

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter presents the explanation of the research design, data collection and analysis. It also covers the detail of research methodology employed in the study that is aimed at analyzing the newspaper articles in terms of 1) the representation of teenage car accident; 2) the representation of the parties involved in the accident; and 3) the tendency behind the representation.

#### 3.1 Research Design

The method used in this study is qualitative. Qualitative method “focuses on the issue of particular phenomena which has internal validity and contextual understanding, rather than generalizability and comparability” (Alwasilah, 2009, p.143). It means that the study explains the relation of the issue to some aspects such as language, media, representation, and tendency. The study is intended at describing the issue of language influences the representation of media and reveals their tendency concerning the use of language to represent certain parties in the event which is existed in newspaper article. By this method, the study reveals the representation of car accident and the parties involved in the event, and the Jakarta Globe’s tendency behind those representations.

#### 3.2 Data Collection

Even though data collection and data analysis in qualitative research are conducted simultaneously (Hood, 2009; Meriam, 1991), the two processes will described separately in this chapter for purposes of clear description.

The study incorporated document analysis as the technique for data collection. The main data source for this purpose was three research articles published by online newspaper Jakarta Globe. The title of the articles were “*Six Dead and Nine Injured in Toll Road Collision*” published on *September 8<sup>th</sup>, 2013*, “*Rock Star Dad Blames Govt, Highway Operator in Crash*” published on *September 11<sup>th</sup>, 2013*, and “*Another Victim in Rock Star Son’s Toll Road Wreck Dies*” published on *September 14<sup>th</sup>, 2013*.

In collecting the data, the researcher took the following steps:

1. Deciding the hottest issue or the headline news on the Jakarta Globe
2. Choosing the three related articles on the issue
3. Gathering the three chosen articles into Microsoft Word
4. Separating the articles in clause by clause

### 3.3 Data Analysis

The analysis of the study relies on the approach of Critical Discourse Analysis proposed by Norman Fairclough (2003) which is related to Systemic Functional Linguistics and Systemic Functional Grammar of Halliday (2004). Thus, the analysis in terms of linguistic feature (textual analysis) is built on the foundation of systemic Functional Grammar that examines the text through several aspects such as transitivity and nominalization.

Furthermore, in unfolding the tendency behind the representation of the newspaper (which is based on the stages of interpretation and explanation) is built on the basis of Fairclough’s Critical Discourse Analysis approach that includes the social event identification process. The interpretation is done in order to interpret the meaning behind the words the writers wrote. Further, it comes to explanation. This is done after the textual analysis and interpretation of it are completed hence the access to unfolding what tendency behind the representation becomes accessible.

To get a clear vision of how the analysis was undertaken, the examples of the analysis were given below:

### (1) Transitivity Analysis

2a	Indonesia Police Watch chairman Neta S Pane	Said	Dhani was as guilty as his son for allowing an underage child to drive a car before the legal age limit
	Sayer	Verbal	Verbiage

(Taken from “Six Dead and Nine Injured in Toll Road Collision” article)

**Figure 3.1** Example of Transitivity Analysis

The example above is the verbal process. The phrase “Indonesia Police Watch chairman Neta S Pane” in the clause is categorized as the *sayer*, the one from which the saying is originated. “Said”, on the other hand, indicates the verbal process, and the clause “Dhani was as guilty as his son for allowing an underage child to drive a car before the legal age limit” is the projected clause or the verbiage. In this clause the Jakarta Globe has given an adequate source of information of the statement and by whom it is said.

### (2) Nominalization Analysis

Nominalization is achieved by turning processes and conjunction into noun (things). It has the effect of completely concealing human agents (people). The agents are left blurred or the subject is shifted into inanimate object (Gerot and Wignell, 1994, p.149).

Further, Gerot and Wignell (1994, p.149) claim that with extensive use of nominalization, more and more information tends to be more packed into nominal groups. Consequently, the text becomes more difficult to read and to say and the meaning becomes more buried.

The procedures which are taken in analyzing the news report of each media in term of nominalization strategy. Here is the example:

Nine other people suffered serious injuries.

(Taken from “Rock Star Dad Blames Govt, Highway Operator in Crash” article)

In the sentence above, the underlined clause shows the implementation of nominalization strategy. In the clause “serious injuries” (the injuries that was suffered by the victims) is not taken based on the certain types of injuries. According to that, the readers didn’t know the actual injuries that the car accident victims suffered.

### **(3) Identification of Social Events and its Aspects**

Through the identification of social events, the aspects of the events such as the forms of activity of the events, the persons involved, the social relation, means, times and places and language are revealed. This is used to reveal whether the events are constantly put at the focus, which social actors or the persons in the event are the prominent one, how the events are arranged and what addition is added to the way how the events are presented. This whole strategy is used supportively in the means of undertaking what is behind the representation through these aspects; presence, abstraction, arrangement, and addition.

In brief the figure below will explain how the analyst undertakes the analysis based on the aspect of identification of social events and its aspects.

- Presence

This aspect includes which elements of the events, such as the persons, the times and places or event in a chain of events are present or abstract, or are prominent or back-grounded

- Abstraction

It examines to what extent the clarity of the event is presented

- Arrangement

This includes how the events are ordered

- Addition

This aspect covers what is added in representing the events. The addition aspect includes the explanation or evaluation.

(adapted from Fairclough “Analyzing Discourse”, (2003, p.139))

### 3.4 Clarification of The Terms

**Representation** is transmitting X via Y, where X is an event, people, place etc., and Y is the medium through which the X is transmitted (Pasha, 2011).

**Systemic Functional Grammar (SFG)** is how the speakers generate utterances and texts to convey their intended meanings. According to SFG, language has three metafunctions, namely, the ideational, interpersonal, and textual metafunctions. (Halliday, 2004).

**Transitivity** is branch knowledge in SFG which talks about the representation and explanation of the three semantic categories in a general way how phenomena of the real world are represented as linguistic structures. (Gerot & Wignell, 1994).