

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the explanation of the research methodology including research design, data collection, data analysis, and data presentation.

3.1. Research Design

This study is a qualitative descriptive study. According to Mack (2005), using qualitative method in a research allows for insights into contexts, relationship, behavior, where it could also provide information that is previously unknown to researchers that is crucial for project design, data collection, and interpretation of other data. Furthermore, Maxwell (2005) argues that the strengths of using qualitative research are obtained primarily from its inductive approach, its emphasis on words rather than number, and focus on specific situations or people. This is in accordance with Cresswell's (1997) statement that a qualitative research could be used as a broad explanation for behavior and attitudes.

This study attempts to explore shifts in interpersonal meanings using a qualitative approach. According to Mason (2002), qualitative approach is designed to describe how language structure conveys dimensions of meanings. In this context, this study includes the texture and weave of everyday life, the understandings, experiences and imaginings of the research participants, the ways that social processes, institutions, discourses or relationship work, and the significance of the meanings they yield. Mason states several points as a guide to conduct a qualitative study.

Qualitative research is commonly conducted in the following ways. First, it is conducted in a systematic and rigorous way in the process of analyzing the data. Second, it is accountable for its quality and its claim. In this study, this research is accountable for the patterns being investigated and for the claims for meaning potentials being connected from the patterns. Third, it is strategically conducted to conform with the data being collected, flexible in deciding and sorting out data, and contextual with reference to the context the data have been collected. Fourth, a qualitative research could involve an active critical reflexivity of the researcher,

means that in this study, the researcher understands what role they take in the researcher. Finally, by using a qualitative research, it is possible to produce elaborated explanations or arguments from the patterns found in the analysis.

By considering the points above, the researcher believes that the method fits to be employed in the research. This research focuses on applying the framework of Appraisal Theory proposed by Martin and White (2005) to analyze the interpersonal meaning in translated news reports made by a local newspaper to look for the shifts from its original texts, as well as to reveal the potential ideological meaning made by the local newspaper implied from the use of some lexicogrammatical choices.

3.2. Data Collection

This research used purposive sampling in collecting the data (Alwasilah, 2008). This research collected some articles taken from *Pikiran Rakyat* on 'Luar Negeri' rubric and traced the sources of the translated news reports, which were mainly taken from *BBC* and *The Guardian*. The topic of the collected articles differ one to another. In total, there are five pairs of articles from *Pikiran Rakyat* and its original sources. The list of the data is shown in the following table.

No.	Publisher	ST Titles	Date	Publisher	TT Titles	Date
1	<i>BBC</i>	Arnaud Beltrame: France lauds policeman who swapped with hostage	24/03/2018	<i>Pikiran Rakyat</i>	Polisi Pahlawan Itu Meninggal	26/03/2018
2	<i>BBC</i>	Russia fire: Children killed in Kemerovo shopping centre blaze	26/03/2018	<i>Pikiran Rakyat</i>	Toko di Rusia Terbakar, 64 Orang Tewas	27/03/2018

3	<i>The Guardian</i>	'Christianity as default is gone': the rise of a non-Christian Europe	21/03/2018	<i>Pikiran Rakyat</i>	Mayoritas Anak Muda Eropa Tak Beragama	24/03/2018
4	<i>The Guardian</i>	Bollywood star Salman Khan sentenced to five years for killing antelopes	05/04/2018	<i>Pikiran Rakyat</i>	Bunuh Kijang, Aktor Termahal Bollywood Dipenjara	06/04/2018
5	<i>BBC</i>	Royal wedding: Windsor Castle invitation for public	02/03/2018	<i>Pikiran Rakyat</i>	Pernikahan Harry-Markle, 2.640 Warga Diundang	05/03/2018

Table 3.1. Data collection

As explained from the previous chapter, Franklin (2006) defines 'local newspaper' as newspapers which are owned and produced locally, and that the media agency employed local people as their journalists to report local concerns and published to the local people. From this concept of local newspaper, *Pikiran Rakyat* was chosen as the source of data since it is only published in Bandung, West Java, for its local audience, and thus qualified as a local newspaper.

3.3. Data Analysis

This study employs the analytical framework comprising of interpersonal meaning analysis as developed by Halliday (1994) and its derivation, Appraisal Theory (AT) which was developed by Martin and White (2005). The analysis was undertaken in the level of clause. In the preliminary study, it was discovered that there are occurrences in clause and subject shift. Therefore, the shift of clauses and

subjects are also taken into account to realize interpersonal meaning in the translated news reports.

Since AT is a development of SFL, it is perceived that it provides a toolbox to analyze the interpersonal meaning projected through the system of appraisals. In the appraisal model, evaluative resources are described as a system of appraisal (Pan, 2014). White (2015) states that the term ‘appraisal refers to the linguistic means by which speakers/writers encode their attitudes implicitly or explicitly and “activate evaluative stances” while positioning readers/listeners to “supply their own assessments” (Martin and White, 2005, p. 2). In this model, there are three domains comprising of engagement, attitude, and graduation. Prior the analysis, it was realized that the shifts in graduation is the most prominent. Thus, this study has decided to put focus in the system of graduation.

Graduation pertains to how writer/speaker scale up or down their utterances. There are two types of graduation: force which encompasses assessments as to degree intensity and as to amount and focus which could make an assessment as sharper or soften. The system of graduation in force was significantly found in the preliminary study. Therefore, the analysis focuses on the system of force in the appraisal level.

In addition, Martin (2008) argues that the strategy to express appraisal operate at the level of discourse and at the levels of clause and nominal group. Such strategies as ‘saturation’, ‘intensification’, and ‘dominance’ distribute interpersonal meanings ‘suprasegmentally’ across phases of discourse as well as in the clause and the nominal group.

There were several steps in analyzing the data. The first step was to read all the translated news reports, to find the sources of the translated news reports, and to read the sources of the translated news reports. Then, the next step was to divide the texts of each article into clauses. This step was done by comparing the English texts and Indonesian texts side to side in tables. The next step was to compare the clauses in both source texts and target texts to identify the shift in clauses, subjects, and appraisal. In this step, the clauses that were removed or added were also taken into account. The final step of the analysis was to interpret potential meanings drawn from the shifts in clauses, subjects, and appraisal. The potential meanings

were also drawn from the analysis of the texts' organization by using the categorization from discourse effect.

3.4. Data Presentation

In order to describe how the analysis was undertaken, the example of analysis is given in the table below.

Clause no.	ST	Clause no.	TT
A3C15	The trend of religious affiliation was repeated	A3C21	Rendahnya afiliasi agama juga tercermin
A3C21	and 80% said they never pray.	A3C24	dan 80% mengaku tidak pernah beribadah.

Table 3.2. Data presentation

Table 3.2. shown above shows the analysis of appraisal shift between the source text and target text from the category of Force-Scaled Down to Force-Scaled Up (FSD to FSU). The bolded words in the target text is compared to the original from the source text. In both examples, the target text intensifies more of the appraisal items compared to the source text. By taking this action, it is inferred that the potential meaning is *Pikiran Rakyat* tried to infuse or evoke certain thoughts to the readers by using certain appraisal items.

In the analysis, each of the title and clause was numbered, with the order of the article referring to the 3.1. table. For instance, A1ET means the English title of the first article, and A1IT means the Indonesian title of the first article. For the clause numbering, A3C15ST means clause number fifteen from the third article extracted from ST, or Article 3, Clause 15, Source Text. This style of numbering is used throughout the study.