

## CHAPTER 3

### RESEARCH PROCEDURE

This chapter deals with the research methodology employed in the present study. It begins by elaborating the formulation of the problem in order to present the focus of the research. Furthermore, it provides the description of the aim of the study, object of the study (i.e. data source and data collection), further explanation of research design, limitation of the study, analytical framework and data analysis.

#### 3.1 Aim of the Study

The present study employs the framework of CDA, which proposes a practical and theoretical framework intended to address the question of how the analysis can be applied to uncover hidden ideologies in the texts under study. As van Dijk asserts that the way we write, and what we say, is not arbitrary – it is purposeful whether or not the choices are conscious or unconscious, this research is aimed at answering the questions which are formulated as follows:

- 1 How are Police officers represented in *the Jakarta Post* during the 2008 fuel price increase?
- 2 How are UNAS students represented in *the Jakarta Post* during the 2008 fuel price increase?
- 3 What are the ideologies behind such representations?

### **3.2 Research Design**

The research method employed in this study is qualitative. This approach was employed because it was suitable with the purpose established in this research. The method was suitable because it categorizes data into patterns as the primary basis for organizing and reporting results (Denzin and Lincoln 2005) and it aims to gather an in-depth understanding of human behavior and the reasons that govern human behavior (Mills 1959).

### **3.3 Analytical Framework**

This study was conducted by analyzing texts which were taken from *the Jakarta Post*. There were some texts analyzed as research data regarding the issue of the increase of fuel price. For discussing and analyzing the data, the present study relies on Critical Discourse Analysis (CDA). The reason is that the model of analysis has potentials to elaborate discourse elements in terms of levels of the text analysis offered by Fairclough, namely, description, interpretation and explanation.

This research was conducted by using Systemic Functional Grammar (SFG) proposed by Halliday (1994, 2004) as the tool of analysis. The use of Hallidayan functional grammar is aimed to show how meanings were conveyed through the clause system. This system of clause involves the analysis of processes realized by verbs, participants and also circumstances.

At the level of texts analysis, the focus is on the linguistic features of the texts. This study focuses on thematization, transitivity, passivization and

nominalization. Here, tools in systemic functional grammar are used to describe the overall structure of the clauses.

### 3.4 Data Source

The study investigates the articles in *the Jakarta Post* published from May, 27<sup>th</sup> 2008 until July, 2<sup>th</sup> 2008. Two articles were selected as data source of the investigation. There were some reasons in the selection of the samples.

First, the increase of fuel price which was announced on May 24<sup>th</sup> caused protests in many parts of the country. The announcement appears to be economically and politically unwise. Economically, the decision to increase fuel prices, which the government claimed was acceptable and unavoidable, burdened the people more. Moreover, announcing the fuel prices increase in May was believed to be politically unwise, given the students' sentiment and euphoria to commemorate May 1998.

Second, newspapers as one of the media in Indonesia have an important role among societies. They are one of the major sources of information in Indonesia. One of them is *the Jakarta Post* daily newspaper. Because it is read mostly by the upper-middle class society in Indonesia, *the Jakarta Post* is appeared to have a major influence among its readers. The way it frames the news may shape opinions of the readers.

Third, the selected articles are those that are published in *the Jakarta Post*. The selected articles are those that inform the increase of the fuel price issue.

### 3.5 Data Collection

With regard to the present study, two articles published in *the Jakarta Post* were selected. The articles were selected on the basis that they are critical and specific in elaborating the violence of the police officers toward UNAS students and the increases of the fuel prices issue. They are considered critical as they provide judgments about the good and the bad qualities of the students and the police officers. They are considered specific because they present information about the students' protest and the police's performance.

The selected articles were published from May, 27<sup>th</sup> 2008 until July, 2<sup>th</sup> 2008. The selected articles are listed in the table 3.1:

No.	Title of the Article	Date of Publication	Writer
1.	UNAS student dies a month after protest clash, detention	Sat, 06/21/2008	Desy Nurhayati
2.	UNAS students take their protest to the house	Tuesday, 05/27/2008	Erwida Maulia

**Table 3.1** list of the selected articles

All texts are taken from The National Report section by logging into the official website of *The Jakarta Post* available at <http://thejakartapost.com/Archives Det2asp?field=20080627.BOG/>.

### 3.6 Research Procedure

In conducting this research, the writer followed some steps. First preparing investigation, the writer conducted a library research and surfed internet for related references including determining the research subject – media text.

Second, the writer needs to decide the issue. The issue is the representation of UNAS students and police officers *the Jakarta Post* during the 2008 fuel price increase and the ideologies behind such representations. Then, the research questions was formulated (it can be accessed in *3.1 Aim of the Study*).

Third, as part of data collection, the writer gathered articles published in *the Jakarta Post* from May, 27<sup>th</sup> 2008 until July, 2<sup>th</sup> 2008.

Fourth, after the data was collected, it was read repeatedly and thoroughly. It was purposely in order to gain comprehensive understanding of the case.

Fifth, the writer analyzed, interpreted, and explained the data by using Hallidayan models. The models are in terms of the process of thematization, transitivity, passivization, and nominalization. Here, the representation was revealed by using the language features mentioned above.

Sixth, having elaborated the language features mentioned above, the study, then, was conducted to investigate ideologies behind such a representation.

Seventh, the study comes to the end of the research. Conclusion and suggestions were drawn. The conclusion was obtained from the data findings and discussions, while the suggestion is delivered for the interest of further studies.

### **3.7 Data Analysis**

In analyzing the data, the present study applies the text analysis in CDA offered by Fairclough, namely description of the text, interpretation of the relationship between the productive and interpretative process, and explanation of the relationship between discourse process and social process.

The analysis begins with the description stage continued to interpretation and explanation stages. In the description stage, the data were investigated by using Hallidayan Systemic Functional Grammar units. Here, transitivity, nominalization, passivization and thematization are examined. Those units were used to uncover hidden meanings and representation of UNAS students and police officers in the texts as well as to reveal the ideologies behind such representations. Below examples of each analysis are presented:

**(1) thematization analysis:**

[4a]	A student from National University (UNAS)	died Friday after being detained by police for 13 days
	Theme	Rheme

The theme in this clause is ‘A student from National University (UNAS)’. It means the clause tells the reader about a student from National University (UNAS). The theme in that declarative clause is unmarked since it is also the subject of the clause. The message is then completed with a description of what happen with the student. The information about this is found in the rheme of the clause: ‘died Friday after being detained by police for 13 days’.

**(2) transitivity analysis:**

[4o]	If these demands are not met	we	will mobilize	in greater forces
	Circ: reason	Actor	Material	Circ: manner

(taken from UNAS *Student Take Their Protest To The House*, 05/27/08, p.5)



The processes in [4o] and [4p] are Material. [4o] put “we” (UNAS students) as the Actor, “will mobilize” as the Material processes, “in greater forces” as the circumstances of manner, and “If these demands are not met” as the circumstances of reason. The tabled part of the clause shows that “we” (the students) is the actor that is responsible for conducting the strike.

**(3) passivization analysis:**

[4ac] We strongly condemn the police actions, which must be prosecuted.

(Taken from UNAS *student dies a month after protest clash, detention*, par. 4)

Similar to the previous clause, this sentence contains two clauses: (1) We strongly condemn the police actions, and (2) which must be prosecuted. The passivization strategy which occurs in the second clause does not involve any actor. As a result, the actor who must prosecute the police actions is not identified. Hence, the readers do not know who must prosecute the police actions.

**(4) nominalization analysis:**

[4x] They suspected his death was the result of a head injury received during a clash with police, who violently dispersed a protest at the college on May 24.

(Taken from UNAS *student dies a month after protest clash, detention*, par. 1)

The sentence above that shows the nominalization strategy (underlined) found in the first article. Such a strategy makes human agency invisible. The readers do not know who injures Maftuh fatally. Although the sentence contains ‘they’ (the students) and ‘police’, does not mean that they are the real actor who

injures Maftuh which ended to his death. In other words, the sentence does not explicitly mention the police as the actor who did the 'hit'.

After finishing the description stage, the analysis then goes to interpretation, which concerns the relationship between the text and interaction. This level tries to answer the question, "what does the writer mean by this text?" (Goatly, 2000:3). To answer the question, the linguistic features were used to interpret the representation, intended meaning hidden in the texts and the ideologies.

The analysis then goes to the last level, namely explanation, the end of critical discourse analysis. Here, ideologies beneath the text were unveiled. In doing so, practically the linguistic features and the interpretation toward the features were utilized as the fundamental idea to find out to the underlying ideology.

### **3.8 Scope of The Study**

This research is an inquiry based in the principles of Critical Discourse Analysis (CDA). It is only concerned with the representation of the actors and ideology in *The Jakarta Post*'s two articles with regard to the increase of the fuel price issue. Furthermore, what is important in a critical discourse analysis study is the depth of the analysis, not the number of the sample analyzed. Thus, the coverage of the present study is limited in terms of the sampled text based on the aims of the study which have been mentioned previously.