CHAPTER III

RESEARCH METHODOLOGY

This chapter presents how this study is conducted. It elaborates the focus of the study by elaborating the formulation of the problem. Besides, it provides several parts of finding the answers of formulation of the problem. They are included in the explanation of research design, data collection and data analysis employed in this research.

3.1 Research Design

The study is largely qualitative but some descriptive quantification is also employed. Bogdan & Biklen (1992) state that qualitative research is concerned to 'meaning' in the ways different people make sense out of their lives. It is relevant to the study that goes to meaning-making in discovering how *The Jakarta Post* constructs its identity discursively and its ideological message on the chosen issue.

The research employs *Critical Discourse Analysis* as the analytical framework proposed by Fairclough (1995). Fairclough (1995, cited from Paltridge, 2006: 184) suggests that the focus of *Critical Discourse Analysis* (CDA) is the uniting of texts with the discourse and socio-cultural practices that the text reflects, reinforces and produces. This 'three-dimensional' framework can be illustrated in the following figure:

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Process of production
        Text ─────────────────────── Description (text analysis)

                                    ── Interpretation (processing analysis)
Process of interpretation

Discourse practice

                                    ── Explanation (social analysis)

Sociocultural practice

(Situational; institutional; societal)
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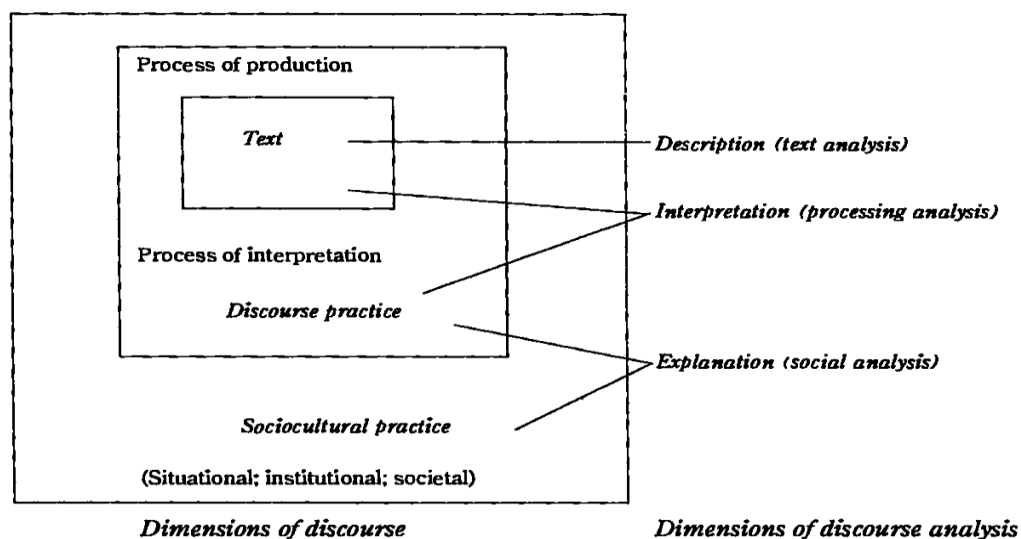Dimensions of discourse   Dimensions of discourse analysis

Figure 3.1 Fairclough's 'three-dimensional' framework (Fairclough, 1995: 98)

With regard to the present study, the selected editorials of *The Jakarta Post* are in the first dimension of text. Text is described linguistically by considering the features of language that are owned by the selected editorials. Then, the process of *interpretation* of the text in the second dimension interprets text by considering discourse practice where text is seen as a product of production process and a resource of interpretation process. And the last, the process of *explanation* in the third dimension explains what is interpreted in the second stage by considering social context to reveal the discursive identity of *The Jakarta Post* and its ideological message on the chosen issue.

3.2 Data Collection

In terms of data collection, the paper uses *purposive sampling*. Maxwell (1996, cited in Lekoko, 2008) defines *purposive sampling* as strategy in which particular

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settings, persons or events are selected intentionally to provide information that cannot be obtained as well from other choices.

In connection with the research, the data were collected from the on-line version of *The Jakarta Post* website. *The Jakarta Post* has been chosen since it is considered as one of famous English mass media in Indonesia. The selected editorials were *Editorial: Huffing and Puffing over Fuel* (dated on March, 2nd 2012) and *Editorial: Only an Ad-hoc Fuel Measure* (dated on March, 31st 2012). The first editorial was published when the plan of raising fuel price got pros and cons; meanwhile the second one was published after reaching decision not to raise fuel price. These editorials are analyzed to reveal the discursive identity of *The Jakarta Post*, as well as, its ideological message on the chosen issue.

3.3 Data Analysis

The present study investigates the discursive identity by relating it to *style*. It is in line with what Fairclough (2003) states that *style* is the discoursal aspect of identity. It means that discursive identity can be revealed through *style*'s analysis.

The selected editorials of *The Jakarta Post* become the sources of data. The data are analyzed by investigating the *modality* and *evaluation* that occur in the editorials. The analysis of *modality* and *evaluation* can investigate *The Jakarta Post*'s commitment so its discursive identity and ideological message on the chosen issue can be revealed.

It draws upon three stages of text analysis proposed by Fairclough (1995). The first stage is *description* concerned with contents and analysis of the text

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descriptively. The discursive identity can be examined by considering the level of commitment of the author. In this stage, the level of commitment of *The Jakarta Post* can be examined by the analysis of *modality* and *evaluation*.

Analysis of *modality* is applied to examine *The Jakarta Post*'s tendency, judgment, and attitude on the chosen issue. It begins with the identification of *modality* that occurs in the selected editorials. Then, it goes to the classification of the type of *modality* and the level of commitment.

In addition, the stage of *description* is concerned with the analysis of *evaluation*. It is applied to examine how *The Jakarta Post* commits itself to the values in the selected editorials towards the chosen issue. It is realized by the identification of *evaluation* that exists in the selected editorials and the classification of *evaluation*'s type.

Interpretation is the second stage of analysis after the stage of *description*. In this stage, linguistic features gained in the previous stage are interpreted on the basis of discourse practice where the relationship between text and interaction is examined. And the last stage, *explanation*, has a purpose to explain what is gained in the second stage by considering the interaction and social context. In this stage, ideological message is revealed by considering the linguistic features obtained and the interpretation towards the features. Therefore, these three stages of analysis are used to reveal not only the discursive identity of *The Jakarta Post* but also its ideological message toward the chosen issue.

3.4 Data Presentation

The analyzed data in the first stage are in the forms of words, group of words and clauses. It means that the markers of *modality* and *evaluation* in the clauses are in the forms words, group of words and clauses. They are underlined and bold. Each text is divided in order of clause since *Systemic Functional Grammar* talks about clause, not sentence (see Gerot & Wignell, 1994).

The markers of *modality* and *evaluation* are presented by using coding in terms of clause. The coding consists of two variables, in which the second variable shows whether the clause is involved in the first editorial (a) or the second editorial (b).

The example of data presentation in the category of *modality* is:

- *Median Deontic Modality*

    [2.a] *(a government coalition) that **is supposed** to control more than 75 percent of seats in the House of Representatives*

It also applies the same way to present the data concerning to the analysis of *evaluation* by using coding in terms of clause, such as following example:

- *Evaluative*

    [3.b] ***The lame-duck government*** *surrendered to the populist fury against the proposed fuel-price rise by increasing fuel and electricity subsidies.*

Then, the occurrence of *modality* and *evaluation* is summarized in the table, such as the following:

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The Occurrences of Deontic Modality in the First Editorial

No	Contents	High	Median	Low
1	*The representation of government*			
	- controlling seats in DPR		1 (+)	
	- making decision quickly on fuel problem		1 (+)	
	Sub Total	**-**	**2**	**-**

Furthermore, the information and levels of commitments, either in terms of *evaluation* and *modality*, are presented in quantification to discover the percentage of each information and level. It applies the formula:

$$P = \frac{f}{n} \times 100\%$$

Notes: f : Frequency (of the information or a level of commitment)
N : Total (of the information or level of commitment in each category)
P : Percentage (of the information or a level of commitment)

3.5 Concluding Remark

This whole chapter has presented how this study in conducted. It has discussed the formulation of the problem and several parts of finding the answers of formulation of the problem. The next chapter will present the findings and discussions of the study. It will consist of the presentation of data followed by the interpretation and explanation of the data to answer the research questions.

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