

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter provides the research methodology which illustrates the mechanism of conducting the study. This chapter includes research design, data collection and data analysis. The research design contains the theoretical framework of the study. In the data collection, the steps of collecting the data are elaborated. In the end of this chapter, the process of analyzing data is explained in the data analysis part. Those sub chapters are employed in relation to the three points of discussion in this study: identification of linguistic reference of social actors, analyses of attribution of predications to the social actors, and analyses of argumentations in the texts about president salary increase.

#### 3.1 Research Design

The study applied Critical Discourse Analysis (CDA) to uncover the discursive construction of president salary increase. To analyze, describe, and criticize the investigated phenomena, this study adopted one of approaches of Critical Discourse Analysis called Discourse-Historical Approach (DHA). Initiated by Ruth Wodak, DHA focuses on certain ways of representation which are related to the aspect of intertextuality and interdiscursivity.

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### 3.2 Data Collection

The object of investigation for this study was 5 selected texts taken from the official website of The Jakarta Post newspaper at [www.thejakartapost.com](http://www.thejakartapost.com). Those texts consisted of news about president salary increase which was published in the “headline” feature. Among the texts which report the issue of president salary increase, texts which are categorized in the heading of comments, readers’ forum, and opinion were not included in the data for this study. Those types of text are different in their structure. They contain opinion and come from public or readers which mean that the texts are not purely from The Jakarta Post perspective.

The data for this study were taken from 22<sup>nd</sup> of January and 2<sup>nd</sup> of February 2011. This was the time when the news about the issue of president salary increase was firstly and lastly published. The 22<sup>nd</sup> of January 2011 was a day after the president delivered his speech during the leaders meeting of Indonesian Military (TNI) and the National Police in Jakarta. Meanwhile 2<sup>nd</sup> of February 2011 indicated the last day when The Jakarta Post published the news about the president salary increase. Among the 15 news about president salary increase during the time, 5 news were selected as the sample. Those 5 news were the news taken from headline of The Jakarta Post Newspaper. The headline in news paper shows that the news is considered to have more news value than other news. Those five news can be seen in the following table.

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No	Title	Publishing Date	Heading
1	SBY to get raise after public servants	Tue, 02/01/2011	Headline
2	President's salary insufficient: Kalla	Thu, 01/27/2011	Headline
3	President, state officials to enjoy salary increase this year	Thu, 01/27/2011	Headline
4	President to receive first pay raise in seven years	Wed, 01/26/2011	Headline
5	I've never had a salary raise: President	Sat, 01/22/2011	Headline

**Tabel 3.1 List of selected news**

After collecting and classifying the news, preliminary reading was conducted. Preliminary reading was used to find out general illustration about discursive strategies in the texts. It was also important to map in what way analysis was technically conducted.

The texts from The Jakarta Post official website were copied to Microsoft Word 2007 documents. The purpose of copying the texts was to make the process of analysis easier. Then, the texts were copied into three files; the first file was for the analysis of nomination, the second one was for the analysis of predication, the third one was for the analysis of argumentation.

### **3.3 Data Analysis**

This study analyzed representation of president salary increase in the selected news of The Jakarta Post Newspaper. To reveal this representation, the analysis of

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discursive strategies developed by Wodak (2001) was applied. The discursive strategies include nomination strategies, predication strategies, and argumentation strategies

### 3.3.1 Analysis of Nominations

The analysis of nominations identified the people or groups who were involved in the issue of president salary increase as well as their linguistic reference. The analysis consisted of the identification of deixis, proper names, anthroponyms, metaphors, metonymies, and synecdoche. It was conducted in the Microsoft office document by reviewing text per text. After the 5 texts were reviewed, the identified nominations were classified and placed into a table which consists of three columns: number, social actors, and types of nomination:

No	Social Actors	Types of Nominations						Total
		D	P	A	M1	M2	S	
1	SBY	7	1	23	1	3	0	35
2								
3								
4								
5								
6								
7								
8								
Total								

Tabel 3.2 Example of the finding of nomination

- D = Deixis
- P = Proper name
- A = Anthroponym

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M1 = Metaphor  
M2 = Metonymy  
S = Synecdoche

### 3.3.2. Analysis of Predications

Predication analysis was conducted when the nominations had been identified. Predication means traits, characteristics, qualities and features of the social actors. The predication analysis was conducted by classifying the predications to their categories such as adjective, prepositional phrases, relative clauses, conjunctive clauses, infinitive clauses, participial clauses, predicates, collocations, rhetorical figures, and allusions.

When predication strategies had been already identified, the social actors and their attributes were described. There were many social actors which were mentioned more than once in a text and in other texts. The whole attributes of social actors which had been previously fragmented were presented in a table as outlined in Table 3.3.

No	Social Actors	Predications	Judgment
1	SBY	Someone who is responsible	+
		Someone who deals with salary imbalance	+
2			
3			

**Table 3.3 Example of social actors and predications**

### 3.3.3. Analysis of Argumentations

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In this analysis, all arguments which favor and/or challenge the president salary increase were analyzed. The arguments were in the form of topoi or fallacy. The model of analysis used the “review” feature in Microsoft word documents. The sentences which indicated topoi or fallacy were highlighted and commented in the “new comment” feature. The identified topoi and fallacies were classified and explained one by one. After that, those topoi and fallacies were tabulated in as outlined in Table 3.4.

	<b>Agree about president salary increase</b>	<b>Disagree about president salary increase</b>
Topoi	Improving the performance of officials	
Fallacies		

**Table 3.4 Example of topoi and fallacies distribution**

Three analyses above were later integrated to build a comprehensive discussion a. The discussion of this study were related to the theories of media, media discourse, and historical aspects of the president salary increase.