

CHAPTER III

RESEARCH METHODOLOGY

This chapter covers methodology of the study. It clarifies aim of the study, problems of the study, subject of the study, data collection, limitation of the study, analytical framework of Fairclough, and data analysis.

3.1 Aims of the Study

Media play important role in constructing and presenting reality in order to build public opinion (Eriyanto, 2006). While extending information, media convey ideology as well. Readers do not accept the information passively. They already have their own ideology and use the ideology to interpret the information.

Knowing the objectivity of a media helps readers to choose the right news sources. This study, however, attempted to compare two different news sources in order to uncover the objectivity of the news sources.

3.2. Problems of The Study

Research problems of this paper are:

- How does the objectivity occur in www.kompas.co.id related to *Pilkada* issue?
- How does the objectivity occur in www.republika.co.id related to *Pilkada* issue?
- What is the ideology behind the issue in www.republika.co.id and www.kompas.co.id?

3.3 Subject of The Study

Subject of the analysis was, obviously, news articles about *Pilkada* in West Java in *Kompas* and *Republika* since the paper aims to comparing articles of those two media. The researcher was placed as the dominant instrument of the analysis. The researcher interpreted the data based on theories explained in chapter two.

3.3.1 Defining The Population and Sample

Population of the analysis was the news articles available on www.republika.co.id and www.kompas.co.id. This study took news articles having similarity in content and publishing date. The news articles described how the candidates do the campaign and how they were described personally. As a consequence, this study employed purposeful sampling (Patton, 1990 cited in Alwasilah, 2000). Such sampling took sample in purpose and based on some criteria. This sampling was selected in order to

compare news articles of two different media, to find out the similarities or differences.

3.3.2 Sample Size

It is believed that the amount of news articles about *Pilkada* in both *Kompas* and *Republika* were excessive, thus the sample size must be limited. The news articles should accomplish some requirements. They should present similar theme of news content i.e. about the programs, characters, and campaign event. Moreover, there were four news articles as representatives – two news articles of *Kompas* and another two news articles of *Republika*. The news articles were selected for particular purposes to make the analysis easier, faster and more representative.

Table 3.1 The list of selected articles in *Kompas* and *Republika*

Date	Title
<i>Republika</i> , Friday, March 28 th 2008	<i>Visi Misi tanpa Debat</i> <i>Pilgub Jabar Memasuki Masa Kampanye</i>
<i>Kompas</i> , Wednesday, April 2 nd 2008, 17:18 WIB	<i>Dangdut Kalahkan Kandidat</i> <i>Pilgub Jabar masih Berjalan Damai</i>
<i>Republika</i> , Wednesday, April 2 nd 2008	<i>Hade Janji Bangun Jabar Selatan</i> <i>Danny Janji Buka Lapangan Kerja Baru</i>
<i>Kompas</i> , Tuesday, April 08 th 2008, 12.44 WIB	<i>Danny Setiawan-Iwan Sulandjana Yakin Menangi Pilgub</i> <i>Agum Janji Tak Akan Tebang Pilih</i>

3.4 Data Collection

This study was started by collecting news articles both from www.republika.co.id and from www.kompas.co.id. There were excessive amount of news articles related to *Pilkada* in West Java in both media. Thus, the news articles were selected to find out which news articles appropriate to the sampling characteristics.

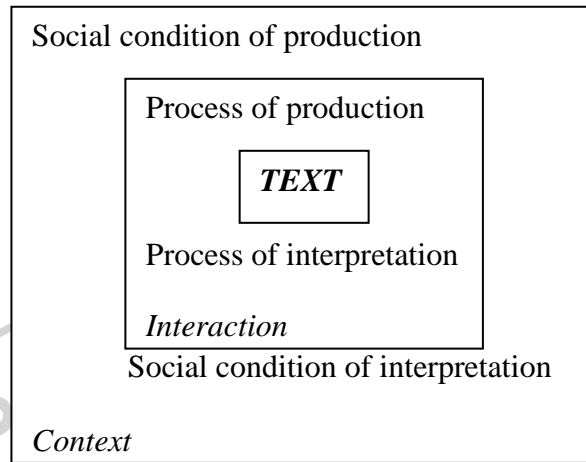
3.5 Limitation of The Study

This study selected news articles published on campaign period. Those news articles were in the same range of time that is campaign period of *Pilkada* in West Java in the end of March to early April. To limit the sample, news articles selected should present similar content in a different way of presentation.

3.6 Analytical Framework of Fairclough

Fairclough (1989) explains that critical discourse analysis has three central stages. These three central stages are description, interpretation, and explanation. Description stage is the process of 'labelling' or identifying formal features of a text. Interpretation stage required cognitive process of participants. And explanation stage refers to relationship between social events and social structures that form and are formed by the events.

Figure 3.1 Discourse as text, interaction and context



Adopted from: Fairclough (1989: 25)

Figure 3.1 described Fairclough's view in analysing language as discourse and social practice. In analysing language as discourse and social practice, an analyst is not only analyse the text and process of production and interpretation, but also view the relation between text, process (interactions), and social condition (context).

3.7 Data Analysis

The data was analysed by using the system of transitivity, nominalization and representation of social actors. Process types in transitivity are described in figure below:

Figure 3.2 Process Types

<i>Material</i>	doing	bodily, physically, materially
<i>Behavioural</i>	behaving	physiologically and psychologically
<i>Mental</i>	sensing	emotionally, intellectually, sensorily
<i>Verbal</i>	saying	lingually, signalling
<i>Relational</i>	being	equal to, or some attribute of
<i>Existential</i>	existing	there exists
<i>Meteorological</i>	weathering	

Adopted from: Gerot and Wignell (1995:54)

After collecting the data, first, it was required to analyse the data using system of transitivity to reveal processes used in the text. Second, finding out which process was highly used in the text and interpreting the impact of using the process. Third, employing nominalization analysis to uncover nominalization in the text. Fourth, interpreting the impact of nominalization used in the text and considering the use of process. Fifth, analysing representation of social actors in the texts. Sixth, interpreting data result related to the theory. This was to uncover textual meaning of the news articles. The framework of data analysis was conducted to obtain finding that will be discussed in the next chapter.