

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter deals with the research methodology, which includes research questions, research design, data collection, data analysis and sample of data analysis.

#### 3.1 Research Design

This study employs a descriptive qualitative method. This method is used to describe, to interpret and to analyze the visual and verbal representation of Indonesian tourists' characteristics as evidenced in the comic investigated.

According to Berg (2007), qualitative method is a method systematically involving and gathering enough information about a particular person, social setting, event, or group to permit the researcher to effectively understand how the subject operates or functions. Denzin & Lincoln (1994) also note that qualitative method is a multimethod research that uses an interpretative and naturalistic approach to its subject matter. In addition, Alwasilah (2002) states that interpretation and meanings of subject matters in a qualitative study are filtered through the personal lens of the researchers which are situated in a specific sociopolitical and historical moment. Therefore, qualitative study concerns with the subjective assessment of attitudes, opinions and behavior that let the researchers put their insights or impression through certain phenomenon (Kothari, 2004). Moreover, qualitative study is descriptive and mostly deals with data in forms of words – description, accounts, opinions, feelings, etc.- rather than on number (Cresswell, 2003). Thus, the qualitative method is suitably applied in this study because the data were in the form of images and words as the textual evidence.

In order to answer the research questions, the present study uses Kress and van Leeuwen's visual grammar to analyze the visual elements while Halliday's transitivity system is used to analyze the verbal elements in the comic investigated.

### **3.2 Data Collection**

The data are in the form of pictures of comics (visual texts) and clauses (verbal texts) critically selected from Benny Rachmadi's comic-book entitled "Tiga Manula Jalan-Jalan ke Singapura" (Jakarta: KPG, 2012). In this present study, the data are selected by critically selecting clauses and images on the comic pages investigated. There are 12 pictures containing verbal texts in form of speech balloons and narrative commentaries selected critically to answer the research questions.

### **3.3 Data Analysis**

In analyzing the data, the study uses two-step procedure. Firstly, the visual texts in the comic "Tiga Manula Jalan-Jalan Ke Singapura" (Jakarta: KPG, 2012) are analyzed using Kress & Leeuwen's (2006) theory of visual grammar. Secondly, the verbal texts accompanying the illustration are analyzed using transitivity analysis as proposed by Halliday (2004).

In the visual analysis stage, the data are analyzed in terms of the representational and interactive meanings which are indicated by the vector, gaze, size of frame, perspective and compositional meaning which are indicated by salience, and informational value. In contrast, the verbal data analyses are focused on the types of processes, participants and circumstances that accompany the image, such as in speech balloons and narrative commentaries. The result of the data analysis serves as the answer to reveal the representation of Indonesian tourists' characteristics in the comic investigated and in what ways the representation signifies.

### 3.4 Sample of Data Analysis

The sample of data analysis is represented in the following table. The data are put in the appendix of the paper.

Table 3.1 Sample of visual analysis



(Source: "Tiga Manula Jalan-Jalan ke Singapura", published by KPG, 2012: 24)

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#### Identification

In this picture, there are a woman and a man who are walking followed by the three senior citizens (Sanip, Liem and Waluyo—from right to left). The woman is talking to the man while they are carrying branded shop bags: "D & G". The three senior citizens are also talking to each other with their eyes are focusing on the shop bags which are carried by the woman and the man.

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#### Data Interpretation

*Representational Meaning:* In this picture, there are five represented participants that are depicted as Indonesian tourists. They are a woman and a man who are talking to each other in Bahasa Indonesia and the three senior citizens. The narrative

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process involved in this picture is *reactional process*. The vector which moves from Sanip's gaze to the man's shopping bags creates a transactional reaction. Sanip is the *reacter* while the man and the woman stand as the *phenomenon* (Kress & van Leeuwen, 2006: 47).

*Interactive meaning*: In this picture, there is no gaze made between them and the viewers which means it is an *offer* (Kress and van Leeuwen, 2006). This picture is taken from *oblique angle* and in a *long shot* which shows the full picture. Pictures taken in a long shot means there is a long distance between the represented participants and the viewers (Kress and van Leeuwen, 2006). In this sense, through this *long shot* and *oblique angle*, the viewers can see the represented participants as whole figures and identify them with the space and environment surrounding them. In addition, the *offer gaze* shows less intimacy between the represented participants and the viewers. It means that viewers are detached from the represented participants.

*Compositional meaning*: In terms of informational value, the man and woman who are walking and carrying branded shop bags are positioned in the left. This is called *given* which means the information which is already assumed to know by the viewers. On the other hand, the three senior citizens who are looking the man and the woman who are walking and carrying shopping bags in front of them are positioned in the right. This is called *new* which means it is the information which is not yet known or not yet agreed upon by the viewer (Kress & van Leeuwen, 2006). Related

to the picture, this means that the three senior citizens are depicted as more important information while the man and the woman are considered as more common or less important compared to the *new*.

Table 3.2 Sample of verbal analysis

Identification	Data interpretation				
<p>The woman: “Mampir ke Charles &amp; Keith yang tadi, Mas! Modelnya baru-baru, di Jakarta belum ada... The man: “Beli tas lagi?” Sanip: “Ini mah, orang Jakarta..Pantesan belanjanya seabrek! Liem: “He.. He..Dasar!” Waluyo: “Mbok ya aku dishoppingin, Liem! Biar ada yang ditenteng. Biar pantes!”</p>	<i>Mampir</i>		<i>ke Charles &amp; Keith</i>	<i>yang tadi, Mas!</i>	
	(Let’s)	Go	to Charles & Keith	from a while ago, Mas!	
		Material	Range	Circ: time	Actor
	<i>Modelnya</i>		[]	<i>baru-baru</i>	
	The models		are new		
	Carrier		[Attributive]	Attribute	
	<i>Di Jakarta</i>		<i>(Modelnya)</i>	<i>belum ada</i>	
	In Jakarta	(The models)	are not	available yet	
	Circ: place	Carrier	Attributive	Attribute	
	<i>Beli</i>		<i>tas</i>	<i>lagi?</i>	
	Buying		Bags	Again?	
	Pr: Material		Goal	Circ: Frequency	
	<i>Ini</i>		<i>mah</i>	<i>[]</i>	<i>orang Jakarta..</i>
	They			[]	from Jakarta..
	Token			[Attributive]	Attribute
<i>Pantesan</i>		<i>[mereka]</i>	<i>belanjanya</i>	<i>Seabrek</i>	
No wonder		[they]	buy	A lot of things	
		[Actor]	Material	Goal	

	<i>Mbok ya</i>	<i>aku</i>	<i>dishoppingin</i>		<i>Liem !</i>	<i>biar ada yang ditenteng</i>
		<i>aku</i>	<i>dibelian</i>	<i>[barang]</i>	<i>Liem !</i>	<i>biar ada [barang] yang ditenteng</i>
	Buy me something, Liem! So there are something to be carried by me					
		Beneficiary	Material		Actor	Goal
	<i>Biar</i>		<i>(saya)</i>	<i>(terlihat) Pantas!</i>		
	To make		(me)	Look proper		
	Pr: Material		Goal	Circ. Of manner		

The next chapter will explain the result of the analysis discussed together with the interpretation of the data based on the related theory: Halliday's transitivity system and Kress and van Leeuwen's visual grammar.