cited in Brown and Yule, 1993:242) said, "...what we said or hear is very much expectation based". It means that an occurrence opens somebody's expectation about what he is facing is similar with his previous experience. However, Analogy helps to give a previous framework to the next interpretation to the readers or the hearers.

The use of Local interpretation principle can be explained as follows: "Aji, close the window". Aji will close the window, which is nearest to him. With high respect to the topic of the study, Local interpretation principle can become an interesting trick in order to gain the intended messages of Editorial Cartoon in a flash. The method is to underscore the existence of 'caption'. Caption is set up to be the local concept, which will be connected to the whole messages. This argument is in accordance with the existence of caption as problem guiding, and critic emphasizing (Berger, Heller and Anderson, cited in Setiawan, 2002:56). This hypothesis is however inspired by the statement of Dwi Koendoro, the creator of Panji Koming in Kompas daily newspaper, "if novel is the magic of written words; plays is the magic of act and spoken words; film is the magic of audiovisual; then the comic will be the magic of picture and spoken words" (Setiawan, 2002:65).

CHAPTER III METHODOLOGY OF RESEARCH



3.1 Type of Data

The type of data that is used in this study is a qualitative data. Blaxter, Hughes and Tight (1997:60) stated that qualitative data is information in many forms, chiefly non-numeric. Aminuddin (1990:16) added that the collection of data is words or picture but not in form of numbers. The data is the Editorial Cartoon in Opinion column picked from The Jakarta Post newspaper that was broadcasted in April month of 2003.

3.2 Method of Data Collection

The method of data collection used in this study is library method. According to Indriati (2001:2), library method is done by the investigation of referential resources that deals with the title. Meanwhile the primer data, Editorial Cartoon is obtained from The Jakarta Post daily newspaper. Data picked is limited to Editorial Cartoon broadcasted in the April month of 2003. This is done in order to focus the intention and avoid biased interpretation. Besides it is underscored in today's actual issues.

3.3 Type of Analysis

The type of research in this study is descriptive analysis. The descriptive method according to Best (1981:119) is proposed to arrange a description and interpretation. It means that the relationships of the phenomenon are being analyzed.

There will be a data analysis by identifying and interpreting the phenomenon of context of situation of several Editorial Cartoons after they are collected. Next, there will be the analysis of the intended messages of those Editorial Cartoon.

3.4 Method of Analysis

After collecting the data, the writer will analyze the data through several steps by applying theories stated in chapter 2. First, the data will be observed carefully considering its existence. Second, the existence will be associated to the terms of Field, Tenor and Mode under the social semiotics system. The interpretation of the data will close the discussion finally.

3.5 Hypothesis

After knowing the theoretical review and also considering the problems stated, the hypothesis are as follows:

1. The theory Binary gives significant help in constructing the context of situation of the presented Editorial Cartoons.
2. The Context of Situation will contribute significantly in helping the reader to understand the intended messages of the presented Editorial Cartoons fully.
3. Local interpretation principle and Analogy can help the reader in framing the text.



CHAPTER V CONCLUSION

The thesis has discussed the context of situation and the intended messages of several editorial cartoons in The Jakarta Post newspaper. The analysis is based on the frame of discourse analysis, which includes the theory of communication and the concept of 'power' toward the text presented. Halliday's theory of context situation is used in connection with the finding of intended messages of the Editorial Cartoons. The principle of Local Interpretation and Analogy and also the theory of Binary are applied to support the predictions of the intended messages of the text.

Editorial Cartoon is one of the press contributions to create democratic perspectives. The cartoonist presents ideas, doubts, and sarcastic critics in order to create the reader's awareness. Through optimizing the method of drawing and limiting words utilized, an editorial cartoon is brought to convey the cartoonist's ideas.

It is proved that a text cannot only be analyzed and studied on the base of the figures drawn and the words utilized, but also on the base of the relation with its environment. It is therefore the context of the text itself. In this study the principle of Local Interpretation and Analogy can be used to understand the text and gain its intended messages plainly. The intended messages can only be built by a relevant context through considering the addressor, addressee, topic, code, channel, and purpose (Brown and Yule, 1991:37-39).

Local Interpretation principle can be applied to set up a framework of 'intended messages' finding. Further, the principle of Analogy helps the reader to match the text with the code or symbol the cartoonist used. It means that the analysts recall the knowledge about the same happening in order to recognize the topic presented. Thus, the analysts try to interpret the symbol chosen as something they have known before. So, what they have read and found about the world around them is treated as a means of intended messages' finding.

In addition, the context of situation's concept also proves that it can be used to find out intended messages of a text. The context of situation mostly works on the finding of 'power relation', 'attitude', and the code chosen through functioning Field, Tenor, and Mode. The three major points are broadened to sense the "rules of society", and how do they affect the prediction of intended messages. Therefore, the analysts are able to know the content of a text through Field. Tenor leads the analysts to know the participants involving in the text, while Mode of discourse points out to the role of the language and code played in the text. By recognizing those three main points stated above, the analysts as interpretators are persuaded to catch the notions of the text and give the intended feedback.

Finally, this study shows that Discourse Analysis can be another way to comprehend Editorial Cartoon in order to get the intended messages. The theory of Binary and the consideration of 'communication's field of society', which hang together to construct context of situation, are useful for the analysis of a communication practices. Further, the study is hoped to give a contribution for further analysis in the same study.

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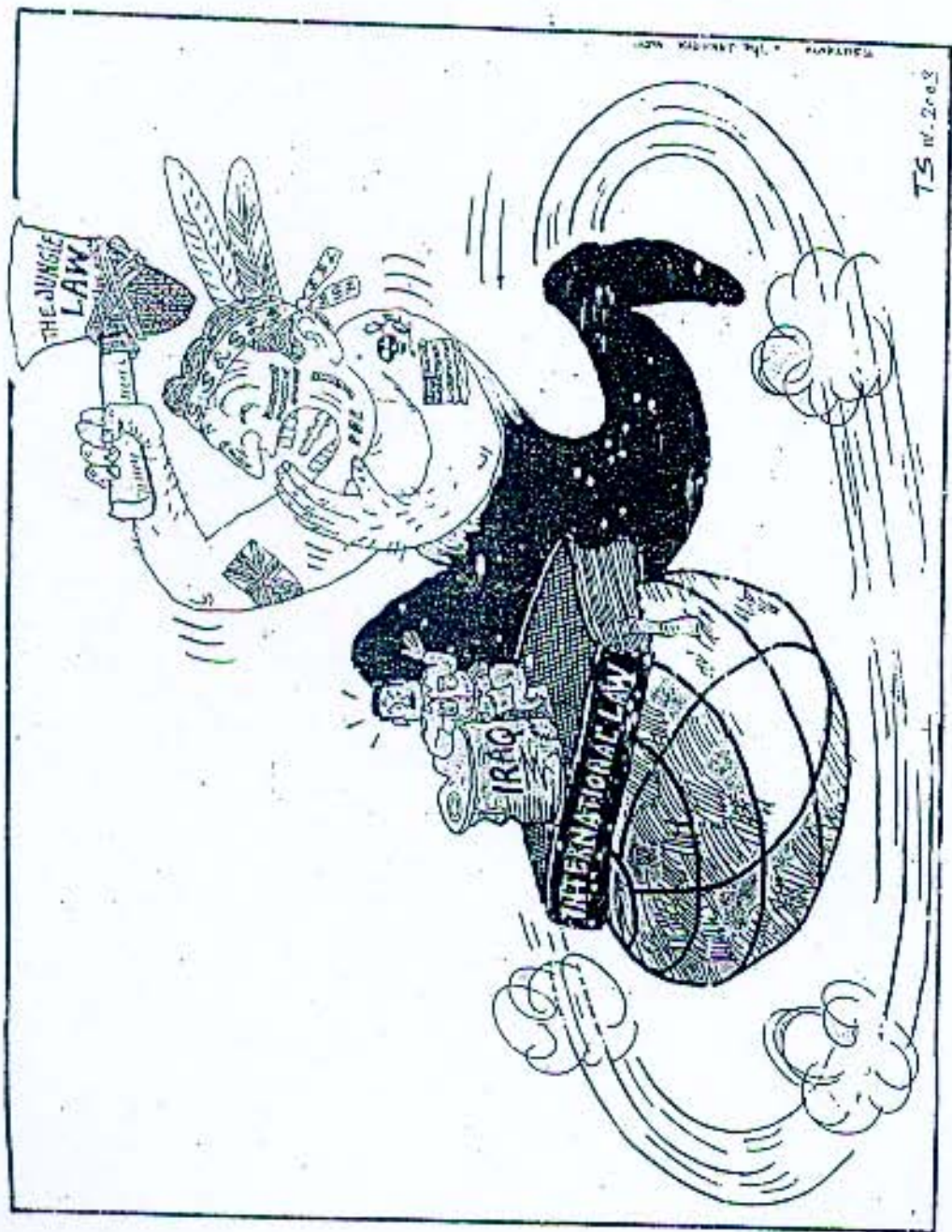
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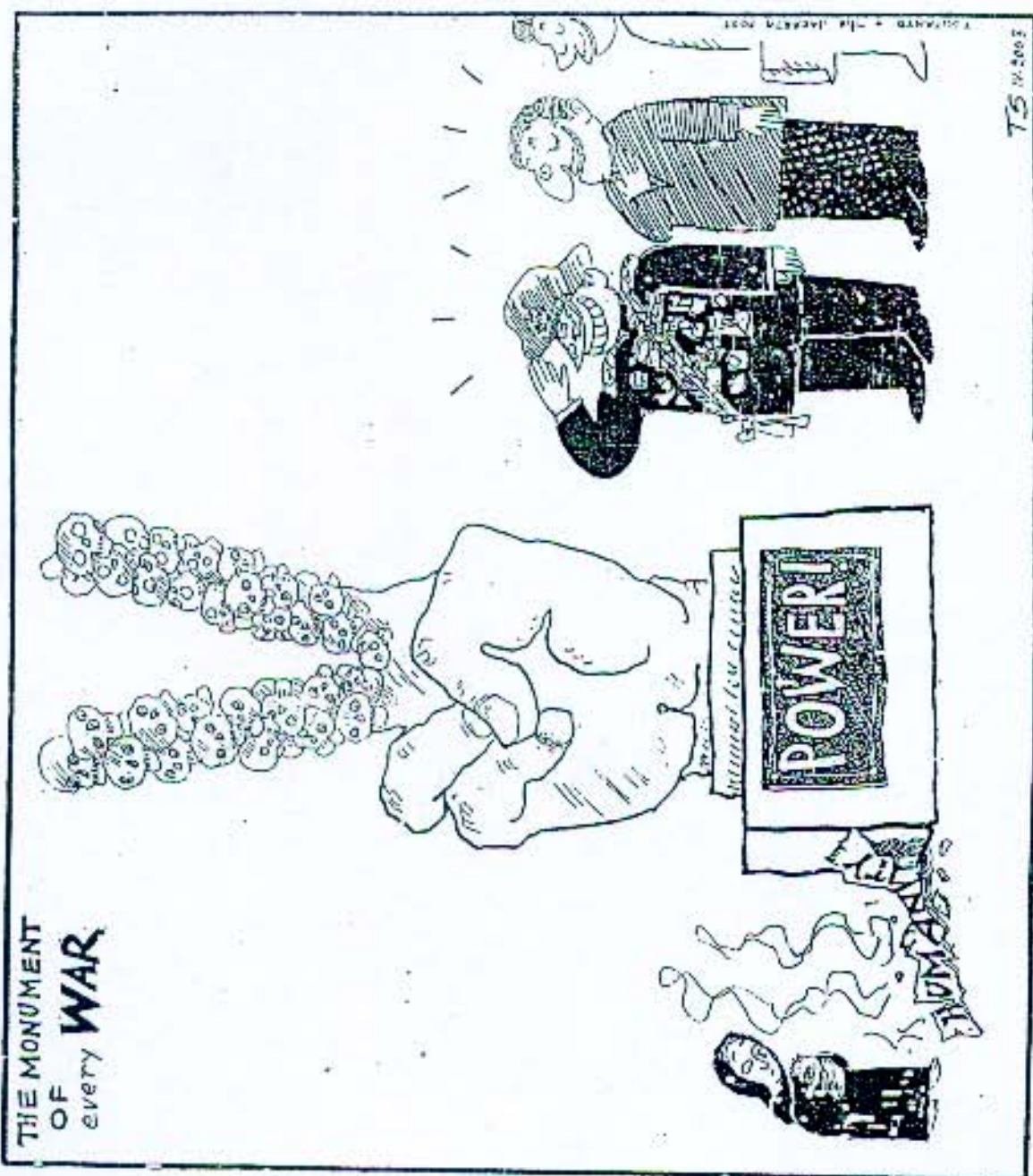
APPENDIX 1

Wednesday, 4 April 2003; The Jakarta Post; Vol. 20 No. 331



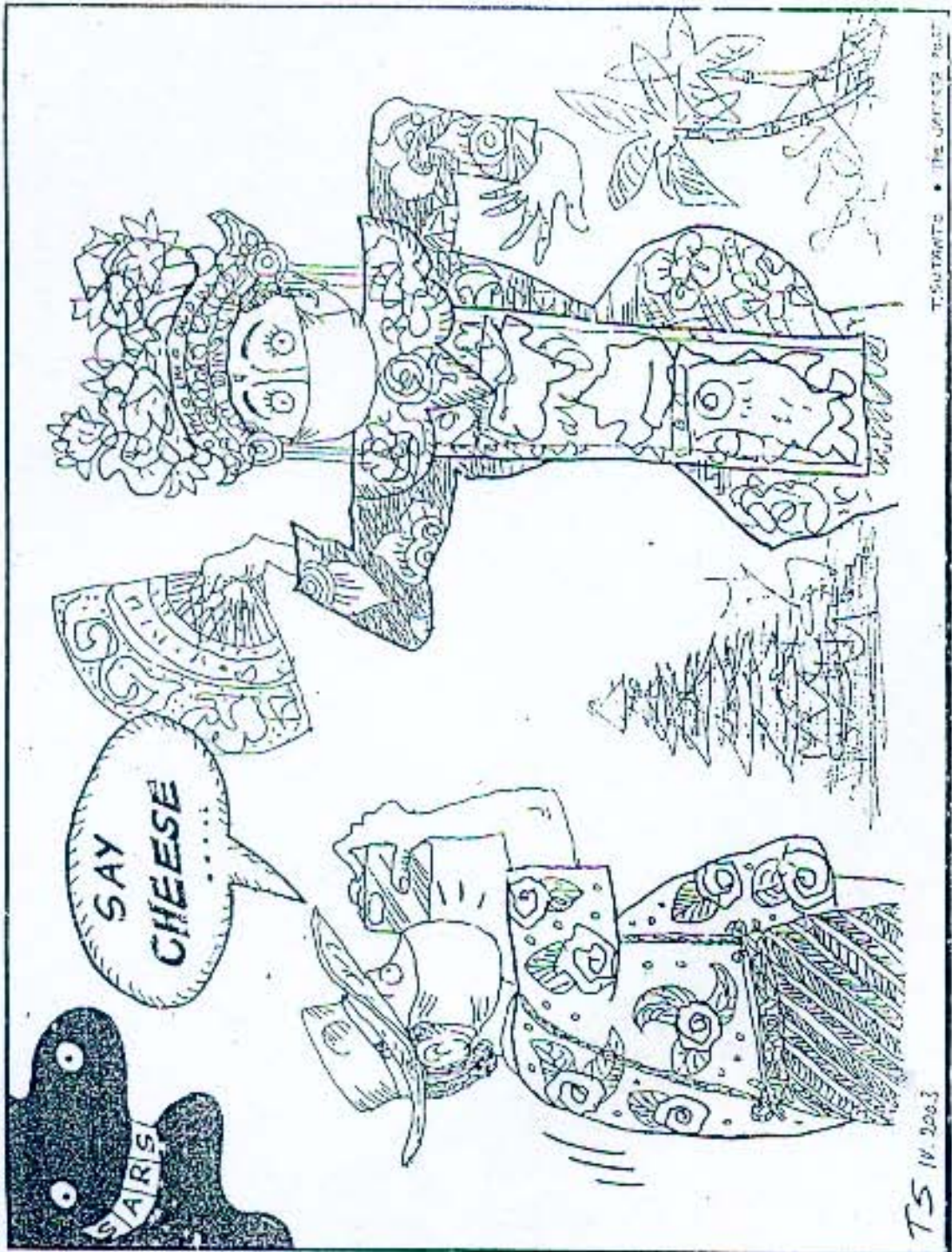
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Tuesday, 8 April 2003; The Jakarta Post; Vol. 20 No. 335



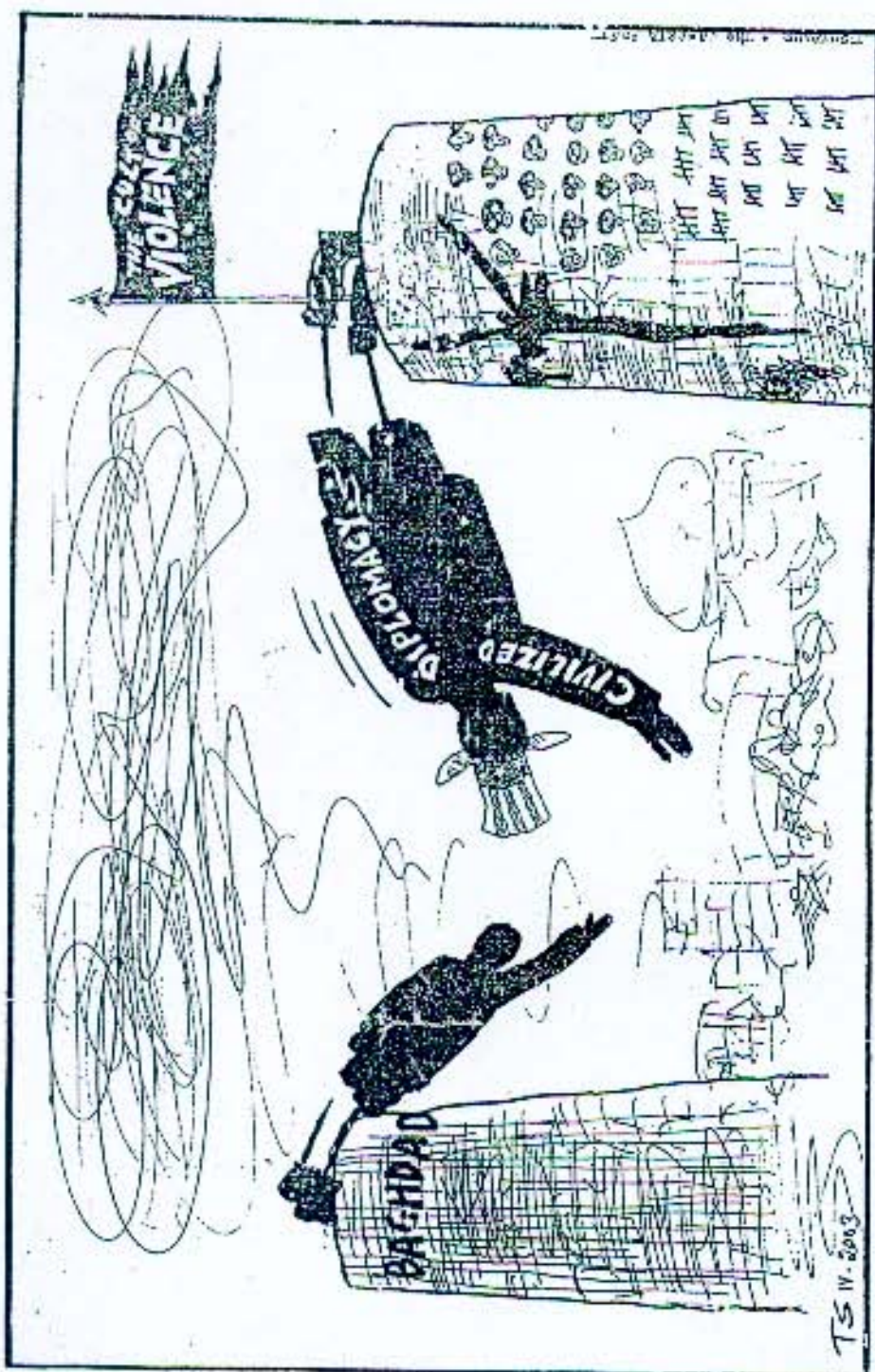
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Wednesday, 9 April 2003; The Jakarta Post; Vol. 20 No. 336



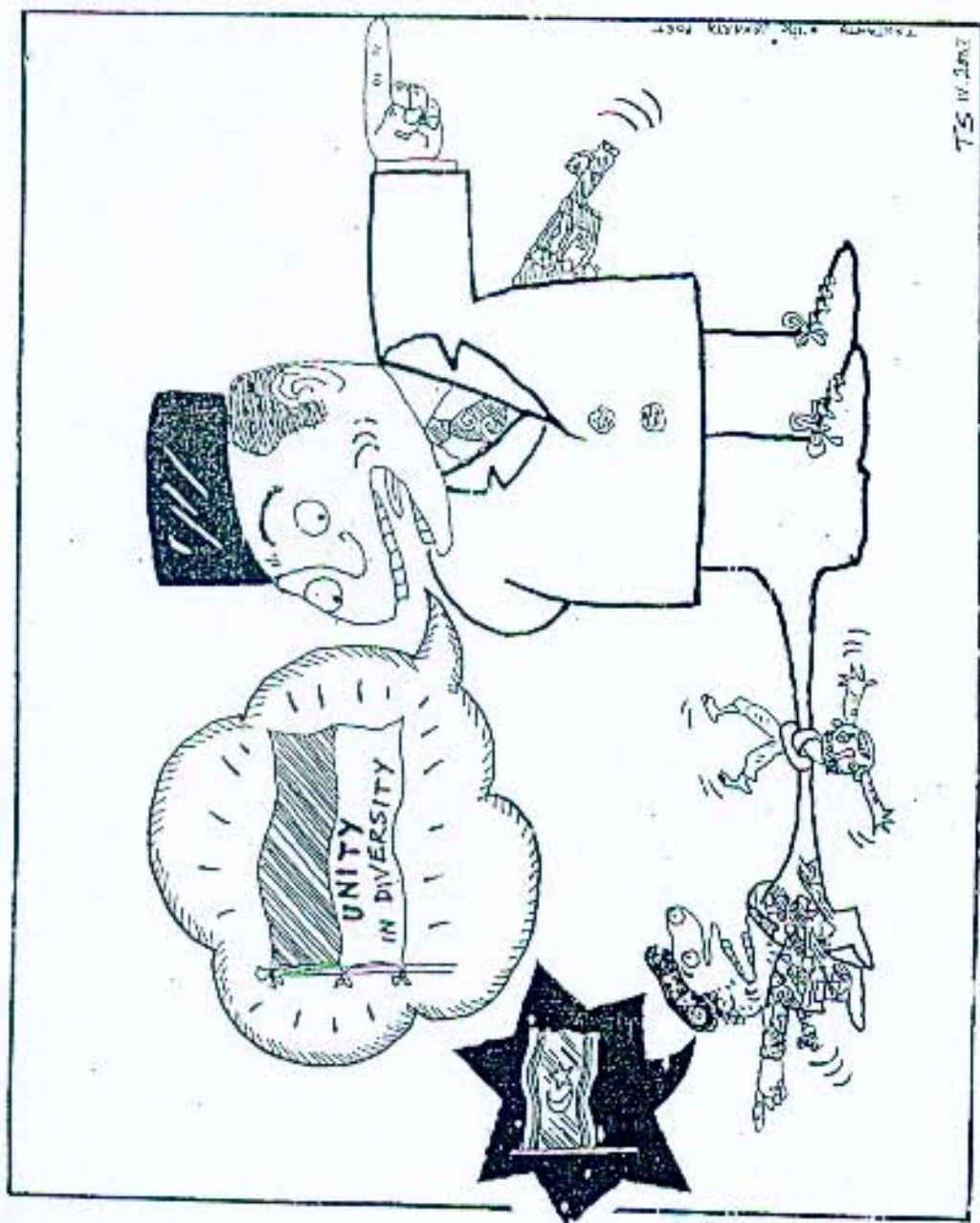
APPENDIX 4

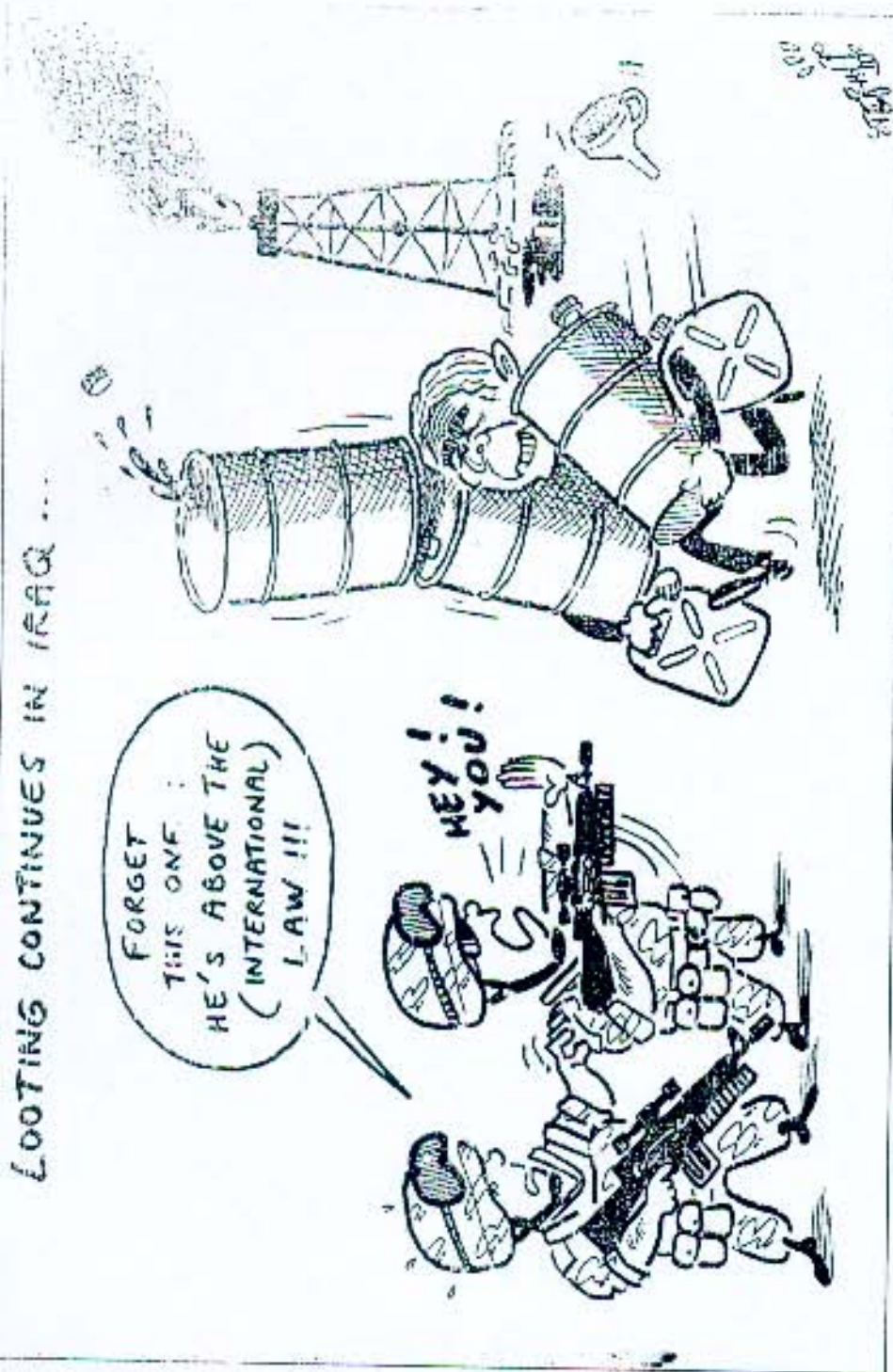
Saturday, 12 April 2003; The Jakarta Post; Vol. 20 No. 339



APPENDIX 5

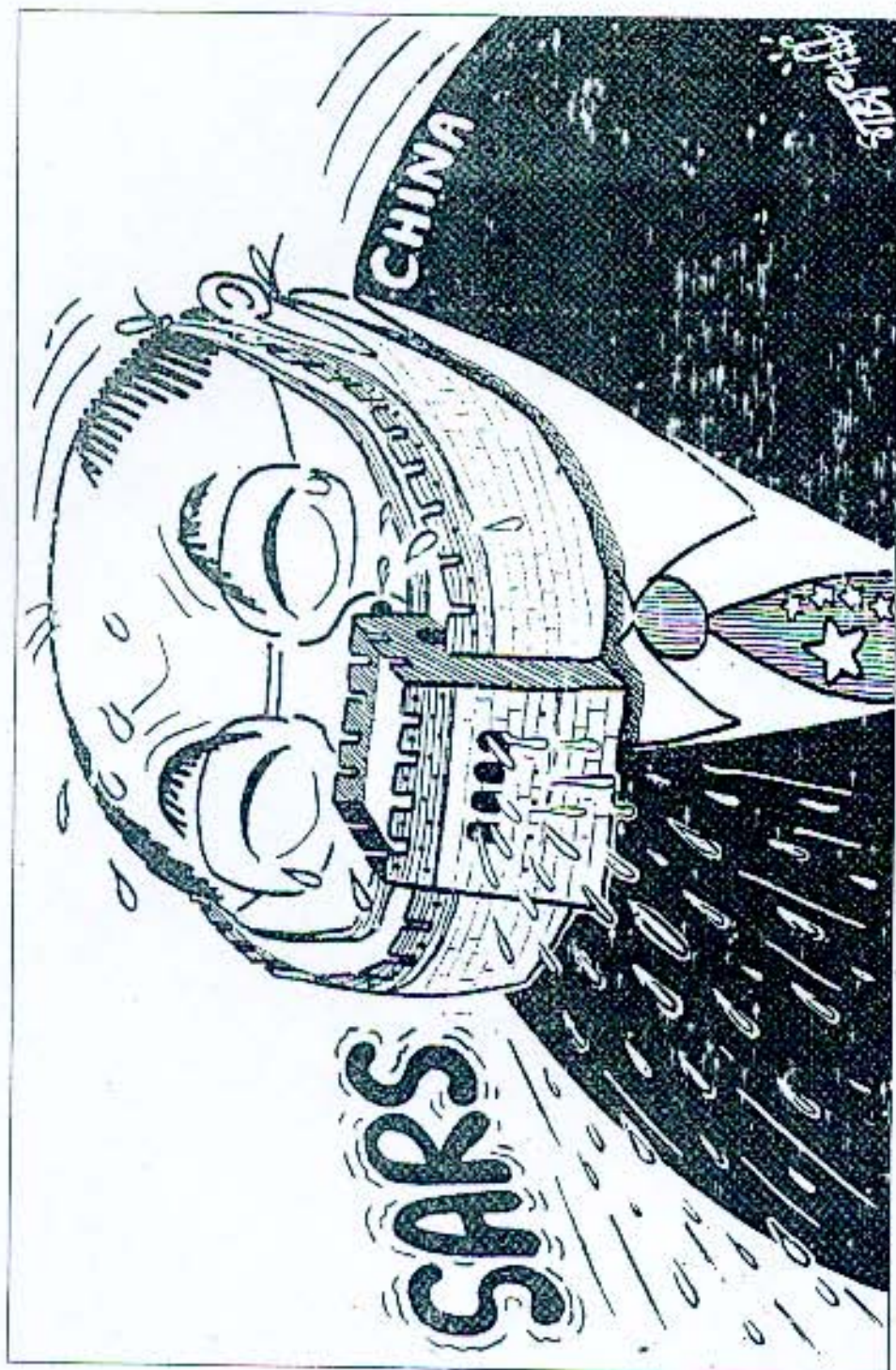
Tuesday, 15 April 2003; The Jakarta Post; Vol. 20 No. 342





APPENDIX 7

Wednesday, 23 April 2003; The Jakarta Post; Vol. 20 No. 349



APPENDIX 8



(Picture 1)



(Picture 2)