

CHAPTER III

RESEARCH METHODOLOGY

This chapter describes the methodology of the research. It contains the research questions, the clarification of key terms, research design, data collection, data analysis, and data presentation.

3.1 Research Questions

This study is conducted to answer the following research questions:

- a. How are social actors represented in the articles?
- b. What are ideologies underlying the representation?

3.2 Clarification of Key Terms

To avoid misunderstanding, the following is the clarification of key terms used in this study:

- a. *Discourse* relates to “the world in which the interlocutors communicate”. (Renkema, 2009:2)
- b. *Critical Discourse Analysis* refers to “a study of the relation between discourse, power, dominance, social inequality and the position of the discourse analyst in such social relationships” (Van Dijk, 1993:249).
- c. *Representation* is therefore “central to the processes by which meaning is produced” (Hall, 1997:2).
- d. *Social Actor* is “an element of social practices. It has a number of roles in its participation in practices, such as ‘agents’ (doers of action), ‘patients’ (participants to whom actions are done) or beneficiaries (participants who benefit from an action)” (Wodak & Meyer, 2009:149).

- e. *Ideology* refers to “a coherent and relatively stable set of beliefs or values” (Wodak & Meyer, 2009:8)

3.3 Research Design

This study was guided by a qualitative research method in revealing the representation of social actors in articles. A qualitative method was applied in this study because the sources of data gathered from articles which consist of text analysis (see Creswell, 2002; Caudle, 2004). However, a quantitative method was also applied to support the percentage of data analysis, especially for tendencies of data that appear in the analysis.

The aims of this study were to discover the way social actors are represented in the national mass media. It also aimed to reveal the ideology behind the representation. Some studies of representation of social actor in the media had been conducted, for instance, Farelly (2009), Post (2009) Sahragard & Davatgarzadeh (2010), and Rashidi & Rasti (2012). Therefore, the use of Van Leeuwen’s (2008) approach to CDA was appropriated since it focuses on representation. In addition, Halliday’s (1985) transitivity system was also used to assist the analysis of the representation.

The notion of Van Leeuwen’s (2008) approach to CDA is that discourses are recontextualization of social practices. It focuses on investigating social actors in the text as the crucial element of social practices. Thus, Van Leeuwen (2008) introduces the sociosemantic approach which provides several classifications in order to make researchers easier to classify people and to find the ideological effect from the classification (Machin & Mayr, 2012). In constructing the social actor networks, present study was assisted by Halliday’s (1985) transitivity system. Types of process in transitivity can help to explore the way social actors are played their role in the discourse.

The analysis was either in the level of simple clauses and clause complexes. Some previous studies assumed that transitivity system can only be applied in major clause in Bahasa Indonesia (Sujatna, 2012). Major clauses are

clauses which the predicate is in a finite verb form, a non-finite verb form, and other forms that have function as a verbal predicate. It can be both dependent and independent clause. There are 210 clauses from the whole articles which contain particular social actors. The social actors analysed in this study include Joko Widodo and Basuki Tjahja Purnama as new governor and vice governor of Jakarta, Jakarta, citizens of Jakarta, Jakarta Provincial Government, and several social actors that accompany Jokowi-Basuki's actions.

3.4 Data Collection

The data were collected from online sources in the form of articles. The articles chosen were about the newly elected governor and vice governor of Jakarta, Joko Widodo and Basuki Tjahja Purnama, in their first 100 days of office. The ten articles used in this study were published in 22 January 2013.

Table 3.1 List of Selected Articles

Publishers	Title of the articles	Direct links	Authors
Majalah Detik	Jelang 100 Hari Kerja Jokowi-Ahok, Banjir Bandang Melanda Jakarta. Mereka Bilang Tidak Pernah Punya Target Program 100 Hari	http://majalah.detik.com/cb/7cd2bc5ef766c8b4a1df8cd2eae8ef2d/2013/20130121_Majalah_Detik_60.pdf	M. Rizal, Isfari Hikmat, Monique Shintami, Evi Tresnawati
Kompas	Pengamat: Jokowi Harus Mulai Blusukan dalam Sistem	http://lipsus.kompas.com/topikpilihanlist/2133/1/100.hari.jokowi-basuki/read/xml/2013/01/22/23130247/Pengamat.Jokowi.Harus.Mulai.Blusukan.dalam.Sistem	Alfyyatur Rohmah
Tempo	100 Jokowi-Ahok, Banjir Tunda Segalanya	http://edsus.tempo.co/konten-berita/balaikota/2013/01/22/456101/12/100-Jokowi-Ahok-Banjir-Tunda-Segalanya	Sutji Decilya, Tri Artining Putri

Merdeka	Jokowi: Kerugian akibat banjir Rp 20 triliun	http://www.merdeka.com/jakarta/jokowi-kerugian-akibat-banjir-rp-20-triliun.html	Muhammad Sholeh
Republika	100 Hari Jokowi-Ahok, Warga: Mereka Pemimpin yang Baik	http://www.republika.co.id/berita/nasional/jabodetabek-nasional/13/01/22/mh0zoc-100-hari-jokowiahok-warga-mereka-pemimpin-yang-baik	Alicia Saqina, Heri Ruslan
Liputan 6	Ini Hasil Kerja Jokowi-Ahok di 100 Hari Pertamanya	http://news.liputan6.com/read/494189/ini-hasil-kerja-jokowi-ahok-di-100-hari-pertamanya	Edward Panggabean
Kompasiana	Kado 100 Hari Jokowi: Wasiat Bang Ali	http://politik.kompasiana.com/2013/01/22/kado-100-hari-jokowi-wasiat-bang-ali-526779.html	Shendy Adam
Antara	100 hari ... Jokowi biasa saja, Ahok pusing	http://www.antaranews.com/berita/354472/100-hari--jokowi-biasa-saja-ahok-pusing	Deny Yuliansari
Wartakota	100 Hari, Jokowi Launching 3 Program	http://wartakota.tribunnews.com/detil/berita/117433/100-Hari-Jokowi-Launching-3-Program	Catur
Metro TV news	Memasuki 100 Hari, Basuki Apresiasi Pegawai	http://www.metrotvnews.com/metronews/video/2013/01/22/5/169353/Memasuki-100-Hari-Basuki-Apresiasi-Pegawai-DKI	Unidentified

The choice of articles was due to several reasons. Firstly, when he was a mayor of Solo, Jokowi was crowned as the third world best mayor by The City Mayors Foundation in World Mayor Project 2012 (VOA Indonesia, 11 November 2013). Nevertheless, as reported in pilpres-2014.com, 4 August 2013, in the midst of his leadership as mayor of Solo in the second period, he decided to fix Jakarta;

rapidly his desire had been public spotlight. Thence, he won the election and officially became governor of Jakarta from 15 October 2012 until five years later. On the other hand, Jakarta is widely known as a city with thousand problems. Adolf Heuken, a keen observer of Jakarta life, as reported in *The Jakarta Post*, 8 July 2013, said that there will be no governor that can solve Jakarta's problems because it had been neglected too long. However, Jokowi is expected to unravel the problems one by one. Many who support him and praise his uncommon steps, but not a few who sneer him and consider his action as action of imaging (Kompasiana, 22 January 2013). Further in this study, Jokowi, a man over the controversial decision to fix Jakarta, became the main social actor analysed.

Secondly, the nationwide online articles had been chosen because the news about Jokowi has become national news. The selected online media were media that often reported Jokowi and Basuki's activities in Jakarta. Furthermore, several selected online media, i.e. *Majalah Detik*, *Kompas*, and *Tempo*, made Jokowi and Basuki's first 100 days of office special edition which reported what already achieved by Jokowi and Basuki in their first 100 days of governorship. In addition, the ten online articles used in this study were retrieved in most frequently accessed site and were in the initial sequences of the Google search engine. This shows that the selected articles might be having a great influence on the readers.

Thirdly, news from the media is always packed with meaning and pictures that can affect the political views of the readers (Altheide, 2007). Likewise the articles above, the selected articles are relevant to this study because before Jokowi reached his first 100 days, the media always reported Jokowi in positive way, so that it gave a positive overview and influence to the readers. Thus, this study was curious about how Jokowi as the newly elected governor of Jakarta are represented after he ruled for 100 days. The positive image of Jokowi was shown in his different style of leading compared with the previous leaders of Jakarta.

3.5 Data Analysis

In conducting this study, several processes had been taken. The first, doing internet research to collect the data in several online media and undertaking library research in order to find relevant sources to support this study. Online sources were chosen because nowadays online news sites are already rife and can easily access by people.

The second, deciding the issue that relates to political issue in Indonesia. That was the representation of social actors and the ideologies of the representation in ten national online articles regarding first 100 days of office of newly elected governor and vice governor of Jakarta, Joko Widodo and Basuki Tjahja Purnama, published in 22 January 2013. The issue was decided in order to reveal how Joko Widodo and his government in Jakarta are represented in the media and what ideologies underlying the representation after he ruled Jakarta for 100 days.

The third, gathering the data that relate to the issue. The data used in this study were in form of article. Ten articles were selected from different online sources and were carefully read in order to gain comprehensive understanding.

The fourth, dividing the text into simple clauses and clause complexes, and identifying the social actors in each clause. In addition, simple clause only consists of independent clause; independent clause is clauses that can stand alone; it contains both a subject and a verb, e.g. *Anak itu tersenyum dengan bahagia* (the child smiled happily) (Sujatna, 2012:144). Meanwhile, clause complex can consist of two or more independent clauses or consist of independent and dependent clauses. Two or more independent clauses can be joined by coordinators such as *and*, *but*, *yet*, *so*, and *or*, e.g. *Sebagian besar memuji langkah yang tidak umum ini, tapi ada juga yang mencibir sebagai aksi pencitraan* (Most people praised this uncommon step, but there is also who sneered it as imaging action.) (taken from “Kado 100 Hari Jokowi: Wasiat Bang Ali” article). Moreover, dependent clause is clause that cannot stand alone and should be attached to independent clause; it requires subordinators such as *what*, *where*,

why, how, where, when, who, whom, which, whose, whether, that, and if; while in bahasa Indonesia, the subordinator usually expresses by *yang*, e.g. *Blusukan yang sering dilakukan sejatinya adalah upaya dari Pak Joko untuk membangun kembali kepercayaan publik terhadap pemerintah* (Blusukan that frequently did is Mr. Joko efforts to rebuild public trust to government.) (taken from “Kado 100 Hari Jokowi: Wasiat Bang Ali” article).

The fifth, analyzing the function of the social actors in the clauses. The clauses were identified by using Transitivity system in which it sees clauses as representation (Gerot & Wignell, 1994). It provides three linguistic features i.e., participant, process, and circumstance. The social actors can be asserted as foregrounded if the trend shows that the participants frequently appear in the analysis of transitivity. The social actors can also be identified whether they are activated or passivated through the placement of the participants, as agent or patient. The clauses were categorized based on the types of transitivity process i.e. material process, mental process, relational process, behavioral process, verbal process, and existential process. Every process relates to participants and circumstances. There are 12 participants which are directly involved and 13 participants which are obliquely involved, and there are also 9 types of circumstantial elements in transitivity process. Therefore, the transitivity system can identify the way social actors engage to the roles.

The sixth, categorizing the way social actors is included or excluded in the text. The included social actors mean, in the clause, the role of the social actors are shown to the readers, so that the readers can determine who they are intended. The excluded social actors refer to the omitted social actors in the clause, so that it can carry the readers' attention to the other social actors. This study endeavored to quantify the tendency of the included and excluded social actors in the text. Van Leeuwen (2008) provides two main categories in sociosemantic network i.e., inclusion and exclusion. This step involves several subcategories of exclusion and inclusion i.e., suppression and backgrounding; activation, passivation, personalization, and impersonalization. Social actor in each clause was

categorized and identified by means of any realization, such as nominalization, parataxis, the use of proper name, the use of possessive adjective phrase, etc. The realizations were able to show whether the social actors belong to inclusion or exclusion. It revealed the amount of each category of social actors in the text.

The seventh, measuring and discussing the result of the categorization of social actors from the social actors network. The attempt of uncover the ideologies behind the representation was interpreting the finding of the previous analysis. It was used to answer the research questions entailed in this study. After the results were measured and discussed, the analyses were concluded. The conclusion was derived from the finding and discussion. Meanwhile, a suggestion was also created for sustaining the next better research.

3.6 Data Presentation

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

1. Transitivity Analysis

Table 3.2 Example of Transitivity Analysis

[Masalah penanganan banjir ini] pun	menjadi	salah satu program utama Jokowi	saat bersaing menjadi orang nomor satu di ibu kota.
Token	Process: relational: identifying: possessive	Value	Circumstance of time (location)
<i>The flood solving has become one of the major programs of Jokowi while competing to be the number one in the capital city.</i>			

(taken from “Jelang 100 Hari Kerja Jokowi-Ahok, Banjir Bandang Melanda Jakarta. Mereka Bilang Tidak Pernah Punya Target Program 100 Hari” article)

The example above displays one of transitivity process namely relational process. Relational process is a process of being or having; it divides into two types: identifying and attributive. Relational process also can be classified

whether it is intensive, possessive, or circumstantial. From the example, the word *menjadi* (has become) indicates identifying process, because it establishes the identity of the first participant. It also belongs to possessive, because it shows the ownership of the participant.

Relational process above provides two participants, namely token and value. Token is what is being defined and value is which defines. From the example, token can be shown in *Masalah penanganan banjir ini* (The flood solving), while value can be shown in *salah satu program utama Jokowi* (one of the major programs of Jokowi). It means that in the clause, the identity of *masalah penanganan banjir ini* as a token is a part of *salah satu program utama Jokowi*, as a value which defines the token. A circumstance was also identified in the clause. The phrase *saat bersaing menjadi orang nomor satu di ibu kota* (while competing to be the number one in the capital city) indicates circumstance of time because of the use of word *saat* (while) as an answer to such question as *when*.

2. Social Actor Analysis

Table 3.3 Example of Social Actor Analysis

No	Clauses/Clause Complexes	Social Actors	Strategies	Realizations
1.	Jokowi mengaku sebetulnya sudah berupaya mengantisipasi banjir itu.	Jokowi	Inclusion → Activation → Participation → Personalization → Specification → Individualization	The social actor is located as active participant or as sayer in verbal process. It is represented in informal form due to the use of nickname. It is also represented as specific individual by singularity and the use of proper noun.
2.	Ia ikut bahu-membahu membenahi tanggul dibantu Kementerian PU dan TNI/Polri.	Ia	Inclusion → Activation → Participation → Personalization → Specification → Individualization	The social actor is considered as active participant or as actor in material process. The use of subjective pronoun indicates the use of individualization strategy.

		dibantu Kementerian PU dan TNI/Polri.	Inclusion → Activation → Circumstantialization → Personalization → Determination → Association	The social actor is represented actively within circumstance. It can be inferred from circumstances of accompaniment in material process dibantu. This clause uses strategy of association and treated this social actor as active role who assisted the main social actor (ia)
3.	Sayangnya hingga Kamis malam, para pengungsi mengaku belum menerima bantuan apa pun <i>dari Pemprov DKI Jakarta.</i>	Pemprov DKI Jakarta.	Inclusion → Activation → Circumstantialization → Personalization → Specification → Individualization	The social actor is activated in the clause. It is represented within circumstance by the use of Prepositional circumstantial (<i>dari</i>). The social actor is also considered as specific individual through the use of singularity.
4.	Pompa air juga sudah <i>dikerahkan</i> untuk menanggulangi genangan yang ada di jalan-jalan.	(<i>dikerahkan</i>)	Exclusion → Suppression	The social actor in this clause is omitted through passive agent deletion. It is not clear who is doing the verbal process <i>diisukan</i> . It is considered as suppression because there is no reference related to the social actor in the rest of the clause.
5.	<i>Evakuasi</i> terhadap korban banjir memang menjumpai beberapa kendala.	(<i>Evakuasi</i>)	Exclusion → Suppression	The social actor in this clause is omitted through nominalization. It is considered as suppression because there is no reference related to the social actor in the rest of the clause.

(taken from “Jelang 100 Hari Kerja Jokowi-Ahok, Banjir Bandang Melanda Jakarta. Mereka Bilang Tidak Pernah Punya Target Program 100 Hari” article)

The analysis of social actors by using Van Leeuwen's (2008) sociosemantic networks are at the level of clauses. Clauses found in each text were classified into simple clauses and clause complexes. The identification of social actors and the analysis of strategy of exclusion and inclusion were made in each simple clause or clause complex. A simple clause or clause complex may have more than one social actor. Each social actor is identified whether they are excluded or included in the text. It also provides the realization to help the identification of the social actor, such as the use of proper name, nominalization, parataxis, the use of possessive adjective phrase, the use of pronoun, circumstance of accompaniment, post modifying phrase, etc.