CHAPTER 3

RESEARCH METHODOLOGY

This chapter explains the formulation of problem, the research design, the description of the research procedures and the brief description of data collection and data analysis of the current study.

3.1 Formulation of Problem

The problems in this study are formulated into the following question:

"How is the voice of the people portrayed in the news photographs of massive demonstration in Egypt in *The Jakarta Globe* online newspaper?"

3.2 Research Design

The study is conducted based on the qualitative descriptive data. Berg (2007, p.283) states that the qualitative method is a method systematically involving and gathering enough information about a particular person, social setting, event, or group to permit the researcher to effectively understand how the subject operates or functions.

Since the aim of this study is to uncover the hidden meanings, particularly the portrayal of the people's voice in the news photographs of the Egyptian demonstration, the qualitative descriptive method is used to describe this phenomenon through the visual and verbal text lying in the news photographs. Boglan and Biklen (in Sugiono, 2005, p.9) state that qualitative research is descriptive; the data collected is in the form of words or picture rather than numbers.

Denzin and Lincoln (2000, p.3) claim that qualitative research involves an interpretive and naturalistic approach: "This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them". Qualitative method can be used to understand any phenomenon about which little is yet known. It is not about how many texts that matter, but the quality in analyzing the selected text. Therefore, this method is proper to analyze the phenomenon within news photographs of massive demonstration in Egypt based on semiotic analysis.

3.3   Stages of Research

This study is conducted through some stages. The first stage is preparing investigation. Here, some relevant theories are figured out related to semiotic analysis, online journalism, and photojournalism by conducting library research and browsing the information on the website. The second stage is collecting the data. The data of this study are the news photographs of the tragedy of Egyptian demonstration obtained from *The Jakarta Globe* online newspaper in several editions (January - October 2011).

The next stage is analyzing the data based on semiotic analysis. Firstly, the photos are analyzed through the concept of Barthes' orders of signification. The first order signification describes each photograph literally, while second order signification elaborates it in terms of cultural meaning. To elaborate the connotative meaning, Barthes' photographic message is used based on the relevant procedures: pose, object, and photogenia. After analyzing the photos, the

photo text including headline and caption is analyzed to seek its relevance with the news photographs.

Drawing conclusions and suggestions is the last stage of the research. The conclusion is obtained from the findings and discussions, while the suggestion is delivered for the interest of further studies.

3.4   Data Source and Collection

The data collections are the news photographs taken from *The Jakarta Globe* online newspaper related to the tragedy of massive demonstration in Egypt. Here, the news photographs of the Egyptian demonstration become the focus of study since this event becomes the hot issue in the world mass media, particularly in 2011. Therefore, the news photographs of this report frequently appear in the media. The criteria of selecting the photographs are also focused on the photo subjects (the protesters), the objects symbolism, and the technical aspects of photo which are considered supporting the emergence of the people's voice. The headlines and captions are also interesting to analyze and to see whether they provide the relevant information with the photographs or not. The selected news photographs photos are presented in the table below:

Table 3.1 News Photographs of Massive Demonstration in Egypt
Source: www.thejakartaglobe.com

News photo 1	News photo 2	News photo 3	News photo 4
News photo 5	News photo 6	News photo 7	News photo 8
News photo 9	News photo 10	News photo 11	News photo 12
News photo 13	News photo 14	News photo 15	

To conclude, there are 15 photographs discovered from *The Jakarta Globe* online newspaper. The photos are selected because the researcher considers that those photos are able to portray and reflect the voice of the people in the Egyptian demonstration. Furthermore, the photos are analyzed using Barthes' orders of signification and photographic message to discover the hidden meaning behind the photographs, specifically about the people's voices.

3.5   Data Analysis

In Miles' and Hubermen's perspective (1994), data analysis consists of three concurrent flows of activities, i.e. data reduction, data display, and conclusion drawing/verification. The process of those activities is represented in the below figure:
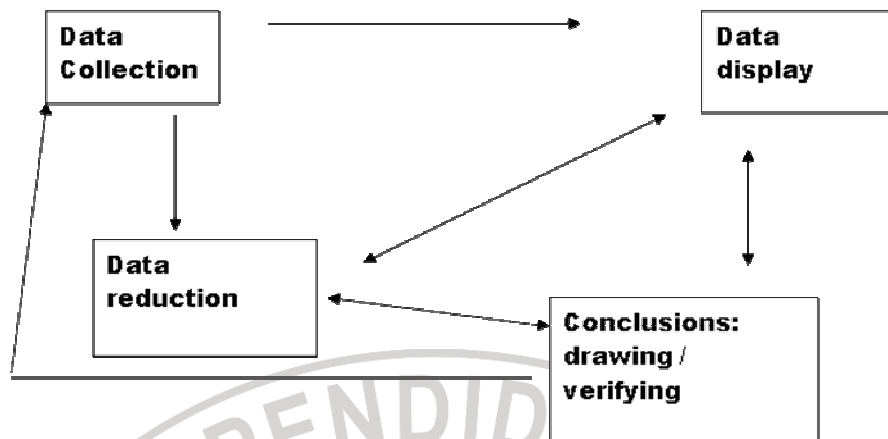
Data reduction refers to the process of selecting, focusing, simplifying, and transforming the data that appears in written-up field notes or transcriptions. Meanwhile, data display is conducted after focusing on the data based on the aim of the study. It also helps to understand what is happening and to take further action such as analyzing the data based on that understanding. Up to these stages, the final conclusion can be drawn and verified.

Furthermore, data analysis in this study is based on the theory of Barthes' orders of signification and photographic message. This study is more concerned with the dismantling of the hidden messages of the photos. In Barthes' photographic message, there are six connotative procedures to understand the connotative meaning of a photo including trick effect (fake photos or digital editing), pose (the posture and arrangement of people), objects (placements of objects), photogenia (the technical aspects), aestheticism (imitation of artistic styles) and syntax (arrangement of photos in a series). However, this study only focuses on the connotative procedures of pose, object, and photogenia to uncover

the whole meaning of the photo. This is because news photograph is a true representation of an event, thus it is impossible to have manipulation or fake (trick effect). News photograph is neither an artistic photo (aestheticism) nor photo essay which forms a sequence as in magazine (syntax); it is rather a single photo which reports an event.

Barthes' photographic message also focuses on the relationship between text and image, because the meaning of images may always be related to verbal text. Then, the photo text (headline and caption) is also analyzed based on the news element such as **wh**-model. The purpose of analyzing the text is to know how it can affect the meaning of the photographs. In other words, the relevance between headlines, photographs, and captions can be observed. All data, then, are interpreted to uncover the whole meaning of the photographs related to the voice of the people in the Egyptian massive demonstration.

3.6 Data Presentation

In order to obtain a comprehensive analysis, each photograph is analyzed based on Barthes' orders of signification map in chapter 2. The first order signification tells what is depicted on the photo, meaning that this is the literal meaning (denotation) of the photo. Meanwhile, the second order signification tells how it is depicted in the photo, in this case, how it relates to the voice of the people depicted in the photo. Thus, to fully understand the connotative meaning, Barthes' photographic message including the procedure of pose, object and photogenia are elaborated more in the analysis. The data presentation will be presented as follows:

News Photograph 1

Egypt protests escalate as US urges

by Samer al-Atrush | January 27, 2011

Egyptian riot police gather near burning tires as a demonstrator throws an object towards them.

Signification:

Table 4.1 Barthes' signification on news photograph 1

1. Denotative signifier	2. Denotative Signified	
3. Denotative Sign		5. Connotative signified
4. Connotative Signifier		
6. Connotative sign		

Explanation:
It employs syntagmatic and paradigmatic analysis, the denotation of the photograph (it is the literal meaning and reference of a sign), connotation of the photograph (the meanings that are suggested or implied by the sign) and the photographic message including the connotative procedure of pose, object, and photogenia.

Photo Text Analysis

Headline	Wh-model				
	who	what	where	when	why
....					

Explanation:
It explains the news element on headline based on **wh**-model and how it relates to the photograph.

Caption	Wh-model					
	who	what	where	when	why	how
....						

Explanation:
Caption will be analyzed through its 5w+1h element to discover the relevant information with the photo and how they affect the meaning of the photograph.