CHAPTER 3

RESEARCH METHOD

This chapter focuses on the methodological aspects of this research. It starts with formulation of problem, the explanation of the research method and design followed by stages of the research procedure. The data collection is also presented together with the data analysis in this chapter.

1.1 Formulation of Problem

The problems in this study are formulated into the following questions:

1. What are the symbols, indexes and modes that appear in Kemal Jufri’s photos as the second prize winner of World Press Photo 2011?
2. What do these symbols, indexes and modes signify?

1.2 Research Method

This study was conducted by using a qualitative method. Maxwell (1996) states that a qualitative method aims to investigate and understand certain object, event or phenomena, discourses, behavior, a set of condition or situation in the particular context in which people are involved and experienced with. In other ways, qualitative method is a method systematically involving and gathering enough about particular person, social setting, event, or group to permit researcher to effectively understand how the subject operate or function (Berg, 2007). Photograph is the data which contains information, social setting and event, therefore it can be analyzed by using particular theory by using descriptive qualitative method to interpret the meaning behind the photographs.

The research aims to uncover the hidden meaning and describe the portrayal the severity of mount Merapi eruption on Kemal Juffri’s photo. This study uses a descriptive qualitative approach framed in Eco’s (1994) Hermetic Drift theory to achieve the aims of the study.
Moreover, this study uses Eco’s Hermetic Drift (1994) which consists of Representamen (denotation) and Immediate Object (connotation). This connotation was determined by a given context.

a) **Procedure of Data Collection**

In conducting the research, the data collection was undertaken by:

1. Preparing investigation conducted by library and online research for related references about journalism and photojournalism.
3. Analyzing the data based on semiotic analysis. The photos were analyzed though the concept of Eco’s (1994) Hermetic Drift theory to uncover the symbols and indexes that come up in the data.
4. Using visual modality element to analyze the meaning behind the modes.
5. Drawing conclusions and suggestions; the conclusions were obtained from the findings and discussions, while suggestions were made for the interest of further studies.

b) **Data Source and Collection**

The data consisted of the photo essays of Mount Merapi eruption taken from [www.worldpressphoto.org](http://www.worldpressphoto.org) as the 2nd story winner photographed by Indonesian photojournalist, Kemal Juffri. Here, The photo essays of Mount Merapi eruption were the data source of this study because the disaster was the hot issues in the world mass media and was the 2nd winner in the most prestigious press photo competition in the world.
Arief Maulana Hasan, 2014
A semiotic analysis: The seventy of Mount Merapi eruption portrayed on Kemal Juffi’s Photos as the 2nd prize winner of World Press Photo
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu
Table 3.1 Photo Story of Mount Merapi Eruption

Source: www.worldpressphoto.org

To conclude, there were 12 photographs of Kemal Juffri about the disaster of Mount Merapi eruption taken from www.wordpreesphoto.org. Furthermore, the photos were analyzed by using Eco’s (1994) Hermetic Drift theory to discover hidden meaning behind the photographs, specifically about the portrayal of the severity of mount Merapi eruption in 2011.
1.3 **Data Analysis**

1. The present study was conducted to examine the symbols, and indexes that appear in Kemal Jufri’s photo and reveal the severity of Mount Merapi eruption portrayed by symbol, indexes and modes in Kemal Jufri’s photo as the second prize winner of World Press Photo 2011. Miles and Huberman (1994) state that the data analysis consists of three steps: first of all is data reduction, data display and conclusion drawing/verification.

2. Photos were selected by selecting photo story from the websites www.wordpressphoto.org as the data and focusing the data which appears in photos which is called as data reduction. After focusing the data based on the aim of the study, the data display is ready to have the further action. Understanding what is happening and analyzing the data based on the particular theory can be applied after the data display emerges. The final step is to conclude the data that has been analyzed.

3. Semiotic analysis was used to examine the portrayal of severity of mount Merapi eruption in the Kemal Juffri’s photos. Each symbol, index and mode that appears in the photos was analyzed by using Eco’s (1994) Hermetic Drift which concerns in the meaning of the symbols referring to particular contexts. The focuses of analysis were on the element of content 1 (C1) which represents the first content or literal meaning of sign in the photos, also the elaboration of content 2 (C2) which represents a connotation which comes from the symbols, indexes and modes that appear in the photos with local and global meaning and lastly is the analysis of context 3 (C3) which represents the meaning of the sign according to a context given.

Following is an example of analysis Hermetic Diagram analysis proposed by Eco’s (1994). The diagram below is described by Hjemslev (1961) and made popular by Barthes (Eco, 1994, p.30). The
diagram represents the phenomenon of connotation which derived from the classification of the first, second and third content.

<table>
<thead>
<tr>
<th>Expression</th>
<th>Context</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expression</td>
<td>Context</td>
</tr>
</tbody>
</table>

**Table 3.2 The diagram of connotation Phenomenon**  
**Source: Eco, 1994:30**

In the table above, E stands for Expression and C stands for Content. It describes that “there is a phenomenon of connotation when a sign function (expression plus content) becomes in turn the expression of a further content (Eco, 1994, p.29).

The meaning of connotative use must also be determined by context, this phenomenon of connotation is developed further by Eco. He proposed an idea named as neoplastic connotative growth where the content of the first one (Eco, 1994, p.30). It is described in a table based on Eco’s Hermetic Drift theory below:

<table>
<thead>
<tr>
<th>Context (C3)</th>
<th>Expression (E3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expression (E1)</td>
<td>Content (C2)</td>
</tr>
<tr>
<td>Expression (E2)</td>
<td>Content (C1)</td>
</tr>
</tbody>
</table>

**Table 3.3 Diagram of Neoplastic connotative growth**  
**Source: Eco (1994)**

The table above is a new pseudo-connotative chain proposed by Eco (1994) which deals with the context of the sign in the Hermetic Drift theory.
3.4 Data Presentation

To obtain a comprehensive analysis, symbol and indexes that appear in each photograph were analyzed by using Eco’s Hermetic Drift (1994) theory. The analysis which uses Eco’s (1994) is based on such components as E₁, C₁, C₂, and C₃. E₁ represents an expression or sign. C₁ represents the first content or literal meaning of the sign. C₂ or the second content represents a connotation which comes from the expression (E₁) plus the first content (C₁). The last is C₃ or the third content which represents the meaning of the sign according to a context given. Thus, to fully understand the connotative meaning in the photograph, the color, pose, facial expression, fashion, and the basic techniques of photography are elaborated in the analysis to uncover the meaning of the photographs. The data presentation is presented as follows:

Opening photo in the essays of Mount Merapi eruption

<table>
<thead>
<tr>
<th>C₃</th>
<th>E₁ + Context</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Connotation + context)</td>
<td>Mount Merapi spews volcanic material</td>
</tr>
<tr>
<td>Critical Disaster</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E₁</th>
<th>C₂</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Sign)</td>
<td>(Connotation which comes from the expression)</td>
</tr>
<tr>
<td>Mount Merapi</td>
<td>Mount Merapi spews the volcanic ash indicating a...</td>
</tr>
</tbody>
</table>
Table 3.4 Diagram of Neoplastic connotative growth

Source: Eco (1994)

The First E₁ in the table shows the sign in the photo. It portrays the Mount Merapi spew volcanic ash. The second E₁ shows the denotative sign or literal meaning of the sign and the third E₁ shows the meaning of the sign referring to the context in this case Mount Merapi spews the ash showing the massive and critical eruption. The symbols in this sign are ashes and gray smoke. It symbolizes critical and massive eruption that caused destruction while the ashes and smoke are indexes of massive volcanic activity.