CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the methodological aspects of this study. It contains research design, data collection and data analysis.

3.1 Research Design

This study applies a qualitative descriptive method as the research design. This research design is used to describe and interpret the analysis of composition in the university websites as the investigated data.

Since the methodology employed in this study is a qualitative study, the explanation regarding this methodology is provided. Castellan (2010) simply describes that qualitative research is used to get an understanding about a situation. Hancock, Ockleford and Windrige (2009) also note that qualitative method is interpretative description of a phenomenon to articulate and understand what it means. Moreover, a qualitative research focuses on the meanings, traits and characteristics of any subjects including events, people, cultures, experiences, etc. (Tewksburry, 2009). Thus, this research design is suitable to be applied because this recent study aims at analysing the compositional meaning and copywriting elements in the data as the textual evidence.

However, since the study intends to gain more information about the composition and copy elements of university homepages, descriptive statistics is necessary. Descriptive statistics is employed due to the study is analysing the pattern of the subject. Dewberry (2004:89) describes descriptive statistics as the term given to the analysis of data that helps describe, show or summarize data in a meaningful way such that, for instance, patterns might emerge from the data. Hence, descriptive statistics is suitable to this current research.

The characteristic of descriptive statistics research is to be objective. Descriptive statistics does not allow additional conclusions that are separated from the data. Cresswell (1997) stated that descriptive statistics research does not allow any conclusions beyond the data. So that it is simply a way to describe the data.

3.2 Data Collection

This recent study takes the ten home pages of best public and private universities in Indonesia as the source of the data. Ten best public and private universities' homepages in Indonesia are

chosen as the data source for this study to see how they maintain their website in terms of copywriting and composition.

The data of ten best public and private universities derive from Indonesian Ministry of Research, Technology and Higher Education best hundred universities in Indonesia 2017. The selected ten best public and private universities' homepages were taken by taking screenshot of each website of the domain of university website at the same date (March 1, 2018). Table 3.1 and Table 3.2 below show the domain of each university website.

Table 3.1 Domains of the ten best public universities website

RANK	PUBLIC UNIVERSITY	DOMAIN
1	Universitas Gadjah Mada	ugm.ac.id
2	Institut Teknologi Bandung	itb.ac.id
3	Institut Pertanian Bogor	ipb.ac.id
4	Universitas Indonesia	ui.ac.id
5	Institut Teknologi Sepuluh November	its.ac.id
6	Universitas Diponegoro	undip.ac.id
7	Universitas Airlangga	unair.ac.id
8	Universitas Brawijaya	ub.ac.id
9	Universitas Hasanuddin	unhas.ac.id
10	Universitas Negeri Yogyakarta	uny.ac.id

Source: kemenristekdikti.com

Table 3.2 Domains of the ten best private universities website

RANK	PRIVATE UNIVERSITY	DOMAIN
1	Universitas Kristen Petra	petra.ac.id
2	Universitas Surabaya	ubaya.ac.id
3	Universitasa Sanata Dharma	usd.ac.id
4	Universitas Katolik Parahyangan	unpar.ac.id
5	Universitas Kristen Satya Wacana	uksw.edu
6	Universitas Muhammadiyah Malang	umm.ac.id
7	Universitas Islam Indonesia	uii.ac.id
8	Universitas Merdeka Malang	unmer.ac.id
9	Universitas Atma Jaya Yogyakarta	uajy.ac.id

| 10 | BINUS University | binus.ac.id |

Source: kemenristekdikti.com

3.3 Data Analysis

This study employs Kress and van Leeuwen's (2006) *Compositional Meaning* to analyse the composition in the website home pages while the copywriting elements of the data are analysed using copywriting theory proposes by Maslen (2009) supported by some theories in the same field by Shaw (2012).

The data are first categorized into several parts according to Tadmori's basic layout of websites which are header, content, side bar, and footer area. The topmost areas of the homepage are then categorized as the header. The page content which often contain the main information and take the most portion of the page are categorized as the content area. The area on the right or left side of the page are categorized as the sidebar area, but not every home page in this current study contain this area. Lastly, the final part or the bottom part of the pages are then categorized as the footer area. All these areas in the homepages contain different elements of composition and copy that are going to be studied further in the following steps.

In the compositional analysis stage, the data are investigated to reveal the compositional meanings. Compositional meaning is provided by the analyses of the placement of the elements in the homepages screenshots. Each part or area in the home pages that have been categorized are then investigated using the theory of composition by Kress and van Leeuwen (2006). Every area is analysed in terms of its information value, salience, and framing. Public and private universities are investigated separately before subsequently compared with each other.

Similar method uses in the copy elements analysis stage. This stage analysed the data to see the realization of the copy elements in the university homepages. To do this stage, the theory of copy elements proposed by Maslen (2009) is used. However, this study only investigates the three copy elements which are *feature, benefit,* and *call to action.* The three parts of the homepages are investigated to see which type of copy elements is used in that particular area.

All obtained data are then represented in the form of table before later translated into simple graphic. The graphic will show the number of data in a percentage of the total data investigated in every particular element. This step is necessary to see the pattern of the data more easily and to help the description of the analysis.

3.4 Data Presentation

The data presentation is the sample of the analysis based on all the frameworks used in the study. The data are separated into composition and copy elements analysis. The example of data presentation is provided in the Table 3.3 and Table 3.4. Further elaborations of the analysis are provided in the appendices. The sample is the analysis of the UGM home page (ugm.ac.id).

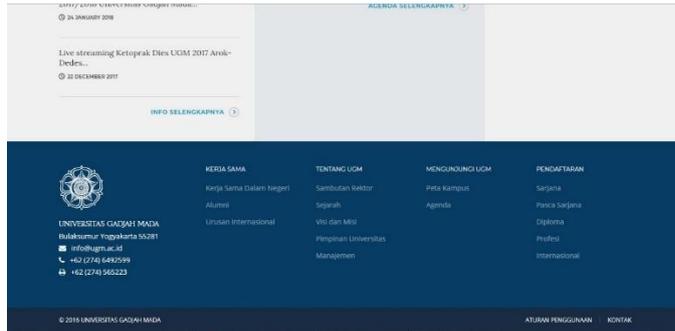**Figure 3.1 Screenshots of UGM homepage**
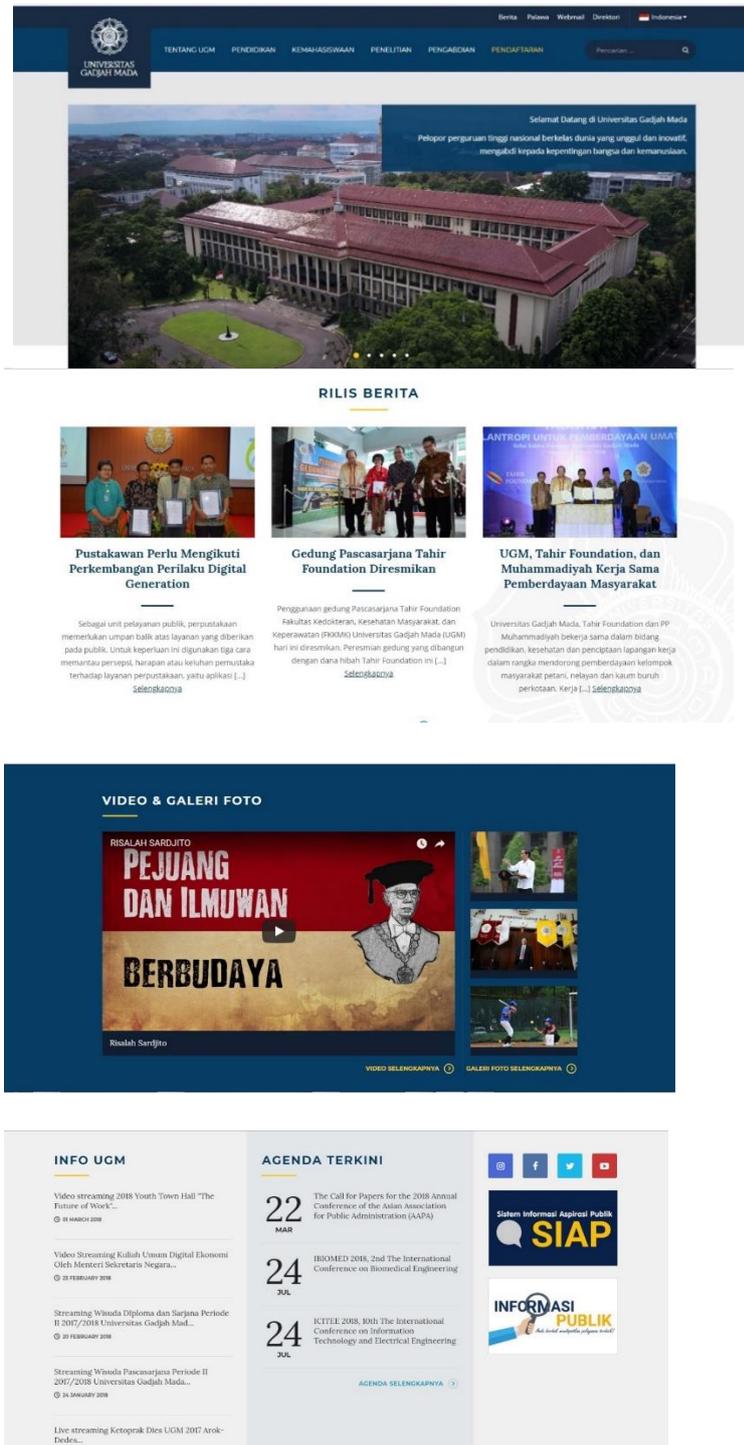
Figure 3.1 above shows the complete layout of UGM's home page. This figure is further categorized into several sections based on the web basic layout purposes by Dani Tadmori (2006).

Table 3.3 Compositional Meaning Analysis of Universitas Gajah Mada's home page

SECTION CATEGORY	INFORMATION VALUE	SALIENCE	FRAMING
Header	Given-New	Size	Connected
Header	Given-New	Color	Disconnected
Content	Ideal-Real	Size & Placement	Disconnected
Content	Ideal-Real	Size & Font	Disconnected
Content	Given-New	Size	Disconnected
Content	Ideal-Real		Disconnected
Content	Given-New	Size	Disconnected
Side bar	Ideal-Real	Size	Disconnected
Footer	Ideal-Real	Size & Sharpness	Connected
Footer	Given-New	Color	Connected

Table 3.3 above shows the example of identification in compositional meaning of Universitas Gadjah Mada's home pages. This step of analysis presents the identification of how the sections in the home pages are structured in terms of the informational value, salience and framing. The categorized sections in the home pages are further identified the three interrelated systems of compositional meaning.

Table 3.4 Copy Elements Analysis of Universitas Gajah Mada's home page

UNIVERSITY	SECTION CATEGORY	COPY ELEMENTS
UGM	Header	Call to Action
UGM	Content	Call to Action
UGM	Side bar	Benefit
UGM	Footer	No CE

Meanwhile, on the copy elements analysis, the categorized sections of the home pages are identified which type of copy elements are on the section. The example of the analysis is shown in the table above. All private and public university home pages are analyzed with the same steps and methods as the examples above.