

CHAPTER III

RESEARCH METHODOLOGY

The previous chapter has discussed the theories which are relevant to this study: Critical Discourse Analysis, including its history and development; Van Dijk's sociocognitive approach to CDA; and the four analyses applied in this study, namely context, semantic macrostructures, local meanings, and formal structures. This chapter focuses on the methodological aspects of this study, namely research design, data collection, and data analysis.

3.1 Research Design

Mouton (1996) defined research design as a set of guidelines and directions to be followed in order to achieve a certain objective. In line with this, Cohen, Manion, and Morrison (2000, p. 73) stated that when selecting a research design, researchers should take into account the notion of 'fitness for purpose'. Therefore, since this study is aimed at providing a comprehensive description of the workings of ideology in news articles, a qualitative design is chosen. Besides having a descriptive focus, a qualitative research method is considered fit for the purpose of this study because, as stated by Mykut and Morehouse (1994), it also has an explanatory focus that allows a thorough and holistic description of the findings.

In order to reveal the underlying ideology of each news website and manipulative strategies employed to conceal and legitimize it, van Dijk's sociocognitive approach to CDA is used. This approach is selected because unlike other approaches to CDA that focus solely on discourse analysis and social analysis, van Dijk's approach takes into account cognitive analysis. According to Koller (2004), in order to study social life, one cannot rely on discourse because social life, as stated by Koller (2004), is not a product of discourse, but of cognition. Therefore, in order to have full

understanding of social life, the aspects of cognition should be taken into account. Furthermore, as has been explained in the previous chapter, van Dijk (2008) argued that the relationship between society and discourse is indirect, and mediated by cognition. Another reason is that van Dijk's approach can be very useful for exposing the ideological polarization between ingroup and outgroup within the texts.

3.2 Data Collection

This study is based on the analysis of news articles collected from two news websites, Okezone and Tempo. The news websites were chosen because of their status as national online newspapers and because of their alleged political bias. It is alleged that the former belongs to pro-Prabowo media. Meanwhile, the latter is considered to side with Jokowi. Two news articles were selected from each news website. In selecting the articles, two main criteria are taken into account. First, the articles should deal with the issue of different quick count results. Second, they should be published before the announcement of the official presidential election results (on July 22, 2014). Table 3.1. below lists the news articles analyzed in this study, including the date of publication, publishers, and URLs.

Table 3.1 Texts analyzed in this study

Text	Title	Date of Publication	Publisher	Retrieved from
1.	KubuPrabowoKantongiBuktiKecuranganQuick Count Pro Jokowi	Friday, July 11, 2014	Okezone	http://pemilu.okezone.com/read/2014/07/11/568/1011816/kubu-prabowo-kantongi-bukti-kecurangan-quick-count-pro-jokowi

2.	Skenario Kenapa Jokowi-JK Langsung Deklarasi Kemenangan	Thursday, July 10, 2014	Okezone	http://pemilu.okezone.com/read/2014/07/10/567/1011057/skenario-kenapa-jokowi-jk-langsung-deklarasi-kemenangan
3.	Integritas 4 Lembaga Survei Pro-Prabowo Diragukan	Thursday, July 10, 2014	Tempo	http://pemilu.tempo.co/read/news/2014/07/10/269592017/Integritas-4-Lembaga-Survei-Pro-Prabowo-Diragukan
4.	Seperti Apa Ciri Lembaga Survei 'Abal-abal'?	Tuesday, July 15, 2014	Tempo	http://pemilu.tempo.co/read/news/2014/07/15/269593074/Seperti-Apa-Ciri-Lembaga-Survei-Abal-abal

3.3 Data Analysis

This study applies the analyses of context, semantic macrostructures, local meanings, and formal structures outlined in van Dijk (2009).

a. Context

The analysis of context, as outlined in van Dijk's (2009, p. 68), "focuses on Setting (Time, Place), Participants and their properties and relations, as well as on their Goals, the Knowledge presupposed by the participants, and the Ideology of the participants."

b. Semantic Macrostructures

As explained in the previous chapter, macropropositions are extracted from discourse through the process of summarization. Meanwhile, the overall macropropositions are

obtained through further reduction of macropropositions. Van Dijk (2000) claimed that topic selection is ideologically motivated because characteristically the speaker or writer will choose any topic that can form positive models and social representations of the ingroup, and negative ones about the outgroup.

c. Local Meanings

The analysis of local meanings focuses on the choice and use of ideological words in the articles. Ideological words here refer to any word that contributes to asymmetrical description of actors. Such words are usually repeated throughout the text and/or described using other related words. In order to make the analysis easier, such words are underlined and categorized according to whether they are used to portray the ingroup or the outgroup. The analysis also takes account of the relations between propositions, including implications, presupposition, and levels of description.

d. Formal Structures

In addition to topic selection and diction, grammatical choice is also ideologically motivated. The analysis of formal structures in this study covers the examination of argumentative structures and ideological structures of the news articles.

3.4 Concluding Remarks

This chapter has presented the methodological aspects employed in this study, covering the research design, data collection, and data analysis, which is based on the theories discussed in Chapter 2 as well as the research questions mentioned in Chapter 1. In the next chapter, the analysis planned in this chapter, its findings, and discussion are presented in detail.