

CHAPTER III

RESEARCH METHODOLOGY

This chapter deals with the methodology by which the current study was conducted. It covers the formulation of the research which clarifies the main issue under discussion and questions that guided the current study. It also describes the research design which covers the theoretical framework used in the current study. Data collection and data analysis are also mentioned in this chapter. The last thing it covers is the research procedure which explains the step-by-step processes in conducting this research.

3.1 Formulation of Research

The current research pertains an issue about some of cultural heritage belongs to Indonesia that was claimed by the neighboring country, Malaysia in the middle of 2007. The issue is worth noted because cultural heritage that is attached to one country represents the identity of the people of that country. Some of the cultural heritage that Malaysia attempted to claim includes traditional dances, such as *Serampang Duabelas* and *Reog Ponorogo*, traditional music instruments, such as *angklung*, traditional songs, such as *Rasa Sayange* and *Jali-jali*, and *batik*, the painted piece of clothing.

The main focus of the investigation is the way the issue is reported by media or the representation of the issue in media. This focus was chosen because the media hold different ways of reporting events as they view the same event

from different points of view. Therefore, one media may possibly have a different representation from another. The kind of media selected was the newspaper because it is one type of media that are widely accessed by many people across the nation and the world. In turn, it influences and shapes the thoughts of people who read articles and news reports in the newspaper. Articles from two English-language newspapers, namely, The Jakarta Post and ANTARA News were investigated to gain the representations.

In order to conduct the current research, two questions were formed as follows:

1. How is the claimed Indonesian cultural heritage issue represented in the Jakarta Post?
2. How is the claimed Indonesian cultural heritage issue represented in ANTARA News?

3.2 Research Design

I decided to use a qualitative research model in my investigation of the representations of The Jakarta Post and ANTARA News about cultural heritage preservation. This is the case because an attempt to investigate the way media represent a particular issue involves an interpretation in nature. Such interpretative knowledge does not need numerical display. Hall (1997:42) asserted that

Meaning and representation seem to belong irrevocably to the interpretative side of the human and cultural science, whose subject matter.....is not amenable to a positivistic approach

The particular kind of qualitative research I conducted was a case study which permits the understanding the particulars of that case in its complexity (Key 1997). Case study as asserted by Tellis (1997) is not a sampling research. Nevertheless, a selecting process must be done in order to maximizing the result of the study (Tellis 1997). In addition, sources of evident need to be presented to provide a fruitful result.

In the current study, text analysis was employed to accomplish the aim of the research. I applied two stages in fulfilling the research aims. First, the text from the selected newspapers, The Jakarta Post and ANTARA News, were examined in terms of the three forms of meaning structure proposed by Halliday (1985). Second, interpretation of the result of transitivity analysis was made to reveal the representations they carry about the cultural heritage claim issue.

3.3 Data Collection

The source of data in the current research was taken from articles produced by The Jakarta Post and ANTARA News as two prominent English-language newspapers in Indonesia. The issue of the claimed Indonesian cultural heritage spread in the middle of 2007 for the first time.

However, reports on the issue continued to appear as more Indonesian cultural items were reportedly claimed by Malaysia. A list of the four articles related to the issue under discussion that were used in this research is shown in the table below.

Daily	Text	Title	Publication Date
The Jakarta Post	1	RI proposes International treaty for traditional heritage	October 3, 2007
	2	Malaysia, Indonesia out of tune	October 26, 2007
ANTARA News	1	Ponorogo people stage rally outside Malaysian Embassy	November 29, 2007
	2	RI, M'sia have understanding on settlement of cultural claim cases	November 24, 2007

Table 3.1 Source of Data

3.4 Data Analysis

In the current research, I analyzed linguistic features of clauses in articles of two leading English newspapers in Indonesia that reveal the way those newspaper represent the claimed Indonesian cultural heritage issue. I used the Functional Grammar developed by Halliday (1985) as the first “knife” to slice the source of data. The particular tools I used were the Mood system, system of transitivity and thematic structures. The three tools serve a complete analysis of representation from three areas, namely, the interpersonal, ideational and textual meaning.

Interpersonal meaning reflects the style of the addresser in delivering the meanings in clauses he or she produced by examining his or her judgment. Ideational meaning entails the addresser’s view points of the meaning in the clauses by investigating his or choice to represent or say the meaning to other people. Textual meaning deals with the way meaning is organized by the addresser in the text. In terms of newspaper analysis which puts interest in analyzing the same event in different ways, Fowler (in Matu 2008) states that this kind of analysis has the facility for such research.

I applied the critical analysis in the data in fulfilling the aim of the research. The word “critical” refers to the careful and close evaluation of the

findings, the relationship building between the findings and signification of the findings to produce a conclusion about the representations or the way the media present their views in the articles they produced.

3.5 Research Procedure

The present research applies several stages before it was accomplished by fulfilling the aims of the research. The stages are explained in the following table.

1.	Deciding the source of data to be analyzed
2.	Formulating research questions about representation
3.	Forming data from source of the data by employing the Mood system, transitivity and thematic structures frameworks
4.	Selecting relevant textual evidences from the text
5.	Identifying and analysing the represented cultural heritage claim issue from the textual evidence
6.	Drawing conclusions and suggestions based on the research findings

Table 3.2 Step-by-step research procedure