

Chapter III

Methodology

This chapter elaborates the methodology used in this study. It consists of the formulation of the problems, research design, clarification of terms, data collection, data analysis, and data presentation.

3.1 Formulation of Problems

This study was conducted to answer the following research questions:

1. How are social actors represented in the news?
2. What social actions are attributed to the social actors as evidence in the news?
3. What do the representations signify?

3.2 Research Design

This study is a descriptive qualitative analysis of online articles on the flood in Jakarta. It employed the sociosemantic inventory approach as proposed by van Leeuwen (2008) as the main tool in analyzing the representation of social actors in the online news articles taken from *centroone.com*. This approach was used to investigate how the social actors were represented in the articles concerning the flood in Jakarta and to investigate what social actions were attributed to them. This approach, therefore, can help “to analyze the processes of transformation or re-contextualization and to derive its meaning” (Wodak and Meyer, 2009). In this way, this approach is appropriate to help the study answers the research questions.

1.3 Clarification of Terms

To avoid misunderstanding and misconception, the following are some terms which have to be clarified:

- Representation refers to the language used in a text or talk to assign meaning to groups and their social practices, to events, and to social and ecological conditions and objects (see e.g. Fairclough, 1989; 1995; van Dijk, 2002 in Wenden 2005).
- Re-contextualization refers to the process of transferring given elements to new contexts (see Wodak and Meyer, 2009).
- Critical Discourse Analysis refers to a critical theory of the social world, the relationship of language and discourse in the construction and representation of the social world and a methodology which allows to describe, interpret and explain such relationship (see Rogers, 2004:3 in Paltridge 2006:185).
- Social Actors refers to the participants of social practices (see Leeuwen, 2008).
- Social Action can be interpreted as material or semiotic, as “doing” or as “meaning”, or in other words, action that has a material purpose or effect or as action that does not (see Leeuwen, 2008).
- Discourse refers to anything from a historical monument, a policy, a political strategy, narratives in a restricted or broad sense of the term, text, talk, a speech, topic-related conversations, to language per se (Wodak and Meyer, 2009). Discourse is often used to mean as the extended stretch of connected speech or writing – a ‘text’ (see Leeuwen, 2008).

3.4 Data Collection

The data were in the form of words taken from *centroone.com*, a news website based in Jakarta. The articles were some articles of the website which reported the flood in Jakarta since it started in 17 January 2013.

There are nine articles that were posted from 17 January until 26 January 2013. The articles were chosen because they are related to the topic of the study. The first article was posted on 17 January 2013 entitled “Banjir Karena Masyarakat Tak Peduli Lingkungan”, second article was posted on 18 January 2013 entitled “Banjir Jakarta Momentum Baik Pindah Ibu Kota”, the third was

posted on 19 January 2013 entitled “Jakarta Banjir, Jokowi Ogah Disalahkan Sendiri”, the fourth was posted on 20 January 2013 entitled “Banjir Jakarta adalah Musibah Bencana Nasional”, the fifth and sixth were posted on 21 January 2013 entitled “Banjir di Jakarta, Ini Usul Marzuki Alie” and “Marzuki Alie Sayangkan BNPB Tak Aktif Bantu Korban Banjir”, the seventh were posted on 24 January 2013 entitled “Marzuki: Korban Banjir Tanggung Jawab Kemensos dan BNPB”, and the last two articles were posted on 26 January 2013 entitled “DPR Minta BNPB Minimalisir Efek Bencana Banjir” and “27 Januari Jakarta Banjir Lagi, BNPB Lepas Tangan”.

3.5 Data Analysis

The collected data in the form of articles were broken down into sentences. This was conducted to reveal the social actors included in the text and what social actions are attached to them. It shows the participants of the actions and what actions they do which are represented in the text. The next step was categorizing the social actors based on the categorization proposed by van Leeuwen (2008). These steps became the basic steps to see how the representation is offered in the text. In conducting the study, the articles were analyzed through some steps. The first step involved the analysis of the categorization of social actor based on the social actor network of van Leeuwen. This reveals the role of the participants in the sentences by looking to the actions which follows them. The next step was to categorize the actions in the sentence which are attached to the actors. It reveals what kind of processes involved in the actions and how the actions are represented in the text. The last step was to conclude from each sentence the connection between the categorization of the actor and the action of the sentence. It reveals what should or not be in the text.

Table 3.1 presents the sample of analysis of the social actors and social actions. It employed the categorization of social actor and social action network of van Leeuwen (2008). The table explains who the social actor is and how it is represented in the sentence by categorizing the process and what process it

experiences, it also explains the way social action is represented and how it is attached to the actor.

3.6 Data Presentation

The results of the analysis were presented in the form of table which includes columns of sentences, the social actors, the strategies used in representing the social actors, the social actions, and the strategy involves in representing the action. In the discussion session, there is a descriptive analysis of the representation that supports the table analysis and concludes the analysis of each sentence.

The sample of the analyzed data was presented in table 3.2 and table 3.3 at the following:

Table 3.2 Data Presentation of Social Actor Analysis

No	Sentence	Actor
1	Gubernur DKI Jakarta, Joko Widodo selaku pimpinan wilayah ibu kota tak mau disalahkan sendiri mengenai hal tersebut.	Joko Widodo
2	Menurut pria yang akrab disapa Jokowi , bukan hanya Pemprov DKI yang harus dipersalahkan dan dimintai pertanggung jawaban atas semua insiden tersebut.	Jokowi
3	Jokowi pun ogah disebut jika PR menjadi tanggung jawab Pemda semata.	Jokowi

The use of proper names to represent a social actor informs about a particular person who is being talked about in the articles and who is also surely related to the event, in this case the flood in Jakarta in 2013. There are different forms of proper name which actually refer to one particular person, “Joko Widodo” and “Jokowi”.

The proper name “Joko Widodo” is found only once in the articles (4.8%), which is placed in the first sentence to open the talk related to the government of Jakarta.

The other proper name, “Jokowi”, is the abbreviation of the full name “Joko Widodo”. It is found 11 times in the articles (52.4%). The use of “Jokowi” in the articles gives a sense of intimacy.

Table 3.3 Presentation of Social Action Analysis

No	Sentence	Action
1	Gubernur DKI Jakarta, Joko Widodo selaku pimpinan wilayah ibu kota tak mau disalahkan sendiri mengenai hal tersebut.	Tak mau (does not want to)
2	“Tidak mungkin ke pempus saja,” tegas Jokowi di Jalan Latuharhary, Jakarta Pusat, Sabtu (19/1/2013).	Tegas (firm)
3	“Semuanya harus terintegrasi. Dari hulu sampai hilir semuanya harus kerja,” ketus Jokowi.	Ketus (retort)
3	“Tapi yang paling penting bukan kunjungannya. Sekarang ini adalah tindakan riil-nya. Tindakan nyata yang mau kita kerjakan,” ditambahkan Jokowi.	Ditambahkan (added by)

The actions attributed to proper names “Joko Widodo” or “Jokowi” tends to be active actions. Based on van Leeuwen’s social action network categorizations (2008), the actions can be categorized as action or reaction. From the analysis, some actions attributed to the proper names “Joko Widodo” or “Jokowi” are found. The actions mostly show verbal action, such as tegas (to firm; firmly stated), ketus (to retort; sharply stated), ditambahkan

(to add), and menjawab (to answer). These verbal actions are categorized into action and show a material process because the actions are in the form of “doing” related activity.