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CHAPTER III

RESEARCH METHODOLOGY

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This chapter provides the research methodology employed in the present research. This chapter encompasses research design, data collection, and data analysis. The research design elaborates the method and the theoretical framework used in this research. In the data collection, the steps of collecting the data are elaborated. In the end of this chapter, the process of analysing data is elaborated in the data analysis.

3.1 Research Design

Consistent with the nature of the research questions, this research employs descriptive qualitative method because "the focus of qualitative approach is to understand how meanings are (re)constructed" (Merriam, 2009, p. 13). Moreover, it is used since the research calls for interpretation that demands a careful and theoretical analysis with textual construction (Phillips & Hausbeck, 2000 as cited in Marsh & White, 2003). By using descriptive qualitative method, this research is mainly centred in describing, interpreting, analysing, and criticizing the representation of Jokowi as the Jakarta governor, the presidential candidate, and the President of Indonesia in the selected online news editorials.

In analysing the data, Discourse Historical Approach (DHA) proposed by Reisigl and Wodak (2009) is employed. Specifically, the analysis focuses on nomination and predication strategies. The analysis of nomination strategy is aimed at seeing how Jokowi is referred to, while the analysis of predication strategy is used to see how Jokowi is represented through some characteristics attached to him.

3.2 Data collection

The data used in this research are taken from www.thejakartapost.com. *The Jakarta Post* is selected since it is the largest daily English newspaper in Indonesia that has won several awards for its credibility (Aryuni, 2012). Moreover, it has openly declared its endorsement for Jokowi in the presidential

election campaign through its editorial entitled "Endorsing Jokowi" that shows its standpoint toward Jokowi.

The number of editorials taken as samples is 15. Fifteen editorials are considered sufficient to conduct a DHA research that requires an in-depth analysis. They are purposely selected based on the variance and the importance of their contents. Moreover, they represent the change of Jokowi's roles in the government: as the Jakarta governor, the presidential candidate, and the President of Indonesia. The editorials of Jokowi as the president are then divided into three categories, which are Jokowi during his first month leadership as the president, the fuel-prices hike issue, and the KPK issue. His figure as the president is specifically analysed because the editorials appear in great quantities compared to his roles as the governor and the presidential candidate. In addition, it is not possible to discuss all issues he faces based on the three roles specifically due to the space limit.

All of editorials analysed are published in October 2012 until March 2015. They are divided into five categories, with three editorials for each category. Overall, the five categories are selected to see whether there is any change in nomination and predication strategies of Jokowi's figure employed by *the Jakarta Post* due to historical background. The first three editorials are editorials about Jokowi as the governor of Jakarta published in October 2012 until February 2013. For the presidential election samples, three editorials of Jokowi published in May until July 2014 are chosen. Whereas three editorials of Jokowi during his first month leadership as the president are published in October until November 2014. The other three editorials are editorials about the fuel-prices hike issue published in November 2014. Meanwhile, the last three editorials are samples of the KPK issue, published in February until March 2015. The editorials, the publication dates, and categories are presented in the table below:

Table 3.1 Editorials of Jokowi published by *the Jakarta Post*

No.	Title	Publication Date	Category
1.	Welcome Governor Jokowi	15 October 2012	As the governor
2.	Rain on Jokowi's parade	29 December 2012	
3.	A tale of two Anases	17 February 2013	
4.	The Jokowi-Kalla platform	26 May 2014	Presidential election
5.	Business-friendly candidates	10 June 2014	
6.	Endorsing Jokowi	4 July 2014	
7.	Seventh President	20 October 2014	One month as the president
8.	Jokowi's Hot Porridge	2 November 2014	
9.	When Jokowi Steals the Show	16 November 2014	
10.	Fuel-Price Hike, Finally	19 November 2014	Fuel-price hike issue
11.	The Oily Politics of Fuel	23 November 2014	
12.	Harassing Jokowi	25 November 2014	
13.	Jokowi against Us	17 February 2015	The Corruption Eradication Commission (KPK) issue
14.	Bold, but a Bit Late	20 February 2015	
15.	Who will save the KPK?	2 March 2015	

3.3   Data Analysis

The data are analysed by using DHA's nomination and predication strategies. There are some steps used in conducting the investigation. First, identifying the nomination strategies employed by *the Jakarta Post* in referring to Jokowi using linguistic devices. The linguistic devices found are then classified based on the types of nomination strategy proposed by Reisigl and Wodak (2009).

Second, examining the predication strategies used by *the Jakarta Post* in representing Jokowi after the linguistic devices used to refer to him are identified. The analysis is done to see how it represents Jokowi by giving some characterizations to him. The predication strategies found in the editorials are classified based on the types of predication strategy proposed by Reisigl and Wodak (2009).

Lastly, comparing the results of the nomination and predication strategies of all categories to see the overall signification of the selected editorials. This research is aimed to see whether there is any change in nomination and

predication strategies employed by *the Jakarta Post* in representing Jokowi as the governor of Jakarta, the presidential candidate, and the President of Indonesia.

3.4   Concluding Remarks

This chapter has presented the research methodology employed by this research. This chapter acts as a guidance to determine the design of the research, the subject, the data collection, and the data analysis of this research. In order to answer the research questions, data analysis and data presentation are further explored in Chapter IV.