

CHAPTER III

RESEARCH METHODOLOGY

This chapter provides information on the methodology used in this study, which includes research design, data sources, data collection procedures, data analysis, and sample of data analysis.

3.1 Research Design

This study primarily applied descriptive qualitative design in order to discover the ideational and interpersonal meaning represented in *Tempo Magazine* covers. The qualitative design attempts to study events in their natural settings to understand or interpret them regarding the meanings that individuals assign to them (Denzin & Lincoln, 2017). Hence, this study was expected to assist people in interpreting and understanding an event, which is the ideational and interpersonal meaning of the magazine covers related to the presidential election. Meanwhile, the descriptive design was employed in this study to explain a condition, problem, or phenomenon, give information, or express attitudes toward an issue (Kumar, 2010).

The descriptive qualitative design in the present study is employed within the Systemic Functional Multimodal Discourse Analysis approach. SF-MDA is the extension of Systemic Functional Linguistics (SFL) developed by Halliday (2004) that emphasizes the systemic structure of semiotic modes to construct meaning in society (Jewitt et al., 2016). The focus of this study is merely to unveil the meanings of multimodal text, which is the magazine covers that uses semiotic modes. Hence, the SF-MDA approach is suitable to be employed in this study.

3.2 Data Source

The focus of this study was on the ideational and interpersonal meaning as conveyed by the semiotic modes used in the magazine covers. Therefore, the data of this study were in the form of semiotic modes. Those data were obtained from five *Tempo Magazine* covers, which had been selected to be investigated in this study through a crucial consideration: the covers must be visually and verbally related to the 2024 presidential election. For instance, they explicitly show the

figure of president or vice president candidates and/or contain an illustration related to the 2024 general election. The visual data were the illustrations used in the five selected covers, whereas the verbal data were the clauses contained in the covers. The selection of five covers was deemed the most representative sample that strongly captured the 2024 presidential election issue through the semiotics modes and was able to provide an in-depth analysis of the political situation in Indonesia.

3.3 Data Collection Procedure

The data for the study were collected following these steps:

1. Searching for the *Tempo Magazine* covers related to the general election 2024 on *Tempo's* official website (<https://majalah.tempo.co/>). The relevant covers were mainly published in the period of October 2023 until February 2024.
2. Determining and selecting five *Tempo Magazine* covers that match the criteria, as have been mentioned in the previous section.
3. Downloading the selected five *Tempo Magazine* covers.
4. Observing and grouping the data on the covers into verbal and visual categories to be further analyzed.

3.4 Data Analysis

This study is a Systemic Functional Multimodal Discourse Based Analysis focused on *Tempo Magazine* covers' ideational and interpersonal metafunctions. Thus, the data were analyzed by using the Transitivity and Mood systems of Systemic Functional Linguistics (SFL) proposed by Halliday (2004) and Visual Grammar by Kress and Van Leeuwen (2006). The transitivity and mood systems of SFL were applied in this study due to the systematic and comprehensive analysis offered by the theory. This allowed the present study to explore how meanings are constructed through different modes and how those modes interact with the audience, which aligns with the study's aims. Furthermore, the visual grammar adopts the same framework as Halliday's SFL analysis, which is why it was used in this study.

Several steps were taken to analyze the visual and verbal data. The steps are as follows:

1. Separating the data from the selected Tempo Magazine covers into two categories: verbal and visual semiotic modes.
2. Breaking the verbal texts into clauses.
3. Analyzing the verbal data based on Halliday's (2004) Transitivity and Mood systems of Systemic Functional Linguistics.
4. Presenting and describing the elements of the visual semiotics modes.
5. Analyzing the visual data separately using Kress and Van Leeuwen's (2006) Visual Grammar framework.
6. Interpreting the findings to find the ideational and interpersonal meanings of the selected magazine covers.

3.5 Sample of Data Analysis

To get a clear understanding of how the analysis was conducted, the example of analysis given below:



Figure 3.1 Sample of data

Figure 3.1 above is one of the *Tempo Magazine* covers analyzed in this study. The cover was issued on February 12, 2024 and is aimed at giving information about

Indonesia’s 2024 president election. This is shown through the capitalized and bolded verbal text entitled “*Bayang-bayang Pemilu Curang*” and the picture of a nail held by hands that representing how Indonesian citizens are using their rights to vote on the general election.

Table 3.1 Sample of Verbal Analysis of *Tempo Magazine* cover

Verbal Description			
The cover presents four clauses, written in serif font, which are ‘ <i>Bayang-bayang Pemilu Curang</i> ’; ‘ <i>Pengerahan aparat negara ditengarai makin masif</i> ’; ‘ <i>untuk memenangkan Prabowo-Gibran</i> ’; ‘ <i>Melibatkan menteri, pejabat polisi, kepala daerah, hingga penyuluh agama.</i> ’ The first clause is capitalized, emphasizing on the words ‘ <i>pemilu curang</i> ’ by bolding them. Additionally, most of the clauses taken from the cover are non-agentive, which do not explicitly state the participant that performs the action (<i>pengerahan aparat negara</i>).			
Verbal Analysis			
Bayang-bayang pemilu	[yang]	Curang	
Carrier	Rel-Attr: Intensive	Attribute	
Subject	Predicator	Complement	
MOOD	RESIDUE		
Pengerahan aparat negara	ditengarai	[implied senser]	makin masif
Phenomenon	Mental		Circ: Manner
Subject	Predicator	Complement	Adjunct
MOOD	RESIDUE		
[Pengerahan aparat negara]	untuk	memenangkan	Prabowo-Gibran
Goal	[for]	Material	Client
[implied subject]		Predicator	Complement
MOOD	RESIDUE		

[Pengerahan aparat negara]	Melibatkan	menteri, pejabat polisi, kepala daerah, hingga penyuluh agama.
Goal	Material	Goal
[implied subject]	Predicator	Complement
MOOD	RESIDUE	

Transitivity Analysis

The verbal analysis of the clauses reveals that the cover predominantly uses material processes. The other processes also present in the cover are mental and relational processes. The following further explains the processes contained in the verbal modes.

- The clause "Bayang-bayang pemilu curang" represents an intensive attributive process. The word "curang" serves as the attribute, characterizing the entity of 'bayang-bayang pemilu'. Attributive (intensive) relational processes are characterized by the presence of a relationship between two participants linked by the verb 'be' or a synonym; additionally, they are irreversible (Halliday & Matthiessen, 2004; Eggins, 2004).
- The clause "Pengerahan aparat negara ditengarai makin masif" signifies a mental process. The implied senser perceived a phenomenon (pengerahan aparat negara) that is suspected to be increasingly massive. Mental processes are associated with the participant's experiences of sensing, such as perception, projection, emotion, and cognition, within their own awareness (Halliday & Matthiessen, 2004)
- The clause "untuk memenangkan Prabowo-Gibran" and "Melibatkan menteri, pejabat polisi, kepala daerah, hingga penyuluh agama" are identified as material processes. A material process is a process of doing and happening that represents a change in the sequence of events caused by some input of energy (Halliday & Matthiessen, 2004). In these clauses, the material processes (memenangkan and melibatkan) perform actions on the participants (Prabowo-Gibran and menteri, pejabat, etc.).

Ideational Meaning

Based on the transitivity analysis, the verbal modes of the cover are constructed primarily through material processes, which enable the magazine to describe and discuss current events. In this context, *Tempo Magazine* perceived the general election as an event driven by the country's apparatus. It is evident by the goal, which is the mobilization of state apparatus that involved the minister, police officer, head regional, and religious counsellor. The relational process in the cover signifies the quality of the 2024 presidential election, which is fraudulent. Moreover, it is found that there is an entity that suspects the state apparatus to be massively mobilized to win certain candidates. Hence, the cover suggests a fraudulent election due to the suspicions of the apparatus being involved in securing a victory for a particular party. Additionally, the non-agentive clauses offer the critical audience the opportunity to infer the actor behind the action based on their knowledge and experience. Therefore, readers might deduce that the actor is someone in a higher position than the government, theoretically the president.

Mood Analysis

The analysis shows that the type of mood used in the clauses “*bayang-bayang pemilu curang*”, “*Pengerahan aparat negara ditengarai makin masif*”, “*untuk memenangkan Prabowo-Gibran*”, and “*Melibatkan menteri, pejabat polisi, kepala daerah, hingga penyuluh agama*” is declarative. Declarative mood is employed to express a statement and it is marked by the subject preceding the finite verb in the clause (Halliday & Matthiessen, 2004)

Interpersonal Meaning

Based on the analysis, all of the verbal modes on the cover employ a declarative mood, as shown by the subject structure in the clauses that come as the first constituent. The declarative mood suggests that the cover is *offering information* to its readers. In offering information, *Tempo Magazine* constructs the clauses without explicitly mentioning the agent or subject, aiming to encourage the readers to speculate the actors behind the events and prompt them to construct their opinion regarding the presence of powerful figures that can control the

apparatus. Besides, it is to avoid the risk of another ban, as they had received in 1998 due to their blatant criticism of the government. In addition, Tempo Magazine is positioning itself as a mass media that persistently criticizes the government by giving information regarding the suspected fraud of the general election by the apparatus.

Table 3.2 Sample of Visual Analysis of *Tempo Magazine* cover

Visual Description

The image type of the visual mode is caricature. It depicts only three unknown hands without indicating or portraying who they belong to. Each hand is positioned at a different level: one at the top, one in the middle, and one at the bottom. A long nail is also presented in the cover, held by the two lower hands. The hand in the middle is firmly grasped by the uppermost hand, as shown through its pulled skin. Furthermore, the background appeared to be a gradient from a sandy yellow to a brighter yellow in the center.

Representational Analysis

The visual analysis shows that there are four Represented Participants (RPs) on the cover: the three hands and the nail. The cover's visual elements are organized using narrative and conceptual structures, concretely, through the actional and symbolic processes. The actional processes are found within four occurrences in the cover and are mainly unidirectional transactional, which is depicted through the interaction of the actors, vectors, and goals. The unidirectional transactional process refers to the interaction between actors that do something for a goal and are connected through a vector (Kress & Van Leeuwen, 2006). The actional processes illustrated on the cover are explained below.

- First, it involves the upper and middle-positioned hands. The top hand acts as the actor, grasping the hand below it. The vector is represented by the upper hand itself, pointing to the hand in the middle.
- Second, it involves the middle and lower-positioned hands. The middle hand, which is the actor, holds a nail (vector) that links it to the lower hand (goal).

- Third, it involves the lower hand and the nail. The lower hand (RP: actor) holds the nail (goal), with the thumb directed towards the nail as the vector.
- Fourth, it is the nail, which serves as the actor of the action. It is depicted as making a hole (process) in the ballot paper, which is the implied goal. The vector is represented by the line created by the nail pointing towards the paper.

Another process is symbolic, presented by the top and middle hand (carrier), symbolizing aggression between someone with power and their subordinate. Furthermore, the background is a locative circumstance; however, it does not specify the place where the action is done.

Representational Meaning

The analysis of the cover shows that the visual elements mostly employ actional processes followed by symbolic processes. It represents the general election as an act performed by Indonesians to project their rights to vote by using a nail. However, the involvement of the hands in the cover shows that Indonesia's general election is something that powerful individuals could control. The hand placement implies a hierarchical structure, with the uppermost hand holding the most authority and allowing it to control the other to act in a specific way. The symbolic process indicates that the top hand, which holds the power, vigorously instructs its subordinates to vote on particular candidates in the election. In brief, the poster conveys that Indonesia's general election is a voting process that could be controlled by influential figures, preventing one from having the right to choose their future leader.

Interactive Analysis

The visual elements in the poster are depicted as *information offered* by the Represented Participants (RPs). An offering image is when the viewer has the role of an invisible looker or the subject of the look (Kress & Van Leeuwen, 2006). The RPs are pictured in an extreme close-up, which presents solely on anything less than the subject's head and shoulder (Kress & Van Leeuwen, 2006), focusing solely on the hands. The distance implied by the visual modes is close personal distance, where someone is able to hold or grasp the other person present in the image (Kress & Van Leeuwen, 2006). Furthermore, the visual image is

presented from a subjective point of view. It is illustrated from a horizontal perspective, showing the represented participant from the front, precisely in eye-level. As according to Kress and Van Leeuwen (2006), a frontal point of view means that ‘What you see here is part of our world, something we are involved with.’ On the other hand, the eye-level perspective shows equality, meaning there is no power gap between the viewer and the represented participants (Kress & Van Leeuwen, 2006).

Interactive Meaning

Based on the analysis of the poster, *Tempo Magazine* informs its readers about an event related to the election from a subjective perspective, positioning the audience as someone equal to the represented participants, as if they are involved in the action. It is also illustrated through the distance between the participants and the viewer which is close, in the sense that the viewers are able to grab the hand on the cover. It indicates that *Tempo Magazine* assumes its viewers are familiar with the figures behind the actions.