

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the methodology of the present research, which has been developed to examine the two research problems, i.e. (1) the representations of Indonesia in the news about the 2015 Southeast Asia's haze in the *Guardian* and *the New York Times* and (2) the ideologies that underlie such representations. The methodology involves the research design, data collection, and data analysis. Research design (Section 3.1) explains how the study is conducted. Meanwhile, several steps to collect the data are elaborated in Section 3.2. Finally, data analysis (Section 3.3) describes how the data are analyzed throughout the research.

3.1 Research Design

In order to analyze Indonesia's representation by Western media on the issue of 2015 Southeast Asia's haze, this study employs a qualitative method. Qualitative method aims to examine how particular community or individuals perceive a particular issue (Brikci & Green, 2007) and also helps describe a particular phenomenon in a thorough and comprehensive way (Dey, 1993), making this method correspond with this study. In other words, qualitative method supports the present research to describe how Western newspapers perceive Indonesia regarding the 2015 Southeast Asia's haze based on the shared ideology in their Western communities thoroughly.

Moreover, the representations of Indonesia as well as the hidden ideologies are explored from a critical perspective. Therefore, the present research applies critical discourse analysis framed by van Dijk (2009), i.e. socio-cognitive model. Lastly, the present research is also intended to enrich the study of CDA, particularly the socio-cognitive approach (SCA).

3.2 Data Collection

The data are in the form of news articles published in the UK and the US, discussing the 2015 Southeast Asia's haze as the result of Indonesia's forest fires. The articles from the *Guardian* and the *New York Times* have been chosen as the data for some reasons. First, both newspapers were the largest and well-established newspapers in their respective regions. Second, both newspapers provided the international news on the issue of the 2015 Southeast Asia's haze, more than their competitors did, which was proven by the number of articles that were published online discussing the haze phenomenon that happened in Southeast Asia. In other words, the *Guardian* and the *New York Times* provided relevant news articles about Southeast Asia's haze in 2015 needed for this study.

Furthermore, some steps have been conducted to select the data. First, the articles that mentioned Indonesia either in the headlines or in the lead paragraphs and particularly discussed haze-related news were selected in each online newspaper. Second, the data were limited to the articles published only in October 2015 where the haze reached the decisive point in Southeast Asian countries and also gained wide attention from international media. Third, since the research aims to analyze the representation of Indonesia in the 2015 Southeast Asia's haze, the selected articles should focus on the haze caused by Indonesia. As a result, six articles from the *Guardian* and three from the *New York Times* were selected as the data by considering the first to the third steps above (see Table 3.1).

Table 3.1 The selected articles for the research

Text	Title	Writer	Newspaper	Sources
1	Forest fires in Indonesia choke much of South-east Asia	Oliver Holmes	The <i>Guardian</i>	http://www.theguardian.com/environment/2015/oct/05/forest-fires-in-indonesia-choke-much-of-south-east-asia
2	Indonesian forest fires on track to emit more CO2 than UK	Damian Carrington	The <i>Guardian</i>	http://www.theguardian.com/environment/2015/oct/07/indonesian-forest-fires-on-track-to-emit-more-co2-

Shara Monarizka, 2016

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3	Smoke from Indonesian fires blankets Thai holiday island of Phuket in haze	Oliver Holmes	The <i>Guardian</i>	http://www.theguardian.com/world/2015/oct/08/smoke-from-indonesian-fires-blankets-thai-holiday-island-of-phuket-in-haze
4	Indonesia's fires labelled a 'crime against humanity' as 500,000 suffer	Kate Lamb	The <i>Guardian</i>	http://www.theguardian.com/world/2015/oct/26/indonesias-fires-crime-against-humanity-hundreds-of-thousands-suffer
5	Indonesia fires: Widodo visits haze-hit zone as country becomes worst polluter	Claire Phipps	The <i>Guardian</i>	http://www.theguardian.com/world/2015/oct/29/indonesia-fires-widodo-haze-zone-country-becomes-world-top-polluter
6	Indonesian fires: Rain clears haze over south-east Asia for first time in months	Agence France-Presse	The <i>Guardian</i>	http://www.theguardian.com/world/2015/oct/30/indonesian-fires-rain-clears-haze-south-east-asia-first-time-months
7	Southeast Asia, choking on haze, struggles for a solution	Joe Cochrane	The <i>New York Times</i>	http://www.nytimes.com/2015/10/09/world/asia/indonesia-forest-fires-haze-singapore-malaysia.html?_r=1
8	Rain in Indonesia dampens forest fires that spread toxic haze	Joe Cochrane	The <i>New York Times</i>	http://www.nytimes.com/2015/10/29/world/asia/indonesia-forest-fire-toxic-haze.html
9	Indonesia's forest fires take toll on wildlife, big and small	Joe Cochrane	The <i>New York Times</i>	http://www.nytimes.com/2015/10/31/world/asia/indonesia-forest-fires-wildlife.html

3.3 Data Analysis

In this study, the nine selected articles from *the Guardian* and *the New York Times* have been analyzed by applying van Dijk's (2009) socio-cognitive approach to CDA. The socio-cognitive model was employed to find the representation of Indonesia in each of the Western newspapers. Besides, the hidden ideology of

each Western newspaper was derived based on the interpretation of the representation.

Four steps have been conducted to analyze the data from each newspaper. The first step was conducting macrorules analysis. Such an analysis was conducted in order to take propositions from the local level (text base) to more global level, i.e. from micropropositions to macropropositions. Each text from both newspapers was examined through this analysis. To begin with, the whole content of each text was formulated into sentence segmentation (see the example in Table 3.2). In this case, sentence segmentation helped to explain the micropropositions, denoted by *P*, in a text base.

Table 3.2 Example of sentence segmentation in a text base (local level)

P1	The illegal burning of forests and agricultural land across Indonesia has blanketed much of south-east Asia in an acrid haze, leading to one of the most severe regional shutdowns in years.
P2	Malaysian Prime Minister Najib Razak said Indonesia needs to convict plantation companies for the noxious smoke, created by the annual destruction of plants during the dry season.
P3	Burning the land is a quick way to ready the soil for new seed.
...	
P27	The Malaysian minister of defence said on Twitter he had fallen ill due to the haze and warned Malaysians to stay indoors.

After the propositions had been established through sentence segmentation, macrorules analysis continued with the application of deletion, generalization, or construction rules. Such rules were applied to either a proposition or a sequence of propositions. Deletion rule was applied to remove irrelevant details towards the interpretation of global level. While generalization rule replaced a sequence of propositions which entailed one another with one particular general proposition, construction rule substituted a sequence of propositions that denoted a series of events by a single proposition that summarized the whole series. In addition, such macrorules brought propositions to a higher level of propositions by which the number of propositions decreased afterwards.

The second step was conducting semantic macrostructures analysis in each text from both newspapers in order to find out the overall topic of the text (see Table 3.3). Macrostructures analysis consisted of several levels of macropropositions. Thus, macrostructures analysis involved the application of macrorules again until the highest level of macropropositions was reached. At the highest level, *the* macrostructure denoting the overall topic of the text was obtained. It established the summary of the text such as “Some neighbor countries which experienced the haze, Malaysia and Singapore, demanded Indonesia to consider the help that was offered from outside of the country”.

Table 3.3 Example of first level of macropropositions

Macropropositions (first level)	
M1	Indonesian fires have blanketed much of south-east Asia.
M2	People’s activities in some Southeast Asian countries were disturbed.
M3	Scientists predict the 2015 Southeast Asia’s haze could be the most severe disaster from all time.
...	
M7	Indonesia has not accepted the help from other country yet.

The third step was interpreting the representations of Indonesia based on the results of macrostructures analysis. The example of the interpretation could be “Indonesia was represented negatively in the *Guardian* proven by the macrostructure found in Text 1”.

The last step was analyzing the ideology from both the *Guardian* and the *New York Times*. Since representation was underlain by the shared ideology of each newspaper, the present research uncovered the hidden ideology by considering the representations found in the previous steps. Finally, after completing all the four steps, the research finally answered the two research problems, i.e. (1) the representations of Indonesia in the news about the 2015 Southeast Asia’s haze in the *Guardian* and the *New York Times* and (2) the ideologies which underlie such representations.

