CHAPTER III

RESEARCH METHODOLOGY

This chapter elaborates the research methodology which is employed in the present study. It consists of the research problem, research design, data collection, and data analysis.

3.1. Research Problem

The study is geared toward answering the following research questions:

1. How is fear constructed in the selected articles?

   a) How are actors represented in the selected articles?

   b) What actions are attributed to the actors in the selected articles?

2. What does the construction signify?

3.2. Research Method

This study is a descriptive qualitative study. It employs a descriptive qualitative method since it deals with data which are rich descriptions and contexts to be explored (Miles & Huberman, 1994). The qualitative approach is chosen since the study fulfills the characteristics of qualitative approach which are "natural background, the writer (human) as the instrument and purposive sampling" (Guba and Lincoln 1985, in Alwasilah, 2008)

In answering the research questions, the study employs van Leeuwen's Framework: Discourse as the Recontextualization of Social Practice (2008). This framework is employed to reveal the construction of fear in online news (mass media) through critical discourse analysis (Altheide, 1999).

Furthermore, Kress and Van Leeuwen (2006) approach in reading images has also been used to analyze the image texts accompanying the news. The focus of analysis is the vector, participants, color and compositional layout of the image texts. All approaches employed in this study are expected to reveal the construction of fear in online disaster news articles.

3.3. Data Collection

The data were collected from the online news article texts downloaded from *Kompas.com and Detik.com's* website retrieved on April, 10th 2012. They have been chosen since they are viewed to be representative as Indonesian News Media. The *Kompas.com* website also allows the readers to track back the news article from 2007. The investigation of news articles from 2008-2011 is important since the data are expected to be comprehensive and grounded. The time period is to show threre is kind consistency in the construction of fear

In collecting the data, first, the online news articles were downloaded and stored in a hard disk. The selected online news articles are five online news about disasters from the *Kompas.com and* the other fives are obtained from *Detik.com*. Here is the table that presents the 10 selected online news coverage of disasters taken from *Kompas.com and Detik.com.*

NO	Articles from *Kompas.com*	Articles from *Detik.com*	Date of The Articles Published
1	15 Orang Tertimbun Longsor	4 Korban Tewas Ditemukan Saling Berpelukan	November, 14th 2008
2	Padang Mencekam	Kebakaran, Bangunan Runtuh, dan Mobil Remuk	September, 30th 2009
3	Bagaikan Tsunami Menyapu Rumah Warga	Korban Tewas Banjir Bandang di Wasior Papua Jadi 24 Orang	October, 4th 2010
4	Merapi Meletus, Warga Panik	Dievakuasi ke Barak, Warga Lerang Merapi Panik	October, 26th 2010
5	Tsunami 2 Meter Terjang Mentawai	Korban Tsunami Mentawai: 154 Orang Tewas, 400 Hilang	October, 26th 2010

Table 1 The Selected Online Disaster News Corpus

The data have been purposively chosen to represent the most occuring disasters (Earthquake, Volcanic Eruption, Flood, Tsunami and Landslide) in Indonesia (BPBN Website – The Most Occuring Disasters Page, 2012).

Afterward, the online news articles (in the form of web pages) were converted into word text in order to ease the analysis. The unit of analysis of the linguistic text is sentences. Each sentence is, then, counted as a part of data. Additionally, the image texts that accompany the linguistic texts were also downloaded and stored in a hard disk. The collected pictures are also counted as part of image texts data. The data Analysis will be described in the next section.

3.4. Data Analysis

The data for the study are in the form of news article and pictures accompanying the texts. The data in the form of linguistic text (news) are then categorized based on van Leeuwen's Networks in representing social actors and action (2008). Additionally, the data in the form of pictures (images text) are analyzed using van Leeuwen & Kress Theory on Reading Images (2006). The data are analyzed to reveal the construction of fear in the online news. After the construction is revealed, the study then leans on the notions of critique, power and ideology proposed by van Leeuwen (2008) to make meaning of what the construction signifies.

The study, then, applies three steps of analysis. The first step is identifying the social actors and action in the text. This step shows how actors and action are represented in constructing fear in Indonesian online disaster news. The next step is analyzing the social actors and actions in the text. The actors and actions are categorized based on Van Leeuwen's category which is social actor and action network. This step involves the analysis of the distribution of actors and actions in the text. It reveals the

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amount of each category of social actions in the text. The last step is interpreting the finding of the previous steps of analysis. These analyses are essentials to the interpretation of the text under investigation. They are employed to answer the research questions in the present study.

3.5. Data Presentation

The analyzed data are then presented in tables such as the following:
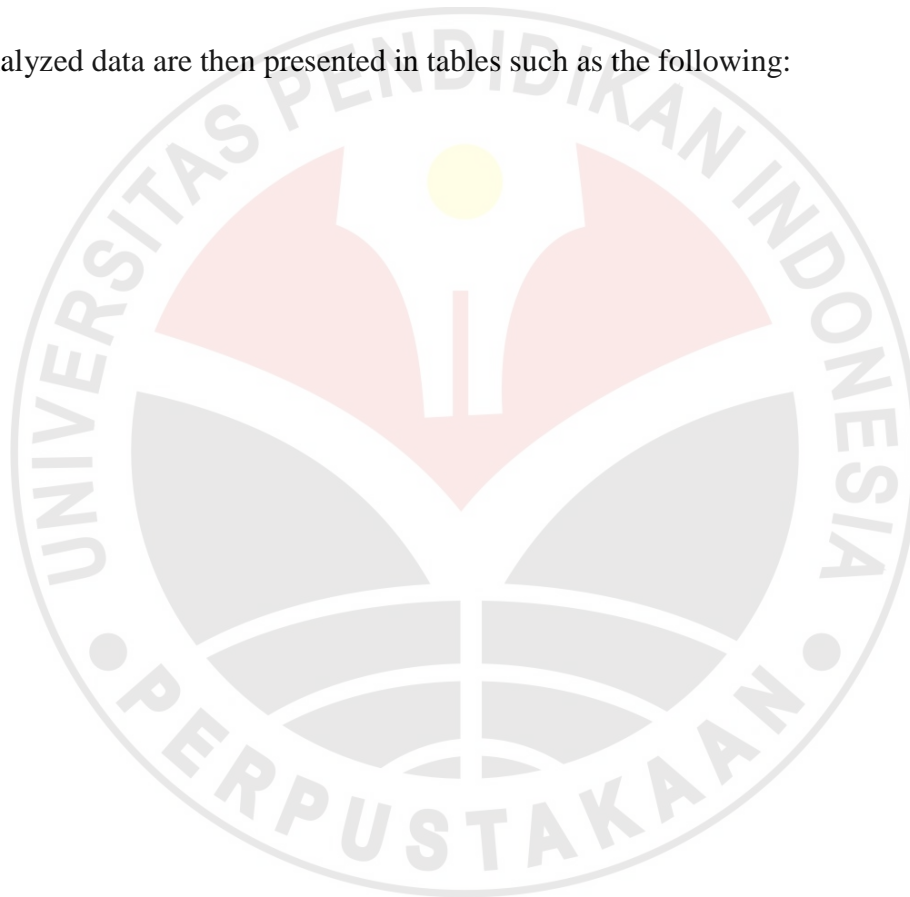
The Example of Social Actor Analysis of Kompas.com article's "Padang Mencekam"

No	Realizations	Sentences	Generic/ Specific Reference	Individuated/ Assimilated	Determinate/ Indeterminate, Diff/Indifferent	Nominated/ Categorized Type of Categorization	Personalized/ Impersonalized	ACTIV./PASS ASSO./DISASSO	Det
1	**gempa 7,6 SR**	setelah gempa 7,6 SR mengguncang Kota Padang dan sekitarnya	Spec	Indv	Det Diff	Categ Inden Class	Pers	Activated Asso	
2	**Gempa**	karena gempa tidak berpotensi tsunami.	Spec	Indv	Det Indiff	Categ Inden Class	Pers	Activated Asso	
3	**Tsunami**	karena gempa tidak berpotensi tsunami.	Gen	Indv	Det Indiff	Categ Inden Class	Pers	Activated Asso	
4	**gempa**	ketika gempa mengguncang	Spec	Indv	Det Indiff	Categ Inden Class	Pers	Activated Asso	
5	**kekuatan gempa**	karena kekuatan gempa tidak berpotensi tsunami.	Spec	Indv	Det Indiff	Categ Iden Class	Impers Obj Somatization	Activated Asso	

Table 2 The Analysis of the Representation of Actors in the text based on van Leeuwen's Social Actor Network (2008)

Legend:
- **Gen/Specific=Generic/Specific Reference**
- **Assim/Indv=Assimilated/Individuated Actor**
- **Coll/Aggr=Collected/Aggregated Actor**
- **Det/Indet=Determinate/Indeterminate Actor**
- **Diff/Indiff=Differentiated/Indifferentiated Actor**
- **Categ/Nom=Categorized/Nominated Actor**
- **Class/Funct/Rel Iden=Classification/Functionalization/Relational Identification**
- **Pers/Imper=Personalized/Impersonalized Actor**
- **Obj/Abstrct=Objectivated/Abstracted Actor**
- **Instrum/Utter Auto/Spatial/Som=Instrumntalization/Utterance Automization/Spatizaliation/Somatization**
- **Asso/Diasasso=Associated/Disassociated actor**
- **Activ/Pass=Activated/Passivated Actor**
- **Back/Suppress=Backgrounded/Suppressed Social Actor**

The Example of Social Action analysis of Kompas.com article's "Padang Mencekam"

No	REALISATION	SENTENCE	MATERIAL/ SEMIOTIC	TYPE	ACTIV.	AGENT.	ABSTR.	OVER DET.
1	**Mengguncang**	Situasi Kota Padang terasa sangat mencekam sesaat setelah gempa 7,6 SR mengguncang Kota Padang dan sekitarnya	Material	Trans Instrum	Activated	Agent	Concrete	-
2	**Mengepul**	Terlihat asap mengepul ke udara dari arah bangunan yang runtuh," kata Al Imran, seorang warga Kota Padang kepada *Tribun*	Material	Nontrans	Activated	Agent	Concrete	-
3	**Mengguncang**	Puluhan rumah permanen dan semipermanen milik mereka dalam sekejap runtuh ketika gempa mengguncang	Material	Trans Instrum	Activated	Agent	Concrete	-
4	**tidak berpotensi**	Alarm tsunami tidak berbunyi karena kekuatan gempa tidak berpotensi tsunami	Material	Nontrans	Activated	Agent	Concrete	-
5	**tidak berpotensi**	"Alarm tsunami tidak dibunyikan karena gempa tidak berpotensi tsunami	Material	Nontrans	Activated	Agent	Concrete	-

Table 3 The Analysis of the Representation of Actions in the text based on van Leeuwen's Social Action -ReactionNetwork (2008)

The Example of Reaction analysis of Kompas.com article's "Padang Mencekam"

REPRESENTATION OF REACTIONS

NO.	SENTENCE	REACTIONS	TYPE	ACTIV.	AGENT.	ABSTR.	OVERDET.	OBSERVATION
1	Situasi Kota Padang terasa sangat mencekam sesaat setelah gempa 7,6 SR mengguncang Kota Padang dan sekitarnya	**Mencekam**	Cogn	Deactiv Obj	Deagent Event	Astr	-	Sufferer
2	"Jarak pandang hanya 500 meter saat saya melarikan motor menuju rumah dari Jalan Proklamasi menuju Jalan Padang Pasir	**Jarak pandang**	Percept	Deactiv Obj	Deagent Event	Concrete	-	Sufferer
3	Terlihat asap mengepul ke udara dari arah bangunan yang runtuh," kata Al Imran, seorang warga Kota Padang kepada *Tribun*	**Terlihat**	Percept	Deactiv Obj	Deagent Event	Concrete	-	Sufferer
4	Ratusan warga Kampung Baru, Kelurahan Sawahan Timur, Kota Padang, histeris	**Histeris**	Cogn	Deactiv Obj	Deagent Event	Astr	-	Sufferer
5	Keadaan tambah mencekam karena ketika hari menjelang malam, listrik pun mati	**Mencekam**	Cogn	Deactiv Obj	Deagent Event	Astr	-	Sufferer
6	Diperkirakan banyak pengunjung yang terjebak di dalamnya	**Diperkirakan**	Cogn	Deactiv Obj	Deagent Event	Astr	-	Sufferer
7	Kepala Badan Penanggulangan Bencana Daerah Kota Padang Drs Dedi Henidal kepada *Tribun* menyebutkan, hingga saat ini kondisi Kota Padang mencekam	**Mencekam**	Cogn	Deactiv Obj	Deagent Event	Astr	-	Sufferer

8	Hingga saat ini pihaknya turun ke jalan untuk menginformasikan kepada warga untuk tetap waspada dan berada di luar rumah untuk antisipasi gempa susulan," ujarnya	**Waspada**	Cogn	Deactiv Obj	Deagent Event	Astr	-	Sufferer
		Antisipasi	Cogn	Deactiv Obj	Deagent Event	Astr	-	Sufferer

Table 4 The Analysis of the Representation of Actions in the text based on van Leeuwen's Social Action-Reaction Network (2008)

Legend:
- **Trans/Non-trans=Transactive/Non-Transactive**
- **Trans-Instrum/Trans/Interact=Transactive Instrumental/Transactive Interactive**
- **Agent/Deagent=Agentizalized/Deagentialized**
- **Obj/Abstr=Objetivated/Abstracted**
- **Event/Exist/Natural=Eventuation/Existentialization/Naturalizatio**

THE EXAMPLE OF PADANG EARTHQUAKE IMAGE TEXT ANALYSIS

The *Kompas.com* Image Text Analysis

Picture 4.5 The Accompanying Images of "Padang Mencekam" *Kompas.com* Article

Data Analysis	The picture is an illustration of an earthquake. They are collapsed walls, pillars and roofs, two brown chairs and and a building in the far back. Judged by the elements of the picture, it is probably a collapsed classroom of a school. From the point of representations, the image is an event which means that the vector is oblique and consists only the goal of the process (van Leeuwen, 2006). We cannot see the earthquake that "harmed" the building, we can only see the aftermath of the earthquake. The collapsed walls, pillars and roofs of a classroom of a school are the most salient/foregrounded elements in this picture which means that these elements are the most important (van Leeuwen, 2006). The collapsed classroom is also put in the centre of picture's composition to present the destructive effect of an earthquake to catch the interactive participants' attention (van Leeuwen, 2006). The white color of the pillars and the walls represents the innocence of the building since white signifies purity (Kay and McDaniel). The "white" destroyed school buildings could signify "innocence" that was hit by disaster. This collapsed building signifies the "cruel" power of an earthquake, the power to

	destroy everything, even the "innocent" one. Furthermore, it strengthen the idea that earthquake is frghtening and fearful since the ruins caused by earthquake are the most salient/foregrounded in the composition Leeuwen, 2006).

The *Detik.com* Image Text Analysis

Picture 4.6 The Accompanying Images in "Kebakaran, Bangunan Runtuh, Mobil Remuk" *Detik.com* Article

Data Analysis	The picture is the aftermath of the earthquake that destroyed Padang on September 5th, 2009. There are collapsed buildings, some cars, and some people gathered outside. This photo is a long shot making the people smaller despite foregrounded in comparison to the destroyed building in the far back which is foregrounded. The face of the people is not clear making it hard to identify them. This maybe intentional as the journalist may not want to attribute the devastasing feeling to certain individual but to people in general. These people are put as the smallest elements in the picture which means they are considered as "distant others" (van Leeuwen, 2006). It implies that earthquake sufferers are considered as irrelevant and unimportant to the viewers
	From the point of representations, the image is an event meaning that the vector is oblique

and consist only the goal of the process (van Leeuwen, 2006). We cannot see the earthquake that "harmed" the building, we can only see the aftermath of the earthquake. The smoke from fire behind the buildings also strengthens the image of destruction after the earthquake. The journalist sets the dark brightness to strengthen the fearful and destructive image of *Padang* earthquake since dark brightness has connotation of evil and cruelty (van Leeuwen, 2006). As discussed in *Kompas.com* analysis, the white building signifies the "innocence". The destroyed white building by earthquake may symbolize that earthquake also harms "innocent" people since white is associated "pureness" and "innocence". This picture, then, signifies the fearful and destructive power of *Padang* earthquake by presenting the destroyed buildings and chaos caused by it.

The chapter has elaborated the research methodology of present study. The findings and discussions of the study are then presented in Chapter IV.