

CHAPTER III

METHODOLOGY

This chapter presents the methods used in the study. This chapter consists of the explanation of the research design, the data source, the process of data collection, and a brief explanation of how the data is analysed.

3.1. Research Design

This research is descriptive-qualitative in nature. According to Miles and Huberman (1994), qualitative research is conducted through an intense and/or prolonged contact with a ‘field’ or life situation. These situations are typically ‘banal’ or normal ones, reflective of the everyday life of individuals, groups, societies, and organisations. Furthermore, Moleong (1990) stated that qualitative research is a type of research focuses not with circulation or enumeration. However, Newman and Benz (1998 as cited in Creswell, 2009) argued that quantitative and qualitative research designs are not to be seen as two opposing poles rather as two different ends of a continuum. A research is more on the qualitative side compared to other studies or vice versa. The qualitative research design then is used due to its suitability with the attempt to answer the research purposes mentioned earlier.

The descriptive research design is also chosen due to its suitability with the current research because, according to Dullock (1993), it has at least five purposes which are (1) to describe systematically and accurately the facts and characteristics of the data; (2) to provide an accurate portrayal or account of the data; (3) to portray the characteristics of the data as it naturally occurs; (4) to discover associations or relationships between or among the groups of data; (5) to answer questions based on the ongoing events of the present.

3.2. Data Source

The data came from two ISIS’ magazines titled Dabiq and Rumiya. They were issued by one of ISIS’ publishing houses, Al-Hayat Media Center, which is

responsible for almost all of their propaganda that can be found online. With the help of their vast networks of *mujahedeen* and *anshar al-Daulah* (strugglers and supporters of the (Islamic) State), the magazines was spread after being released through the deep web first. The magazines were available in English, Arabic, German, and French. Dabiq was named after the once captured northern Syrian town in reference to the Islamic Armageddon representing their claim of Muhammad’s prophecy as ‘the black flag of Khorasan’ or the *junud al-Mahdi* (Soldiers of the Mahdi: An Islamic apocalyptic figure contemporary of Jesus in his second coming) (Wood, 2015). After the successful liberation of Dabiq by the US backed Iraqi government, ISIS issued their second international magazine, Rumiya, which is the Arabic rendering of Rome of which Muhammad also prophesied that the city to be subdued under Muslims’ rule (Barton, 2019).

3.3. Data collection

The data on this research are in the form of three articles which were collected from ISIS’ magazines titled Dabiq and Rumiya. By selecting the texts, the writer assumed a comprehensive understanding of how ISIS represent themselves were to be found within the texts as the texts were targetted at different audiences. The first article is titled “Important Memorandums” from issue 10 of Rumiya, the second article is titled “Operations” from issue 2 of Rumiya, and the third article is titled “Why We Hate You & Why We Fight You” from issue 15 of Dabiq. The first article is directed towards the supporters of ISIS, the second article towards both supporters and enemies, and the third article towards the enemies. After the articles were selected they were then broken down into clauses and clause complexes. An overview of the articles is presented in table 3.1 below.

Table 3.1.
Overview of the Data

No.	Article	Length	Overview
1.	Important Memorandums, Rumiya	1941 words, 74 clauses	‘Important Memorandums’ is a recurring section in the magazine Rumiya. In the 10 th

	10 (Al-Hayat Media Center, 2017, p. 12-14)	and clause complexes	issue of magazine, the content is a summary of a memo released by the Delegated Committee at the 17 th of May 2017 titled ‘That Those Who Perish would Perish upon Proof and Those Who Live would Live Upon Proof.’ In the article, the points of the memo are restated. ISIS clarify some accusations held at them. ISIS insist that they are still upon the correct <i>manhaj</i> (methodology in practising the religion) and ‘ <i>aqidah</i> (belief). ISIS also refute the allegations that they have committed <i>ghulu</i> (extreme in practising the religion) and ‘ <i>irja</i> (delaying excommunication).
2.	Operations, Rumiya 2 (Al-Hayat Media Center, 2016c, p. 32-34)	1511 words, 61 clauses and clause complexes	‘Operations’ is also a recurring section in the magazine. This section is a collection of reports of ISIS recent terror and military activities. Both official activities and open source terrors that are attributed to ISIS can be found in the article. In the article, ISIS and ISIS supporters launched operations at several locations. The locations are both within the provinces administered by ISIS known as <i>wilayah</i> and outside ISIS controlled areas especially the countries that participated in the US led coalition against ISIS.
3.	Why We Hate You & Why We Fight You, Dabiq 15 (Al-Hayat Media Center, 2016b, p. 30-33)	1811 words, 72 clauses and clause complexes	The article composed of ISIS justifications of hating and fighting the enemies or the West to be precise. The enemies are hated and fought because they are not Muslims. ISIS would continue to attack the West until they accept Islam and ISIS’ version of Sharia.

3.4. Data Analysis

After the data were gathered, social actions were then identified from the clause and clause complexes in order to detect the representations of social actors related to the actions. The social actors, which in this case are ISIS, Allah, and the prophets and the messengers, were then categorised in accordance with the strategies of representing social actors proposed by van Leeuwen (2008) known as Social Actor Representation. The last step was finally to conclude how the social actors are represented in the text and to determine the signification of the representations. Some samples of the analyses are presented in table 3.2 below.

Table 3.2.
Samples of the analyses

No.	Clause/Clause Complex	Social Action	Social Actor	Mode of Representation
1.	Important Memorandums	Writing memorandums	The Islamic State	Exclusion: Backgrounding
		Being given memorandums	The Soldiers of the Islamic State	Exclusion: Backgrounding
		Being talked in the memorandums	The Islamic State	Exclusion: Backgrounding
2.	The Delegated Committee issued an important memo to the soldiers of the Islamic State entitled, "That Those Who Perish would Perish upon Proof and Those Who Live would Live upon Proof," which confirms some matters regarding the <i>'aqidah</i> of the Islamic State and its methodology.	Delegating a committee Issuing an important memo and being delegated	The Islamic State The Delegated Committee	Exclusion: Backgrounding Inclusion: Activation: Participation Passivation: Subjection: Participation Personalization: Specification: Assimilation: Collectivization Personalization: Categorization: Functionalization Personalization: Nomination: Formalization