

Membongkar Rahsia Penulisan Berita Objektif

Pengenalan kepada Semantik Umum
di Malaysia

Siti Suriani Haji Othman



KOLEJ UNIVERSITI ISLAM MALAYSIA

جامعة العلوم الإسلامية ماليزيا

Membongkar Rahsia Penulisan **Berita Objektif**



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Penerbit
Fakulti Kepimpinan & Pengurusan
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Dedikasi

*Sekalung kasih buat suami
tercinta, Marwan
Penghargaan buat mak,
ayah dan keluarga,
Terima kasih kepada
KUIM dan FKP,
Serta bekas pensyarah serta
bekas guru,
Tidak lupa juga jasa semua
yang terlibat sama ada
secara langsung atau tidak
langsung
dalam pembikinan buku ini.
Semoga usaha ini mendapat
rahmat Allah.*

Siti Suriani Othman



Prakata

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Rasa syukur dipanjatkan ke hadrat Ilahi dengan izin-Nya penulis berjaya menghasilkan buku ini dalam kesibukan tugas seharian. Penghasilan buku ini merupakan cerminan minat dan kesungguhan penulis dalam usaha perkongsian ilmu dengan segenap ahli masyarakat yang meminati bidang kewartawanan. Tidak kira sama ada pembaca adalah wartawan, pelajar kewartawanan atau pelajar komunikasi mahupun akademia matlamat penulis lebih kepada memperkenalkan satu pendekatan yang boleh membantu manusia berkomunikasi dengan lebih berkesan.

Semantik Umum merupakan satu bidang kajian yang masih baru di Malaysia. Bidang ini mula diperkenalkan di Malaysia oleh sarjana tempatan Mohd. Rajib Ab. Ghani ketika menuntut di luar negara pada tahun 1984. Kajian demi kajian dibuat oleh beliau dan beberapa teman seperjuangan dan hasilnya hari ini, Semantik Umum semakin dikenali.

Umumnya, Semantik Umum merupakan satu bidang yang mengkaji tindak balas manusia terhadap simbol. Antara simbol yang paling kompleks ialah bahasa. Justeru, pengkajian Semantik Umum menumpu kepada tindak balas manusia terhadap bahasa yang tidak dapat tidak digunakan dalam kelestarian hidup.

Walaupun bidang ini masih begitu muda, tetapi ia mampu memainkan peranan penting dalam usaha para wartawan dan komunikator mencapai objektiviti dalam kegiatan komunikasi mereka. Baik dalam penulisan atau pertuturan seharian, Semantik Umum boleh diaplikasikan dan kesannya ialah mesej yang lebih jelas, kurangnya stereotaip dan prejudis di kalangan komunikator serta melahirkan minda yang luwes.

Akhir kata, penulis mengharapkan agar buku ini dapat dijadikan panduan dalam usaha meraikan etika kewartawanan yang dapat dijadikan platform melahirkan wartawan yang berupaya menulis dengan objektif. Objektiviti bukan lagi satu mitos dalam penulisan berita!

Salam hormat,



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Kata Pengantar

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamualaikum w.b.t dan salam sejahtera

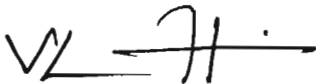
Saya memanjatkan kesyukuran kepada Ilahi dan setinggi-tinggi ucapan tahniah dengan penghasilan buku ini yang memperkenalkan satu mekanisme baru dalam bidang kewartawanan di negara ini. Penghasilan berita bukanlah semudah ia dibaca. Prosesnya kompleks dan dipengaruhi pelbagai faktor serta melibatkan banyak pihak.

Usaha memperkenalkan Semantik Umum sebagai salah satu mekanisme penulisan berita yang objektif adalah satu langkah ke arah meraikan etika kewartawanan yang digalas profesion ini. Memandangkan buku ini adalah buku yang pertama seumpamanya diterbitkan di Malaysia, saya berharap agar ia dapat digunakan sebagai asas kepada pengenalan pendekatan ini dalam proses pembelajaran kewartawanan.

Saya mengucapkan syabas kepada penulis kerana berjaya membantu proses pengenalan pendekatan ini yang masih begitu baru di Malaysia. Semoga akan lahir lagi usaha-usaha yang seumpamanya pada masa akan datang, saya doakan usaha julung ini akan membuahkan hasil yang memberangsangkan kepada para pembaca.

Selamat membaca dan selamat menulis dengan lebih objektif. Wassalam.

Salam hormat,



PROF. DATO' DR. ABDUL SHUKOR HJ. HUSIN

Rektor

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Lampiran

Senarai perkataan dan frasa yang objektif dan tidak objektif berdasarkan kajian-kajian Semantik Umum yang pernah dijalankan.

Faridah Ibrahim (2003). *Penggunaan dan salahguna bahasa dalam tajuk berita daripada perspektif Semantik Umum.*

Bil Kenyataan	Objektif (O)	Tidak Objektif (To)
1 Government proposes limit on foreign hypermarts	O	
2 To the U.N KL Declaration on terrorism to be taken up to world forum	O	
3 Minyak: Syor Iraq dapat pelbagai reaksi	O	
4 AIM dijangka rombak operasi	O	
5 Lesen terbang muncul semula	O	
6 English from Standard One for all vernacular school	O	
7 GPC Yemen tuduh duta AS campur tangan		TO
8 128 cendekiawan AS mohon rakan Eropah kritik dasar Bush		TO
9 Negara Arab desak satu lagi ketetapan di PBB		TO
10 Amaran keras Putera Abdullah kepada Powell		TO
11 'Killer blow' tactics backfire on DAP; 'Ah Lek' factor helped swing vote		TO
12 Chong bitter about suffering third straight loss		TO
13 Isteri kuat berleter antara punca penderaan		TO
14 Rakyat Singapura ceroboh Pulau Pinang		TO
15 ... a Lesbian NGO ...		TO
16 ... freedom fighter Aung San Suu Kyi ...		TO
17 ... burning bras feminists groups ...		TO
18 ... kata-katanya ...	O	
19 ... menurutnya ...	O	
20 ... tambah beliau ...	O	
21 ... tegasnya ...	O	
22 ... menyeru ...	O	
23 ... mendesak/urge ...		TO
24 ... sinis/sarcastic ...		TO
25 ... mahu/want ...		TO
26 ... tuduh/accuse ...		TO
27 ... selar/lash ...		TO
28 Queries over EPF investment panel	O	
29 Talasco set to establish Takaful insurance in Asia	O	

Membongkar Rahsia Penulisan Berita Objektif

30 Measures to stop communication abuse	O	
31 New parking system in Subang Jaya	O	
32 Ideas that shape nationhood	O	
33 Kaji had laju kenderaan kecil	O	
34 Gempa landa Taiwan: Empat maut 200 cedera	O	
35 By being more Muslim, are we becoming less Malay?		TO
36 Tajudin's bid to stop TRI share sale dealt a blow		TO
37 Arab Saudi tunduk kepada arahan AS		TO
38 Liga Arab lemah		TO
39 Kelab Sukan di Malaysia gagal lahir atlit berbakat		TO
40 Majoriti rakyat Indonesia mangsa rasuah		TO
41 Rakyat Singapura ceroboh Pulau Pisang		TO
42 Mahathir to visit Russia, germany and Poland	O	
43 KDN haramkan Sembilan buku	O	
44 Language options in school	O	
45 K-economy, an imperative for progress	O	
46 Singapore MP criticized over remarks on reclamation issue		TO
47 Malaysia ada asas kukuh bantah tambak laut		TO
48 Syed Hamid denies Singapore's allegations		TO
49 DPM: Malaysia won't lost if public changes water source		TO
50 Singapore MP asks shoppers to boycott JB		TO
51 Official held for raping boys		TO
52 Play advisory role, Suhakam urged		TO
53 Indonesia dakwa Malaysia longgok pekerja di sempadan		TO
54 Elusive Osama still cast shadow over US campaign in Afghanistan		TO
55 China's strength could jolt lethargic Japan		TO
56 Survey: Rude Americans everywhere		TO
57 Musa minta batal niat saman NUTP		TO
58 Singapura mesti peka hak jiran		TO
59 Develop own brands and designs, producers urged		TO
60 Rape and incest must be dealt firmly		TO
61 ... pemimpin yang berani ...		TO
62 ... gadis yang pemalu ...		TO
63 ... a very kind man ...		TO

Lampiran

Mohd. Rajib Ab. Ghani & Faridah Ibrahim (2002). *Symbols, labels and straight news: A study on the nature of prejudice in the media.*

Bil Kenyataan	Objektif (O)	Tidak Objektif (To)
1 Either you're with us or you're against us		TO
2 You're either part of the problem or part of the solution		TO
3 Patriotism is your conviction that this country is superior to all other countries because you were born in it.		TO
4 You'll never have a quiet world till you knock the patriotism out of the human race		TO
5 It was patriotism that has largely helped keep Malaysia intact through the years of communist insurgency, external threats to our sovereignty and the numerous attempts at destabilising us. We do not want patriots who indulge in xenophobia and are possessed with a consuming hatred for anything and everything foreign. Our patriotism must be a positive force for our good and the good of humankind.	O	
6 If I knew something that would serve my country but would harm mankind, I would never reveal it; for I am a citizen of humanity first and by necessity, and a citizen of France second, and only by accident.	O	
7 ... liberalism ...		TO
8 ... chauvinism ...		TO
9 ... racism ...		TO
10 ... terrorism ...		TO
11 ... democracy ...		TO
12 ... dictatorship ...		TO
13 ... terrorists ...		TO
14 ... suicide bombers ...		TO
15 ... Islamic fundamentalist ...		TO
16 Women cannot be leaders because they are weak and emotional		TO
17 Statistics are boring and don't prove anything		TO
18 Vitamin A is good for your health		TO
19 Moslems are terrorists		TO
20 He is a weak leader		TO
21 He is clever		TO
22 She is beautiful		TO
23 It appears to me that	O	
24 She looks beautiful to me	O	

Membongkar Rahsia Penulisan Berita Objektif

25 ... say/says ...	O	
26 ... according to ...	O	
27 ... tell/told ...	O	
28 ... added ...	O	
29 ... informed ...	O	
30 ... a defiant Arafat ...		TO
31 ... Sharon is a war criminal and Israel is a racist regime ...		TO
32 ... giant neighbour Russia ...		TO
33 ... media manipulation and intimidation ...		TO
34 ... a bitter three-month election campaign in Ukraine ...		TO
35 ... troubled Southern Province of Thailand ...		TO
36 ... tightest security plan ever ...		TO
37 ... to neutralise Palestinian leader ...		TO
38 ... Israel need to break this chain of terror ...		TO
39 I fully understand Israel's need to defend herself		TO
40 Arafat can do a lot more to prevent attacks' against Israelis		TO
41 Occasional hiccups in our relations (Malaysia-Singapore) with our neighbours are inevitable. But we will continue to take a broad and long term perspective of these relations, and not be side tracked by differences over individual issues.		TO
42 Israel military spokesman Gen. Ron Kitrey was asked on public radio what he meant by 'neutralise', Kitrey said he was 'not here to play semantic games'. He said, "We are aware of the fact that Arafat could be hit accidentally, but the officers and soldiers on the spot are perfectly alive to this danger". And he went on saying, "He who plays with fire can get burned".		TO
43 ... the majority of Thailand's political figures try to hide their wealth, especially cash money in order to escape the anti-corruption act ...		TO
44 World leaders today urge Israel to immediately stop surrounding the office of Palestinian leader, Yasser Arafat at West Bank		TO
45 Arabs angry over US support for Israel actions		TO
46 Jewish butcher's shop fired at ...		TO
47 Israeli army ordered to 'neutralise' Arafat		TO
48 Israel attack on Palestine – US gives blessing		TO
49 Ex-stripper loses mayor's post in recall elections		TO
50 Afghan radicals 'plotting attacks'		TO
51 Hadi admits promises not kept		TO
52 Erakat: Israel wants to kill Arafat		TO
53 World urges Israel stop surrounding Yasser		TO

Lampiran

54 ... chain of terror ...		TO
55 ... racist regime ...		TO
56 ... occasional hiccups ...		TO
57 ... giant neighbour ...		TO
58 ... religious extremists ...		TO

Faridah Ibrahim & Chau Pao Ling (1997). *Analisis Semantik Objektiviti citra ahli politik wanita tempatan dan antarabangsa.*

Bil Kenyataan	Objektif (O)	Tidak Objektif (To)
1 ... boat people ...		TO
2 ... pelarian Vietnam ...		TO
3 ... orang hanyut ...		TO
4 ... pelampau ...		TO
5 ... mulut laser ...		TO
6 ... iron lady ...		TO
7 ... female parliamentarians ...		TO
8 ... hardcore feminists ...		TO
9 ... nude women running around the streets of Huairou ...		TO
10 Kereta ini menakjubkan		TO
11 Kereta ini telah dipandu sejauh 500,000 kilometer tetapi masih dalam keadaan baik	O	
12 ... imperialisme dalam polisi luar Amerika		TO
13 ... diplomasi atomic ...		TO
14 ... dictator wang ...		TO
15 ... kapitalis monopoli ...		TO
16 ... mendakwa ...		TO
17 ... menyelar ...		TO
18 ... mendesak ...		TO
19 ... menuduh ...		TO
20 ... slams ...		TO
21 ... snubs ...		TO
22 ... criticised ...		TO
23 ... demands ...		TO
24 ... menuduh ...		TO
25 ... memberi amaran ...		TO
26 ... actress Jane Fonda, wife of Ted Turner, CNN's ...		TO
27 ... outspoken Western feminist ...		TO
28 ... eloquent speaker ...		TO

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29 ... giant killer ...		TO
30 ... hebat dan berdedikasi ...		TO
31 ... serius dan garang ...		TO
32 ... democracy leader ...		TO
33 ... rapid fire Rafidah ...		TO
34 ... sepatutnya ...		TO
35 ... seharusnya ...		TO
36 ... mestilah ...		TO
37 ... perlu ...		TO
38 ... should ...		TO
39 ... must ...		TO
40 ... need to ...		TO
41 ... tambah/added ...	O	
42 ... warned ...		TO
43 ... stressed ...		TO
44 ... insisted ...		TO
45 ... kata/katanya/berkata/menyatakan/memperkatakan ...	O	
46 ... jelas/jelasnya/menjelaskan ...	O	
47 ... menurut ...	O	
48 ... memberitahu ...	O	
49 ... tambah/menambah ...	O	
50 ... tegas/tegasnya/menegaskan ...	O	
51 ... ujarnya ...	O	
52 ... seru/menyeru/diseru ...	O	
53 ... nasihat/menasihati/menasihatkan ...	O	
54 ... cadang/mencadangkan/dicadangkan ...	O	
55 ... said/saying/spoke/says ...		TO
56 ... told ...		TO
57 ... added/adding ...		TO
58 ... urged/urge ...		TO
59 ... claimed ...		TO
60 ... according ...		TO
61 ... accused ...		TO
62 ... warned ...		TO
63 Seorang Jeneral Indonesia berkata, rancangan pengerusi Parti Demokrasi Indonesia (PDI) yang disingkirkan, Megawati Sukarnoputri untuk membuka ibu pejabatnya sendiri di sini adalah menyalahi undang-undang, lapor akhbar hari ini.	O	
64 Kuala Lumpur: Datuk Dr. Siti Zaharah Sulaiman scored a major upset yesterday when she deposed incumbent Wanita UMNO chief Datuk Seri Rafidah Aziz by a 27-vote margin.	O	

Lampiran

65 Margaret Thatcher, who served as British premier for 11 years, is rumoured to be about to leave the Conservative Party and support the anti-European Referendum Party in the next general election, <i>The Guardian</i> reported yesterday.		TO
66 Dr. Siti Zaharah announcement of the new line-up caught many in her exco unaware. This was evident when they were seen writing down the names as she read them out.		TO
67 Dona Babel akan berhadapan seorang wanita, Mariam Musa, yang disifatkan oleh para pemerhati politik bertanding kerana kecewa berikutan tindakan Dewan Bandaraya Kuching Utara merobohkan kedai setinggannya yang menghalang laluan orang ramai.		TO
68 Hajat Zaharah itu menyebabkan Rafidah melontarkan peluru pertamanya kepada Timbalan Menteri Kesihatan tersebut.		TO
69 Rafidah, 53, once told reporters: "I am a person who speaks my mind and I have been known to be harsh-stubborn at times".		

Mohd. Rajib Ab. Ghani & Faridah Ibrahim (1996). *The use and misuse of language in the media: Semantic analysis of human rights coverage in Malaysian Dailies*

Bil Kenyataan	Objektif (O)	Tidak Objektif (To)
1 ... human rights ...		TO
2 ... capitalists ...		TO
3 ... freedom of expression ...		TO
4 ... conservatism ...		TO
5 ... sexism ...		TO
6 ... fundamentalism ...		TO
7 You've seen one tree, you've seen them all		TO
8 You cannot trust another corporate person		TO
9 He is a weak leader		TO
10 It appears to me that he is a weak leader	O	
11 She is beautiful		TO
12 She is beautiful to me	O	
13 3.35 a.m.	O	
14 2000 A.D.	O	
15 10 km	O	
16 HCL	O	

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17 Circumstances force men to agree or disagree	O	TO
18 It is a wonderful car		TO
19 It has been driven 50,000 miles and has never required a repair		
20 ... demands ...		TO
21 ... press ...		TO
22 ... appeared ...		TO
23 ... maybe ...		TO
24 ... presumed ...		TO
25 ... as if ...		TO
26 Libya threatens Seoul ...		TO
27 Kenya has become a sick society with no respect for life		TO
28 Women better at finance than men		TO
29 In a male-dominated society ...		TO
30 ... drift people ...		TO
31 ... boat people ...		TO
32 ... terrorists or anti-terrorists ...		TO
33 ... global plot ...		TO
34 ... frustrated white ...		TO
35 ... angry students ...		TO
36 ... white extremists ...		TO
37 ... draconian measures ...		TO
38 ... white skinned, desperado with a superiority complex ...		TO
39 ... ill-informed politician ...		TO
40 ... wild libertarian ...		TO

Mohd. Rajib Ab. Ghani & Faridah Ibrahim (2005). *War reporting: A symbiosis between the media and protagonist of war?*

Bil Kenyataan	Objektif (O)	Tidak Objektif (To)
1 ... conservative ...		TO
2 ... dictator ...		TO
3 Osama e-mail slams Saudi peace plan		TO
4 Britain boleh serang Iraq tanpa mandate PBB/Britain can attack Iraq without UN's mandate		TO
5 Bush tuntutan Yasser henti pembunuhan/Bush demands Yasser to halt killing		TO
6 Amaran keras Putera Abdullah kepada Powell/Harsh warning from Prince Abdullah to Powell		TO
7 Dunia kian marah kepada Israel/The world is angry with Israel		TO
8 Israel quits two cities under pressure		TO
9 ... both sides suffered heavy losses ...		TO

Lampiran

Faridah Ibrahim & Emma Mirza Wati Mohamad (2005). *War heroes, terrorists, freedom fighters and fragile economy: From metaphors to 'WMDs'*

Bil Kenyataan	Objektif (O)	Tidak Objektif (To)
1 ... plunged ...		TO
2 ... upright ...		TO
3 ... low ...		TO
4 ... failing ...		TO
5 The current exchange rate is up		TO
6 The stock market is closed at sky high		TO
7 The company is facing a downturn		TO
8 The margin has shrunk to half		TO
9 ... war heroes ...		TO
10 ... pemulihan (recovery) ... to describe the improving economic situation		TO
11 ... tenat/dying ... to describe a company's bad financial condition		TO
12 ... plunged dramatically ... to describe negative movements		TO
13 ... slower ... to describe negative movements		TO
14 ... slumping ... to describe negative movements		TO
15 ... pent up ... to describe the positive shift		TO
16 ... shoring up ... to describe the positive shift		TO
17 ... helter-skelter records (lintang pukang) ... to describe the chaotic situation the educational funding board is facing in getting borrowers to pay up their loans		TO
18 ... goyang gerudi (drill) ... to describe an exciting hula-hoop dancerroutine by a famous Dangdut singer		TO
19 ... jajaran sempit (narrow path) ... to describe the difficulties faced by a company		TO
20 ... dipahat (carved) ... to describe an unchanging currency rate		TO
21 ... candlestick ... to describe stock charts		TO
22 ... kain singkat (short skirt) ... to bear a resemblance of a water crisis		TO
23 ... syurga (heaven) ... to describe Kuantan city as an entertainment center for youth		TO
24 ... tercalar (scratched)...to describe America's bad image		TO
25 ... marathon penalty shootout ... to describe the long endured penalty shoot at a football game		TO

Membongkar Rahsia Penulisan Berita Objektif

26 ... slapped ... to describe a sudden blow towards a football coach when he was fined RM50,000.00		TO
27 ... menuai (harvesting) ... to describe victory		TO
28 ... bull-run ., to describe a rough situation		TO
29 ... MAHB bullish on performance ... to indicate the perseverance and optimism of MAHB (Malaysian Airports Holding Berhad) in time of economic challenges		TO
30 Lions out for revenge ... to show the seriousness of Singapore's football association to win in a tournament		TO
31 Malaysia go down tamely		TO
32 Abdullah: War on corruption a continuous effort ... to describe the government's seriousness and intensified effort to fight against graft		TO
33 Michael Jackson wants to take revenge (balas dendam) on individuals who planned to damage his image		TO

MEMBONGKAR RAHSIA PENULISAN BERITA OBJEKTIF



Siti Suriani Haji Othman merupakan pensyarah kewartawanan di Program Komunikasi, Fakulti Kepimpinan dan Pengurusan, Kolej Universiti Islam Malaysia (KUIM) yang bertempat di Bandar Baru Nilai, Negeri Sembilan. Perjalanan akademik yang cemerlang dengan Anugerah Cemerlang di peringkat PMR dan SPM membolehkan beliau memilih untuk melanjutkan pelajaran dalam bidang yang diminati iaitu bidang kewartawanan. Beliau mendapat pendidikan awal kewartawanan di Universiti Teknologi MARA dalam Pengajian Komunikasi dan Media (Kewartawanan) dengan Kepujian dan kemudian melanjutkan pelajaran di peringkat sarjana dalam bidang komunikasi di Universiti Kebangsaan Malaysia. Pernah berkhidmat sebagai pensyarah komunikasi di Kolej Universiti Teknikal Kebangsaan Malaysia (KUTKM), pensyarah sambilan PJJ UPM dan pensyarah sambilan di Kolej Tunku Abdul Rahman. Beliau juga banyak menulis untuk akhbar, majalah dan buletin tempatan sejak 1994 hingga sekarang. Sepanjang berkhidmat, beliau juga merupakan penyunting buku *Bicara Media 1*, penulis bah bagi buku *Bicara Media 2*, penulis bab bagi buku *General Studies* serta beberapa buku lain. Selain itu, beliau turut aktif menjalankan penyelidikan dalam bidang kewartawanan dan komunikasi serta membentang kertas kerja dalam persidangan di peringkat kebangsaan dan antarabangsa. Kecintaan dalam bidang kewartawanan menggerakkan beliau mendalami bidang ini di peringkat yang lebih tinggi. Beliau bakal melanjutkan pelajaran ke luar negara di peringkat doktor falsafah dalam bidang yang sama pada tahun 2007.

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