

## CHAPTER III

### METHODOLOGY

This chapter presents the research method employed in this study. It consists of the research design, the data collection, and the data analysis. As has been mentioned in the previous chapter, this study attempts to discover the representations of the conflict between KPK and POLRI in Susilo Bambang Yudhoyono's speech. Besides, this study also attempts to reveal the ideologies underlying the representation of the conflict between KPK and POLRI.

#### 3.1 Research Design

In order to answer the research questions, this study employs a qualitative method. This method involves the close analysis of a small amount of data and non-numerical data collection such as qualitative interviewing, focus groups, ethnography, case studies, participant observation, and conversation analysis (Berg, 2001; Baker & Ellece, 2011; and Walliman, 2011). Additionally, this method is largely applicable in social disciplines such as geography, political science, and psychology (Taylor, Bogdan, & DeVault, 2015). Furthermore, Creswell (2003) states that qualitative research deals with an interpretation. The present study is qualitative because it focuses on the real use of language, i.e. a speech made by a former president in a context in which he was expected to do so. This study also involves an interpretation of the content of the speech and how the content was delivered.

This study employs the sociocognitive approach of Critical Discourse Analysis proposed by van Dijk (2008) as the theoretical framework to investigate the representations of the conflict between KPK and POLRI in the speech of the former President of the Republic of Indonesia, Susilo Bambang Yudhoyono. The

text (scripted speech) was critically analyzed in accordance with the categories of semantic macrostructure and microstructure.

### **3.2 Data Collection**

The data of the study are in the form of a speech script of the former President of the Republic of Indonesia, Susilo Bambang Yudhoyono on October 8<sup>th</sup>, 2012. The speech is about the conflict between the Commission of Corruption Eradication (KPK) and the National Police (POLRI).

This script was downloaded on January 19<sup>th</sup>, 2013, from an online source, i.e. *Kompas.com*. The publication date was October 9<sup>th</sup>, 2012. The present study focuses on the speech because it is the only speech produced by the President on the conflict between the two institutions (KPK and POLRI).

### **3.3 Data Analysis**

As has been mentioned before, the data were analyzed by applying the sociocognitive approach of Critical Discourse Analysis proposed by van Dijk (2008). By using this approach, the data were categorized into two levels of analysis, namely the semantic macrostructure and microstructure.

In analysing the data, the close reading of the speech is done beforehand. This becomes the initial step in conducting the analyses of both macrostructure and microstructure. Then, the analysis of semantic macrostructure or thematic analysis is the next step in analyzing the text. This step explores the topics or themes of the text, leading to the identification of the macro-topics, labelled with the letter M, such as [M1], [M2], [M3], and so on, based on the theory of macrostructure (van Dijk T. A., 2008). As previously mentioned in Chapter 2, the topics of the text play an important role in communication because they influence the whole structure of the text (van Dijk T. A., 2009).

The analysis of semantic microstructures is the next step in analyzing the text. This step of the analysis is conducted in order to support the finding in the analysis of macrostructure and also answer the second question of the study. Through this analysis, the data were analyzed by attending to more specific elements of the text, including words, phrases, clauses, and sentences. The text was then analyzed by using the theory of van Dijk's sociocognitive approach of CDA (2008), with a specific focus on the local meanings, namely lexicon and coherence.

As the close reading is done as the initial step of the analysis, it determines the lexical choice to be analysed in the analysis of microstructure. Through the close reading, the lexical choices *kita* 'we' and *saya* 'I' are chosen to be analysed further due to its occurrences within the speech. Hence, it is assumed that this lexicon has a significant influence regarding the analysis of microstructure.

The analysis of the lexicons *kita* 'we' and *saya* 'I' are basically conducted based on the findings of the analysis of macrostructure. This is done because, as mentioned earlier, that the analyses of both macrostructure and microstructure support and influence each other (van Dijk T. A., 1980). Finally, the final step of the analysis is the examination of the results of the two levels of analysis, namely semantic macrostructure and microstructure, to explore the ideologies underlying the representations of the conflict between KPK and POLRI in the former president's speech.