SEMIOTICS: THE CONNOTATIVE SIGNIFIED (MYTH) ON SEVERAL NEWS HEADLINES ABOUT TERROR CASES INDICATING ISLAMOPHOBIA

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Abstract

In the last couple of years the increasing cases of violence and terror appears to be the most common headlines in the media around the world. Media platforms seem to use the news of violence and terror as their strategy to attract readers, in which some news appears to be provocative. The terms used in the media also tend to be exaggerative, which mostly beyond the actual context of the cases. Moreover, the media platforms appears to be trapped in Islamophobia attitude, as they tend to use the term 'terror' identical to cases of crimes perpetrated only by Muslims. The term 'terror' is hardly used in cases of crimes involving non-Muslims, instead the news platform will use such more neutral terms as 'shooting' and 'stabbing.' This article examines the connotative meaning of the different terminologies used to describe similar cases in the media headline. In the perspective to Critical Discourse Analysis theory, a discourse brought up by news headline is not merely word choices as it expresses more than just linguistic aspect. In fact, it shapes the way the readers portrayed the actual cases, while the terms used in the news headline appear to significantly contribute to the development of certain ideology brought by the media platforms.

Keywords: Terror Attack; Shooting; Connotative meaning (Myth); Muslim Community; News headline; Islamophobia

Abstrak

Dalam beberapa tahun terakhir, meningkatnya kasus kekerasan dan teror menjadi berita utama dan lumrah di media di seluruh dunia. Platform media terlihat menyiarkan berita kekerasan dan teror sebagai strategi mereka untuk menarik khalayak untuk membaca yang mana beberapa berita tersebut

cenderung lebih provokatif. Istilah-istilah yang digunakan dalam berita itu juga cenderung berlebihan yang justru berada di luar konteks kasus yang sebenarnya. Selain itu, platform media juga terjebak dalam sikap Islamofobia, dengan cenderung menggunakan istilah 'teror' yang identik dengan kasus-kasus kejahatan yang mengarah pada tindakan umat Islam. Istilah 'teror' justru jarang digunakan dalam kasus-kasus kejahatan yang melibatkan non-muslim, dan sebaliknya, platform berita itu akan menggunakan istilah yang lebih netral seperti 'penembakan' dan 'penusukan'. Artikel ini mengkaji makna konotatif dari istilah-istilah yang digunakan media platform untuk menyampaikan kasus-kasus tersebut dalam tajuk media. Dalam perspektif teori Analisis Wacana Kritis, sebuah wacana yang diangkat oleh tajuk berita tidak hanya berupa pilihan kata sebab dibalik kata itu terdapat ungkapan yang lebih dari sekedar aspek linguistiknya saja. Bahkan, kata-kata itu turut menbentuk cara pembaca memahami dan menggambarkan kasus-kasus tersebut, padahal istilah-istilah yang digunakan oleh media itu nyatanya memiliki peran penting pada pertumbuhan ideologi tertentu yang dibawa oleh media platform tersebut.

Kata kunci: Serangan Teror; Penembakan; Makna Konotatif (Mitos); Umat Muslim; Tajuk Berita; Islamophobia

I. Introduction

Language is one of means that is used to express what is on people mind. Therefore, from its use, to express, language is divided into two types, spoken language and written language. Spoken language is commonly used to ensure audience understanding by familiar words and to express a shorter thought units that are easy to follow. Meanwhile written language is generally used by people to express the idea of thought by rich vocabulary used and varied language. From this written language, a number of interpretation come out following the way of perpective that the readers use. That perspective is definitely referred thoughout the signs in which those signs bring the reader in how they perceive something.

Languege also is a device that is used to connect people in a region, country or even in the world. By language, people share and exchange information each other. by spoken language, people can understand directly when their co-speaker talks. In other hand, written language is used to give indirect information. It aims to make the information to be a formal tone and avoid frequent use of colloquialism.

To inform indirect idea or thought, people mostly use media text form, because beside media texts intend to engage people to convey some information, it also may create some reaction or response by the readers (Burton, 2010:5). Media text has many

types and one of them is news. We easily find news everywhere and every time, because in this millennial era, news can be read not only on a paper, but also on the screen.

Nowadays news has been spreading out through the society life. It is inevitable that almost all people around the world read the news on various Medias. As the technology develops, the news has been applied not only on the newspaper but also on the electronics which people can watch and hear such as television and radio or in the latest sophisticated technologies such as smartphone and tablet.

Cited from https://www.merriam-webster.com/dictionary/news, news is a report or recent events. Meanwhile still in the sane web, another definition says that news is something that have a specified influence or effect, but to relate with the discussion, this paper uses the second definition for its correlation with Barthes's semiotics idea. In how to report, news uses academic words. Non- academic words are not recommended to write the news. In writing news, the writers need to collect and sort the words they are going to use. There are two parts of the news: the first is headline which functioning as the tittle and the second is the substance or the content.

News sometimes brings the readers to stand where they are in two postions, pro and contra. Therefore, news could make some controversies and even violence amid the people such as the terror cases that are available through all Medias. Terror case indeed is one of news topic that will always be an attention through the society. It frequently becomes a main discussion when it was first reported. Terror cases that happen in Europe for last several years mostly discuss a group of terrorist related to Islamc religion. Nowadays people in the world have a structured mind that all crimes about terrorism will always refer to islamic group or islamic jihadist, even for some news channel they relate a single suspect attack with 'terro'as long as the suspect is a moeslem. Meanwhile the suspect is not moeslem they use more appropriate words to descibe the incident.
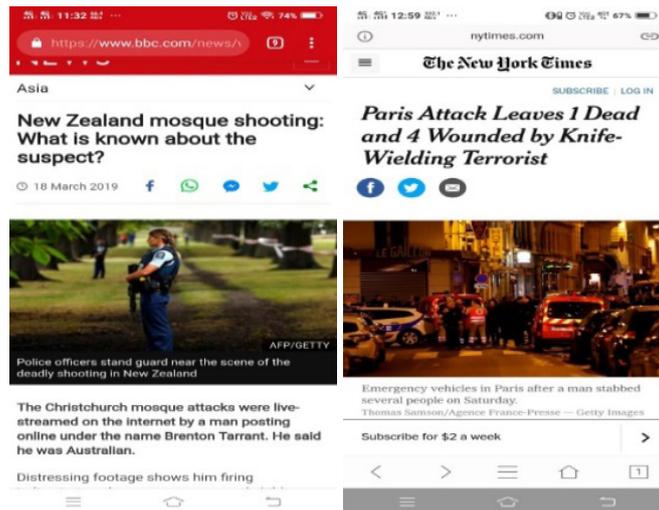
In the news, we definitely find some words, phrases, or even clauses containing semantics and pragmatics (contectual) meaning. Those words that are used frequently evoke so many interpretations toward the society. As the researcher said before, those interpretations appear caused by the way of perspective that the readers use and that perspective must be referred throughout various signs. Therefore in order to get the meaning of those signs, semiotics can be used to analyse them. This paper, researcher uses Rolland Barthes's semiotics theory.

News words might posibly create a usual thing such as structured mind or Barthes call it "Myth" (Mythology). Because news which is cosidered to have a magic power could bring the highlighted opinion that can affect people in viewing something.

This time the researcher focuses on the meaning beyond the words of headline by using semiotics theory specifically connotative signified that was invented by Roland Barthes. Graham Allen (2003: 11) said that Semiotics or also called semiology is the idea of general study of the sign systems which make up our societies. Semiotics has so many theories invented by various experts, such as Saussure, Pierce, Strauss, Roland Barthes, etc. However this paper just focuses and uses Barthes's theory to analyse and solve the problem. Roland Barthes adopted Saussure's theory of sign and developed his theory of semiotics which said there are two aspects in process of identifying an object, those are signifier and signified. Roland Barthes enhanced those two aspects by connotation meaning, because he thought that Saussure's theory just talked the denotation or semantics meaning, Saussure did not talk the connotative meaning or pragmatics side that the words have beyond when the reader read. He thought the writer of the words may expresses another meaning that is implicitly hidden which can be identified by the connotative sign inside.

Linked to the news redactions, the researcher wants to analysis the implied meaning in some news headlines reporting terror case. It becomes a problem currently in the society around the world that some community is treated unfairly. It is Muslim community that feels they don't get any fair treat by media. They think the media including mostly the news reports the factual material by using the words which seems judge the community as the criminal. This is related with the terror cases happening orderly in several years or even months. The news seem to use the word "Terror attack" or "Terrorist" on the news redactions when reporting the killing or bombing case conducted by the suspect assumed as a Muslim. The headline one as known should be firstly seen by the reader when they want to read the news. Some news channels even highlight the content with the say indicating with Islam religion, such as the stabbing case in France, in 2018. The news reported that the stabber said "*Allahu Akbar*" when conducting the crime. This is the reason why the researcher here uses Rolland Barthes's semiotic theory, because beside it discusses about connotative meaning, it is relevant with the people circumstances nowadays related to terror cases. The words become a strong discourse wrapped in a hold faith (Myth).

Look at these two headline news redactions

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The First and second example show the same case that is terror to people. Eventhough both show the same criminal type, the first and the second one have different meaning and different way of reporting a fact event analysed by Barthes's semiotics theory. The first report seems exaggerating by judging the suspect as a terrorist although the suspect did not do something really dangerous toward a number of people, meanwhile the second one seems smoothen a terror case by consider the terrorist as only a "suspect", whereas the case that the suspect did is more dangerous that is shooting innocent people wildly rather that what the suspect did in the first report, attacking people by knife.

From both European news channel examples, the researcher concludes that there is a terrorism perspective that exisst in the Europe toward Muslim community, and that perspective is influenced by Islamophobia. This Islamophobia is created by stigmatization of news words/ redactions report to the society. Those reports take control the people perspective and change their way of thinking toward the Muslim community, so Muslim will always relate to the terrorism doctrine and mostly the terror cases that happen in the Europe are conducted by a Muslim person. That all process of viewing is called by Barthes as "The Myth" or "Mythology" the same referring with his cultural habits of what Borgouis did when he was analysing it.

II. Research Methode

This research uses descriptive qualitative approach. According to (Bogdan, 1975) Qualitative is a research procedure resulting descriptive data. Meanwhile (Mahsun 2007, 257) said that qualitative research focuses on descriping and explaining the

object or data by using words rather than number. This research is also called Library Research that collects the data from all media, including the electronic one such as internet.

In this research, the researcher uses and focuses on Rolland Barthes's semiotic theory in analysing the words on several western News Headlines that written by several news channel. This theory explains more about semiology perspective by Barthes and how a word or something can represent something as a sign. This semiotics theory said that something have denotation meaning and the connotative interpretation beyond. That connotation is enhancement of Saussure's theory of sign. This theory also express about how the thing can influence society. This theory said that it is possible to be cultural life that implemented in the society circumstance. Barthes called it as "Myth". This is called as that because the mental process when it is made seems the same. (Allen, 2003: 37) Said on Hie bobok Thar Mythology transforms one culture's values, in Barthes's case bourgeois French culture, into a universal and natural value: it turns culture into nature, often while still recognizing its status as myth, as a cultural product.

In this research it could be drawn as the news headlines word that can affect people in perceiving something. It happens by media framing to give the doctrine toward the society. It time by time can make a strong stereotype to the people because the word can identically refer to something else. Then finally it becomes a cultural life as the 'myth' that strongly affects the people to believe the story even they do not prove it yet whether it is true or wrong.

1. Signifier	2. Signified
3. Denotative Sign	
4. CONNOTATIVE SIGNIFIER	5. CONNOTATIVE SIGNIFIED
6. CONNOTATIVE SIGN	

This theory perfectly corresponds to this research analysis, because the words on several news headlines can be interpreted by using Barthes's semiotic theory that refers two meanings of something, denotative and connotative meaning. This theory also explains the process how the connotative word can becomes a strong perspective generally and people framing. The word "terrorist" or "terror attack" for Muslim suspect that media reported, gives the doctrine toward the people, so in the western side, that Muslim and Islam identically refer to criminal and terrorist, So the researcher in the end of this paper concludes that there is Islamophobia. It seems the same with "myth" theory of Barthes, because the perspective has become a cultural life in every era.

The mechanism of the analysis is firstly, the researcher analyses the objects semantically to find the denotative meaning then analyses them by using semiotics

theory of Rolland Barthes. In the semiotics field, the researcher starts the discussion by finding the connotative meaning beyond the objects, then assuming the hypothesis that there is unfair treatment toward Muslim in reporting some terror cases in the world by some media channels and the researcher explains the media framing in giving a strong perspective toward society. Finally the researcher explains the process how the words that wrote by the news media can influence the people in perceiving Muslim and Islam and how it becomes a "myth" (cultural life) in the society circumstance.

Rolland Barthes's Semiotic theory of Mythology

The concept of semiotic which Barthes said is based on Connotative meaning. He ignores the substance and the form of language that Saussure implied semantically on his theory of signifier and signified. Barthes enhanced Saussure's idea, so he argued that the sign consist of Expression (signifier) and content (signified). The thing that differ Saussure and Barthes's idea is that Barthes said signified has not only one sign, it has also secondary meaning, it is connotative. (Winfried Noth: 2006: 314-315).

Signifier (Word or image: 'rose')

$\updownarrow$

Signified (Concept of roses: romance, passion, love)

This theory is called "Myth". This theory of connotative is used to find the meaning that is hidden inside the text.

III. Result and Discussion

Terror case had occurred many times for several last years. It has been something common that we definitely find on news headlines from different channel expressing their words. It is the first sight when we read a news. This time the writer wants to analyse the word "terror attack" in the bomb, killing, shooting, or attacking case for the suspect that is assumed as Muslim. The different thing will be found when we read the same case with either the white people or non-Muslim suspect. The news reporter just used the "shooting" or "stabbing" to describe the case. Reported from CNN for instance, the terror case which happened currently in New Zealand with someone killing people crazily in the mosque, almost all news headlines express the word "shooting" even though the suspect killed 49 innocent people, even if it is a kind

of terror attack. It is different with the case happened in France that someone killed 5 people by stabbing them on the street. The media reported and described the tragedy by using "terror attack" on their news headlines. It seems unfair treat. So this is the use of Barthes's theory of connotative signified to find whether there is the hidden meaning beyond or secret aim that the reporters has when they wrote the news.

Cited from 'the New work Times' channel, the phrase "Paris Attack" continued by the statement of "Knife- wielding terrorist is used in the news headline. If the clause is analysed by semantics theory, the two phrase above will have meanings textually, that is the event of attack or criminal happening in Paris which is conducted by the terrorist using knife. However Barthes's with his "myth" idea said there is hidden meaning beyond. So the writer here assumes that there is aim or purpose why the reporter chose the dictions on the news.

Another example also found on CNN's news headline about the same case. It described the case by diction "Paris Knife Attack".
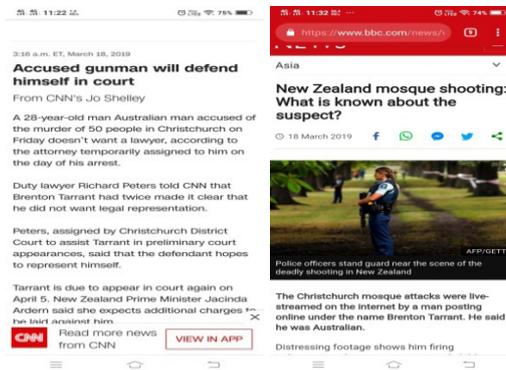
If the phrase "Paris knife attack" is analysed semantically or as textual meaning, it can be interpreted if there was an attack case which happened in Paris in which the suspect used knife to commit. From sequence of cases above, writer concludes there are several signifiers, Attack, Knife, and Terrorist.

The different view will be found from several news headlines reporting the same case of attack, but this time the suspect is white people and non-Muslim community. It is weird indeed when most news channel reported the same "attack" case by using word "shooting".

n the previous example see wee that to reveal "terror attack" case, the news is written by using dictions "Paris attack" and "Paris knife attack" meanwhile in this sample, the headline is written by "New Zealand shooting". Both have different paradigm and different meaning even if those two phrases have same idea, that is criminal case. To express the crime by using "shooting" seems more polite rather than "attack" or "knife attack". That politeness refers to the subject or agent which did the crime, look at this examples:

At the first headline, the reporter seems to use more polite word to describe the criminal by diction "accused gunman" instead of criminal and the second sample also explains that the news indicates not to harm the readers when they read the headline. It is likely to be smooth. Meanwhile in the Paris case, the headlines express the criminal by "terrorist". That word semantically refers to a very dangerous criminal which always give terror toward the society life even though the suspect also just took the action once. This is going to be a problem toward society especially from the Muslim community. They feel that many journalists around the world do not treat them fair. There must a reason and experiential meaning why they describe the news by those dictions. It seems there is a connotative signified inside rather than just give a meaning semantically toward the news headline.

Rolland Barthes said in his theory that connotative meaning exist beyond the semantic (textual) meaning. From those sequences of event on news headlines, the writer concludes that there must be problem with Muslim community. They seem to consider the Muslim as a dangerous community. It is signed by using the word "terrorist" on news headline for Muslim criminal and "suspect" for non-Muslim criminal. This is supported by a news headline reporting that the case happening in Paris was caused by Islamic state. The channel might say that it refers to terrorist of Islamic state of Iraq, but it is freak because the media explained it by using "Islamic state" only and didn't specify to Iraq or Shiria (Syam).

It that phrase "Islamic State" is analysed semantically, it could refer to general meaning. It might be Muslim community that is expressed by Islamic state.

The cause why west regards Muslim community as a dangerous community may be their interpretation toward verses of Al-Qur'an about jihad and the terrorist attack done by ISIS (Islamic State of Iraq and Syam). However, Islami itself never teach people to do attack as terrorist, so the example of ISIS is what all religions have about misguided people, but that thing can make a phenomenon of scare to anything about Islam called Islamophobia.

IV. Conclusion

After analysing the using of word "terror attack" on the news headlines by Barthes's semiotics theory, the writer concludes that according to connotative signified theory, the using word "Terror Attack" for Muslim suspect and using except that such as "stabbing", "shooting", and others for non-Muslim suspect indicates the meaning beyond that is a hate aimed for Muslim community. It is supported by the unfair treat to the Muslim community such as the fact about when the polices treat the Muslim suspect and Non-Muslims suspects, for the Muslims one they seem like giving a serious cope and for Non- Muslims, they don't seem like in serious conditions to fix the crime. From the sequences of event, writer concludes that there is Islamophobia within some communities around the world. From all examples of news Redactions, some channels have experiential meaning expressing Muslim community has relation with terrorist. It might be caused by their interpretation towards some verses of Al-Qur'an about jihad and several cases of ISIS.

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