

CHAPTER I

INTRODUCTION

This chapter presents a description to build an understanding of the main issue discussed in this study. It involves research background, statement of problem, research objectives, research significance, key terms definitions, and writing organization.

1.1. Research Background

In 2019 the global circumstances has faced the horifying history in health and disease. Corona Virus disease 2019 has reckoned and rejoiced from Wuhan China over the consequences of opening deforestation. Thus the embodied viruses from the bat has become zoonoses towards people. Even stated in the level pandemic which drag every nation to lock down their border over international relation (Susanna, 2020). However, Indonesia also announce when this virus contact the citizen, therefore it annouced officially by the presiden Joko Widodo in March 3 2019. Several policy has existed in reccord such as social distancing at larger level “PSBB (Pembatasan Sosial Berskala Besar)”, social distancing in micro “PPKM (Perlakuan Pembatasan Kegiatan Masyarakat)”, and social distancing in level mode activated (Susanna, 2020). It drags untill the case of vaccine has become the pandora of this situation.

The vaccine also has polemic tendencies over the media in refering from its kind and sources. Serials vaccines as it level of use has become the policy to cure this pandemic besides the health services and the social distancing struggle. The polemic over covid 19 vaccines has enter from the Shinovac made in China, Astrazencha, Booster, Prefizer, and indonesian made call it IndoVac. The serial polemic is layering from the global political, national, culture of masses towards the distrust. Indeed as a largerst muslim population the point of view of sharia is never left the discussion. The global endeavor to combat the COVID-19 pandemic

has given rise to an urgent requirement for proficient communication, particularly in the realm of vaccination campaigns. In this context, the media especially news media has been pushing the agenda to make people accept vaccination in order to finish the pandemic quickly, but in reality there are many considerations of cultural and religious apprehensions connected to vaccine acceptance amongst the people, notably those pertaining to Halal principles, it has evolved into an indispensable facet of public health discourse. The utilization of persuasive strategies within communicative materials, specifically opinion on news articles and editorials, assumes a central role in molding public attitudes and conduct concerning COVID-19 vaccines halal issues.

Religious concerns especially in Indonesia: Halal concerns, that is associated with the COVID-19 vaccines have garnered significant attention due to the diverse cultural and religious backgrounds prevalent across the global populace. These concerns are grounded in adherence to Islamic dietary and ethical codes, necessitating the alignment of vaccine constituents with Halal tenets. Consequently, opinion on news articles and editorials have emerged as a platform for deliberating on these concerns and exerting influence over public viewpoints regarding vaccine acceptability, encompassing both scientific and ethical dimensions, the media or news outlets was using or manipulating systemic functional linguistics components in the article in order to garner public opinion towards the opinion it proposes, Eggins (2004, P.20) described SFL as a functional-semantic approach to language which explores both how people use language in different contexts, and how language is structured for use as a semiotic system.

The manipulation of systemic functional linguistic components in the articles are particularly conveyed in the structures of theme and rheme, both of them possess substantial potential to profoundly impact the persuasive efficacy of these opinion editorials. Halliday and Matthiessen (2004, P.64) defined theme as the element which serves as 'the starting-point for the message: it is what the clause is going to be about'. Eggins (2004, P.299) added that we (the reader) typically depart from places with which we are familiar, the Theme typically contains familiar, or 'given',

information, for example like information which has already been mentioned somewhere in the text or is familiar from the context. serving as the focal concept or subject of a sentence, followed by the rheme, which introduces fresh information or elaborates upon the theme, can sway the readers' interpretation of the conveyed information, Eggins (2004, P.299) added that everything that is not the Theme is the Rheme. Thus, once you have identified the Theme in a clause, you have also identified the Rheme, which is just 'everything else'. Through deliberate manipulation of these components, writers can configure the accentuation, focus, and tenor of their arguments, consequently exerting an effect on the persuasiveness of their discourse.

The use of topical theme and rheme is found in one of the article titled *Indonesian president warns not to rush vaccines amid halal* (Kate Lamb, 2020). In the article, it is stated:

“Controversy over whether vaccines adhere to Islamic principles has stymied public health responses before in Indonesia, including in 2018, when the Indonesian Ulema Council issued a fatwa declaring a measles vaccine was haram, or forbidden under Islam.” (Article 1, Paragraph 8)

The theme from the sentence above can be found in this part *“Controversy over whether vaccines adhere to Islamic principles”* and the rest of the sentence can be considered as a rheme, in those sentence the writer of the news use theme and rheme to persuade the reader into to see from the writer point of view, in the theme the sentence ruled out the problem that Vaccines distribution in Indonesia was halted because of controversy against islamic principles, the rheme also have an implied influence on public perception that Indonesian Ulema council was the reason the controversy existed because before they issued a fatwa that measles vaccine is haram and now become a barrier that slow down vaccines distribution in Indonesia.

Nevertheless, despite the pivotal role played by theme and rheme manipulation in persuasion, the extent of research conducted within the specific context of addressing Halal concerns linked to COVID-19 vaccines remains limited. An

essential pursuit for enhancing efficient communication strategies necessitates a thorough comprehension of how writers deploy theme and rheme structures in these opinion editorials to impact public perception and decision-making. This research endeavors to bridge this gap by scrutinizing selected utterance articles that delve into Halal concerns surrounding COVID-19 vaccines, with the goal of unearthing the nuanced mechanisms through which theme and rheme manipulation contributes to persuasive tactics.

By undertaking a comprehensive examination of the influence wielded by information manipulation in addressing Halal concerns with respect to COVID-19 vaccines, from the explanation above this study will be titled “*THE INFORMATION MANIPULATION ON THEME AND RHEME IN ADDRESSING HALAL CONCERNS REGARDING COVID-19 VACCINES IN SELECTED REUTERS NEWS*”, this study also aspires to offer valuable insights to the domains of discourse analysis, persuasion, and health communication. This research holds the potential to illuminate the linguistic mechanisms underpinning persuasive communication, subsequently affording implications for the formulation of culturally attuned and efficacious communication strategies aimed at bolstering vaccine acceptance and advancing public health, both within the pandemic's current context and beyond.

To facilitate this research, the author have read some of the previous study from other sources, those sources are thesis and journal. Those previous studies that are referred by the researcher had a similar topic with this research. The first one is a journal titled *The Analysis of Theme and Rheme in Short Story of Sleeping Beauty with a Systemic Functional Approach* written by Tarina Dashela in 2021, this journal analyze the theme and rheme in the Sleeping Beauty short story with a SFL approach the researcher found out two types of theme, topical and interpersonal theme in the research.

The second is a thesis written by Rafidah Rahman, titled *Using Theme and Rheme to Increase Students' Achievement in Writing News Item at the Tenth Grade*

Students of SMAN 2 Selayar in 2018. The researcher of this discovered that the students' writing achievement in writing news item after using theme and rheme at SMAN 2 Selayar was improved. The result of the t-test also showed that the use of Theme and Rheme in teaching writing especially in news item text was effective in improving the students' writing achievement in news item text.

Last is a Journal titled *Theme And Rheme Analysis and Politeness Strategy In Diplomatic Workplace Writing: A Discourse Analysis* written by Rahardjo, Didin and Alek in 2021. This study explores thematic progression patterns within the systemic functional linguistics (SFL) and the selection of words identified in writing within the diplomatic workplace. Politeness strategy employed between governmentto government communication through written diplomatic texts and its relationship with theme and rheme progression.

1.2. Statements of Problem

Based on the research background initiation and provocation of research determination. This research proposal is aiming the research question as follow:

1. What is the theme with the halal concerns regarding covid-19 vaccines in selected Reuters' news?
2. What is the rheme with the halal concerns regarding covid-19 vaccines in selected Reuters' news?

1.3. Research Objectives

Furthermore, regarding the statements of problem above, the author have some objective regarding this research

1. To find out the theme with the halal concerns regarding covid-19 vaccines in selected Reuters' news.
2. To find out the rheme with the halal concerns regarding covid-19 vaccines in selected Reuters' news.

1.4. Research Significance

1.4.1. Theoretically

This research aim to contribute a new study of Systemic Functional Linguistic (SFL) field that discuss the Theme and Rheme category, it is also discuss how those Theme and Rheme can be manipulated in order to be persuasive especially in a news. The author hope that this research can help other researcher who research in SFL field.

1.4.2. Practically

This research has the potential to significantly enhance our comprehension of persuasive strategies employed in addressing concerns related to the Halal labeling of COVID-19 vaccines. The insights gained from this study could prove to be invaluable for communication professionals, policymakers, and healthcare practitioners who are actively engaged in vaccine promotion. By delving into the nuances of language manipulation in persuasive communication, the research may provide a nuanced understanding of how to effectively convey information about Halal compliance, thereby contributing to more impactful public health campaigns.

A crucial aspect addressed in the research is the investigation into how theme and rheme manipulation influences public perception and trust regarding COVID-19 vaccines. This knowledge is paramount for shaping communication strategies that foster confidence in the safety and efficacy of vaccines. As public trust is a cornerstone of successful vaccination campaigns, the findings from this study could guide the development of communication approaches that resonate with diverse audiences and mitigate vaccine hesitancy.

The implications of the research extend to the design of communication strategies aimed at addressing vaccine hesitancy and misinformation. The identification of persuasive techniques that are more effective in conveying information about the Halal status of COVID-19 vaccines can be instrumental in crafting targeted and impactful health communication efforts. This aspect is

particularly relevant in the current global context, where clear and compelling communication is vital for successful vaccination campaigns. The research's potential to offer insights into policy recommendations for health communication campaigns is noteworthy, especially in regions or communities where concerns about the Halal status of vaccines are prevalent. The findings could inform the development of guidelines and best practices for communication professionals and policymakers, ensuring that strategies align with the cultural and linguistic nuances of the target audience, thus enhancing the overall effectiveness of public health initiatives.

In addition to its practical implications, the study has the potential to make a significant contribution to academic literature in the realms of persuasive communication, linguistic analysis, and health communication. The methodologies and results of this research may serve as a valuable foundation for further investigations into persuasive language use in the broader context of public health. Researchers in these fields could build upon these insights to deepen our understanding of communication strategies in the evolving landscape of healthcare and public health messaging.

1.5. Definition of Key Terms

The subsequent points provide explanations of key terms that will be frequently referenced in this research.

a. Systemic Functional Linguistic (SFL),

SFL views language as a functional system used to convey meaning within social contexts. It examines the relationship between language structure, communicative function, and situational context in language use.

b. Theme

In Systemic Functional Linguistics (SFL) analysis, the theme is identified as the segment of a clause that delivers the primary or central information within a statement. Typically, it functions as the focal point or essential element of the sentence, conveying the intended information from the speaker or writer.

c. Rheme

As a clause element in Systemic Functional Linguistics (SFL) analysis, rheme follows the theme and provides additional information about that theme. Rheme often offers explanations, elaborations, or contrasts to the theme, aiding in further understanding the message intended by the speaker or writer.

d. Information Manipulation

Information manipulation, as a linguistic practice or strategy, aims to shape an individual's comprehension or viewpoint regarding a subject or circumstance. This may encompass strategic word selection, biased information delivery, or highlighting specific elements of a narrative to sway the perspectives or sentiments of readers or listeners. Such practices are typically driven by distinct objectives, including the reinforcement of specific viewpoints or the establishment of superiority over alternative perspectives.

e. News Media

News Media is an institution or organization responsible for collecting, presenting, and disseminating news to the public. They play a crucial role in providing information about current events, important issues, and the latest developments in various fields, including politics, economics, and culture. News media can take the form of newspapers, magazines, television channels, radio stations, news websites, and social media platforms. They serve as the primary source of information for the public and influence public opinion through the way news is presented and interpreted.