

**WOMEN INEQUALITY AS ISSUED IN SOME NEWS TITLE
OF THE JAKARTA POST NEWSPAPER: A SEMIOTIC ANALYSIS**

A Thesis

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ABSTRAK

Tesis *Women Inequality as Issued in Some News Title of The Jakarta Post Newspaper: A Semiotic Analysis* ini menganalisa tentang penanda dan tinanda, serta makna denotatif dan konotatif secara linguistik sehingga menghasilkan makna dari pesan tersirat yang terdapat pada judul berita. Tujuan penulisan skripsi ini adalah (1) mengetahui dan menganalisis penanda dan tinanda dalam judul berita yang membahas tentang ketidaksetaraan wanita, (2) mengetahui dan menganalisis makna denotatif dan konotatif yang terdapat pada judul berita. Teori yang digunakan dalam penelitian ini adalah teori penanda dan tinanda yang dikemukakan oleh Ferdinand de Saussure dan makna denotatif dan konotatif yang dikemukakan oleh Roland Barthes. Data penelitian ini diperoleh dari koran harian nasional *The Jakarta Post* pada bulan Januari dan Juni 2011, karena data yang didapat pada bulan tersebut lebih mewakili judul berita lainnya dengan makna tersirat yang penulis anggap lebih dalam. Analisis data ini dilakukan dengan cara menitikberatkan pada analisis linguistik penanda dan tinanda, serta makna denotatif dan konotatif untuk mengetahui makna sesungguhnya dari judul berita yang memiliki makna tersirat tersebut. Dari hasil analisis, penulis menemukan bahwa pada judul berita terdapat tanda-tanda linguistik yang dapat dikaji dengan menggunakan studi semiotik sehingga menghasilkan makna yang sangat membantu pembaca dalam memahami maksud dari judul berita tersebut. Makna yang dihasilkan oleh masing-masing pembaca berkemungkinan akan berbeda, hal ini tergantung pada sudut pandang dan pemahaman pembaca terhadap isi berita. Konsep penanda dan tinanda serta makna denotatif dan konotatif yang diperoleh pembaca akan memberikan pemahaman tersendiri terhadap pembaca sehingga menghasilkan opini dan sudut pandang yang berbeda dari masing-masing pembaca. Berdasarkan analisis, ditemukan adanya makna-makna tersirat yang cenderung menunjukkan suatu keadaan yang tidak menguntungkan pihak wanita dalam beberapa kondisi. Hal ini bisa memberikan stigma negatif terhadap kinerja beberapa lembaga terkait baik formal maupun informal.

Kata kunci: Penanda dan tinanda, makna denotative dan konotatif, ketidaksetaraan terhadap wanita, analisis judul berita.

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

Mass media is one of the ways in communication that uses Non-Verbal communication because the way it communicates is written. Mass media is one of the tools in communicating, informing, and delivering the news. As a communication tool, mass media has influence for the readers. Mass media is one of the media that can be a source to identify the problem that always happens in the world. There are many information, especially, problems that delivered by mass media. It talks and discusses many things; politics, economy, social, health, entertainment, culture, etc.

Mostly news title is written in implied meaning in order to make its readers curious, and in fact, most people curious on it. The specification of this news title that makes this analysis becomes more interesting is reflection of women inequality which recently happens in the world, especially Indonesia. There are many cases about this, and most of them are published in mass media. The meaning of inequality referring to The New Encyclopedia Britannica (1990) is “a situation in which people are not equal because some groups have more opportunities, power, money etc than others.” According to Davis (2005: 7) “Inequality pertains to unfair means of allocations of opportunities and constraints for men and women in all spheres.”

Talking about women inequality means conveying the cases and facts concern it. It has happened since long time ago. As found in the thesis of Okoronkwo (2001) she wrote the statement of St. Jerome, the fourth-century Latin doctor of the Catholic Church, saying “Woman is the gate of the devil, the path of wickedness, the sting of the serpent, in a word, a perilous object. Women’s bodies are evil, seductive, offensive, and dirty. Women are carnal and men are spiritual. Women are body; men are mind. Women are sex and sex is evil. Women are pleasure and passion, and condemned” (Ruth, 1980: 393 in Okoronkwo, 2001: 2). It means that St. Jerome defined woman as something who could lead man astray, something contemptible, useless, the worst object in the world. His statement is so cruel. It seems like his abhorrence on woman has doctored himself and his mindset to regard woman as a great disaster in the world. Okoronkwo also wrote the statement by Thomas Aquinas, the 13th-century theologian, (as cited in Women International’s center, 1995) saying woman was “created to be man’s helpmeet, but her unique role is conception... since for other purposes men be better assisted by other men” (Women International’s center, 1995:1 in Okoronkwo, 2001: 2). This statement shows that woman is only a baby maker. If men need someone to help them in other cases it would be better helped by men. Men need women only because they want scion. That’s why Aquinas said that for other cases it would be better helped by men.

In semiotic sense, signs take form of word, images, signs, gestures, and objects (Chandler, 2002: 2). Saussure defined a sign as being composed of a “signifier” and a “signified.” Signifier is the form which the sign takes and signified is concept it represents from the sign (Chandler, 2002: 18). On the other hand, Barthes divided sign into “denotation” and “connotation.” In semiotics, denotation and connotation are terms describing the relationship between signifier and its signified, and an analytic distinction is made between two types of signified: a denotative signified and a connotative signified. Denotation tends to be described as the definitional, literal, obvious, or commonsense meaning of the signs, while Connotation is used to refer to the socio-cultural and personal association (ideological, emotional, etc.) of the signs (Chandler, 2002: 140). These knowledges are important to avoid the occurrence of misinterpretation. Comprehending the meaning of the news title is quite difficult. A reader must be critical with the signs and able to correlate the signs to phenomenon which happens at that time in order to know the purpose and the meaning of the implied news title. In identifying the meaning of news title reflecting women inequality, we need specified knowledge; knowledge about signs and presented or context.

1.2. Scope of the Research

This writing focuses on the news title as linguistics sign reflecting women inequality found in The Jakarta Post Newspaper. The data for this writing are taken from The Jakarta Post newspaper on January and July 2011 because the data that taken on those two months have represented the other news titles. In conducting this research the theory of Saussure (1915) and Barthes (1967) are used to get the possible meaning of the news title that analyzed. By using theory of Saussure (1915) I will separate the linguistic sign and find the meaning of that linguistic sign by focusing on signifier and signified concept. By using the theory of Barthes, I will endeavor to distinguish between denotative and connotative meaning of the news title. The implied meaning that commonly used in writing news title usually interests the readers to read it and get the point of what actually it means. It actually can be a problem for the readers who cannot understand and get the point of what actually the meaning of the news is, because less of us (the readers) can do it. Here, semiotic can be a suitable approach in interpreting the meaning of news title reflecting women inequality.

1.3. Research Question

Mostly news title is written in implied way. The writing in implied way sometime makes the readers able to understand directly or, on the contrary, makes them misunderstand with the meaning. Due to the phenomena I give the research question as the following:

- 1. What is linguistic sign used in news title?*
- 2. What is denotative meaning of sign in news title?*
- 3. What is connotative meaning of sign in news title?*

CONCLUSION

News title which is known as the attractive of readers' attention cannot be said as the supporting aspect in news. Actually this is the main aspect in news in which it determines the readers' attention. It is also the determiner whether the news is important or not, or whether it takes the special attention from the readers or not. Mostly news title is written impliedly. The readers should have good knowledge in interpreting the meaning and the aim of the news title. The news is written based on the result of observation. The readers who have good knowledge will feel challenged to know detailly what actually delivered in the news title. A news is written based on a current issue which happen at that time. There are many aspects that revealed in news, such as politic, economy, social, culture, religion, entertainment, etc.

Finding the messages of news title is quite difficult, because the news title that reflecting women inequality specifies its purpose in revealing the facts about the inequality happened to women. A reader must be critical with the signs and able to correlate the signs to phenomenon which happens at that time in order to know the purpose and the meaning of the news title commonly implied. Stating the meaning of each news title is by analyzing each sign on the news title. The sign that analyzed here is the linguistic sign. All of linguistic signs are identified into Saussure's theory; signifier and signified and Barthes' theory; denotative and connotative meaning.

This research is conducted to transform the readers' knowledge, comprehension, and perspective about the meaning of the news title linguistically. The aim of this thesis writing is to know and analyze the signifier and signified of the news title and also to analyze the news title in order to get the denotative and connotative meaning in it. The writer found that the meaning of news title reflecting women inequality plays important roles since the factor that influences the readers of news title is based on the meaning of these signs, especially the signifier and signified concept and also the connotative meaning of the news title. The writer found the linguistic sign in some of news title. In the news title, the writer identified the linguistic sign from each word of the news title.

From the result of analysis, the writer found that in the news title there are linguistic signs that can be analyzed by using semiotic study until produce the meaning that helps the readers in understanding the purpose of the news title. Each reader will produce different meaning; it depends on the readers' comprehension and point of view towards the content of the news title. The signifier and signified concept and also the denotative and connotative meaning that obtained by the readers will give the particular comprehension for the readers until produce different opinion and point of view. Based on the analysis, found there is implied meaning that tends to show a non-benefit condition to women in some conditions. It can give negative stigma concern to some formal or informal institute.