

CHAPTER III

RESEARCH METHODOLOGY

This chapter elaborates the research methodology which was employed in the present study. It consists of the formulation of the problem, research design, data collection, data analysis, and data presentation.

3.1 Formulation of The Problem

The study was conducted to answer these following questions:

- 1) How is flood represented visually and verbally in the selected Indonesian online newspapers?
- 2) What does the verbal and visual representation signify?

3.2 Research Design

This study uses a descriptive qualitative method because the data were in the form of images and words, not numerical data. According to Muhammad (2011), qualitative method is the method to analyse texts deeply, clearly, and widely. This study analysed texts to reveal the representation of flood in online newspapers deeply. The data were in the form of visual and verbal texts.

In addition, Creswell (2008) argues that qualitative research is a research method in which the researcher relies on the views of the participants, collects data consisting of words, describes and analyses the words, and conducts the questions. Furthermore, Hammersley (1989) states that qualitative method is the method using unstructured forms of data collection. Additionally, the data are obtained from several sources (Emilia, 2009). Hammersley (1989) also suggests that qualitative method often involves an emphasis on process rather than structures.

In answering the research questions, the study uses Kress and van Leeuwen's Framework, Reading Images (2006) to analyse the visual texts. The study also uses Systemic Functional Linguistics as proposed by Halliday (1994) to analyse the verbal texts.

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3.3 Data Collection

The data were in the form of words, phrases, sentences, and pictures which were selected from Indonesian online newspapers: Republika.co.id on 21 January 2013, Kompas.com on 28 January 2013, Radarcirebon.com on 17 January 2013, and Harianjogja.com on 5 March 2013. They were selected because the issues were about the news of flood which was the headlines at that time.

In collecting the data, first, the online newspapers were downloaded and stored in a hard disk. The selected online newspapers were four news articles in each online newspaper about flood in Jakarta. Here is the table that presents the four selected online news articles about flood taken from Kompas.com, Republika.co.id, Radarcirebon.com, and Harianjogja.com.

No.	Online Newspapers	The Title of The Online News Articles	Date of The Articles Published
1	Kompas.com	Dampak Banjir, Inflasi Bisa Melonjak	28 January 2013
2	Republika.co.id	Ini Dia Orang yang Paling Girang Saat Jakarta Banjir	21 January 2013
3	Radarcirebon.com	Ahok Menghilang, Jokowi Hadapi Banjir Sendirian	17 January 2013
4	Harianjogja.com	Jakarta Banjir Lagi: 9 Kelurahan Terendam	5 March 2013

Table 3.1 The Selected Online Newspapers

Kompas.com is the online newspaper which comes from Kompas newspaper. Kompas is one of widely read national newspapers in Indonesia. The reason of selecting Kompas.com online newspaper is because it can provide news, information, and representation of flood nationally. Republika.co.id is the online version of Republika newspaper. Republika is another widely read national newspaper in Indonesia. Republika.co.id was selected because it can also distribute news, information, and representation of flood nationally. Additionally, Harianjogja.com and Radarcirebon.com come from Harian Jogja and Radar Cirebon newspaper. They were selected because they can distribute news,

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information, and representation of flood regionally. These four different newspapers represent flood both nationally and regionally.

The online news articles were converted into word texts in order to ease the analysis. The unit of analysis of the verbal texts is clause. Additionally, the visual texts were also downloaded and stored in a hard disk. The data analysis will be described in the next section.

3.4 Data Analysis

The data in this study were in the form of pictures (visual texts) and words, phrases, sentences (verbal texts). The data in the form of visual texts were analysed by using Kress and van Leeuwen's framework (2006). The data in the form of verbal texts were then analysed by using Systemic Functional Linguistics as proposed by Halliday (1994). The data are analysed to reveal the representation of flood visually and verbally. After the representation was revealed, the data were then analysed to discover the signification of both visual and verbal representation of flood.

The study applies two steps of analysis. The first step was analysing the visual texts. This step shows how flood is represented in the pictures, what is happening in the pictures, and who are involved in the events visually. Afterward, the second step is analysing the verbal texts. This step uses Systemic Functional Linguistics as a tool for analysing the texts which were in the form of words, phrases, and sentences. Additionally, this step also shows how flood is represented verbally.

3.5 Data Presentation

In this point, the visual and verbal texts analyses are elaborated in the table. The analysis contains the description which describes the picture. Furthermore, the analysis also contains signification which elaborates the meaning of the description. The analysed data are then presented in tables such as the following:



Tukang ojek saat ngetem di pangkalannya (Caption).
 Picture 3.1 The Picture of “Ini Dia Orang yang Paling Girang Saat Jakarta Banjir”
 (Title) Republika.co.id Article

Description (Visual Text)	Signification
<p>This is a <i>Pangkalan Ojek</i> (<i>Ojek Terminal</i>). This place is used for <i>ojek</i> riders to wait for the passengers. The <i>ojek</i> rider is at the central of the picture wearing a red jacket. He is sitting on his motorcycle. He is looking at the viewers. There is also another person wearing a white shirt. He is a shopkeeper. He is sitting on the chair and looking at the thing that he is holding. He is put on the left of the picture.</p> <p>In the picture, there are three motorcycles which have three different colours: red, blue, and yellow. In front of the blue motorcycle, there is the sign “<i>Pangkalan Ojek</i>” which means that that person is an <i>ojek</i> rider who</p>	<p>The setting of the picture is in Jakarta. The event happened in the afternoon. There is a person who is sitting on the motorcycle. He is an <i>ojek</i> rider who is waiting for the passengers. He is made salient.</p> <p>From the perspective of layout composition, the <i>ojek</i> driver wearing a red jacket is positioned a bit to the right, and compared to other participants is bigger in size. He is also foregrounded. When one participant is foregrounded and bigger in size compared to other, the participant becomes more salient. In relation to this, Kress and van Leeuwen (2006) argue that participant who is positioned at the central of the picture is called ‘salience’. The most salient element or participant in the picture is made to attract the viewers’ attention (Kress & van Leeuwen, 2006).</p>

<p>is waiting for his customers. The motorcycles, the shops, the sign “<i>Pangkalan Ojek</i>”, and the table are the setting of the event in the picture.</p>	<p>From the perspective of vector, vector in this picture is realized by the gaze of the ojek rider to the viewers. It means that the vector positions the ojek rider as ‘reacter’. Reacter is “the active participant in reaction processes whose look creates the eyeline” (Kress & van leeuwen, 2006). In this picture, the ojek rider is looking in front of him. His gaze is directed toward the viewers. His gaze offers the viewers to use his service.</p> <p>The angle of the ojek driver is frontal which means he is depicted clearly and he is looking forward. Frontal angle means that what people see is part of their world, something they are involved with (Kress & van Leeuwen, 2006).</p>
<p>Verbal Text</p>	<p>Analysis</p>
<p>Caption: Tukang ojek saat ngetem di pangkalannya</p> <p>Article: Banjir yang melanda Ibukota Jakarta sejak awal pekan</p>	<p>The message of the layout composition and the vector are further elaborated by the verbal text.</p> <p><u>Tukang ojek</u> saat <u>ngetem</u> <u>The ojek rider</u> <u>was waiting for passengers</u></p> <p>Actor Material</p> <p><u>di pangkalannya</u> <u>in the ojek terminal</u></p> <p>Circ: Place</p> <p><u>Banjir</u> yang <u>melanda</u> <u>Ibukota Jakarta</u> <u>Flood</u> <u>which struck</u> <u>the capital city of</u></p>

lalu	<p><u>Jakarta</u></p> <p>Actor Material Goal</p> <p><u>sejak awal pekan lalu</u></p> <p><u>since the last week</u></p> <p>Circ: Time</p> <p>Meaning: Based on the analysis, it can be understood that “tukang ojek” and “banjir” are the actors of the event. The analysis of the caption shows that there is only one participant; that is the Actor. The actor is the <i>ojek rider (tukang ojek)</i> in the caption which does not have goal. According to Kress & van Leeuwen (2006, p. 63), when an image has one participant, this is called ‘a non-transactional process’. Furthermore, the analysis of the article shows that there are two participants; those are the Actor and the Goal. The actor is flood (banjir) in the article which has goal; that is <i>Ibukota Jakarta</i>. According to Kress & van Leeuwen (2006, p. 63), when image has two participants, one is the Actor and the other is the Goal. This process is called ‘a transactional process’.</p>
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Table 3.2 The Example of Flood in the Verbal and Visual Texts Analysis

Based on the table, the visual analysis reveals that flood is the situation which can bring positive effect for people in Jakarta. When Jakarta was flooded, there was a new job as *ojek rider* for people in Jakarta. Meanwhile, the verbal analysis reveals that flood is the situation which brings a negative effect for

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people in Jakarta. It can be seen in the transitivity analysis that the clause uses a verb “struck”. Therefore, the visual and verbal texts analysis does not related each other.

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