

CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the methodology of the study. It includes research design, data collection, and data analysis. The research design provides information about the nature of the study, while the data collection explains the process taken to select the data. Lastly, the data analysis elaborates on the steps taken in analyzing the data as well as provides an example of the analysis.

3.1 Research Design

The research design of this study was descriptive qualitative research. Greenhalgh and Taylor (1997) define qualitative study as an approach that is aimed to make sense of, or interpret, phenomena in terms of the meanings people bring to them. The nature of qualitative research is to describe and to interpret the result of textual analysis. The qualitative method and Analysis Approach concept was chosen due to the focus of the study, i.e. to interpret and describe the result of textual analysis.

The analysis employed the Appraisal System Analysis Approach by (Martin and White, (2005) in order to examine the type of Appraisal devices used in the news discourse and its representations of Audrey's bullying case. The appraisal system can express the opinions of speakers and writers on positive/negative parameters. This theory can be used to describe potential areas of understanding in a context of language use. Furthermore, the concept was used to explain more in depth about the representation of ideologies based on the choice of appraisal devices in the media.

3.2 Data Collection

The data gathered by browsing and collecting the articles from the Internet related to the topic of Audrey's bullying case. Audrey is 14-year old a junior high school student from Pontianak, West Kalimantan, who was beaten by a number of high school students. The beating occurred on Friday, March 29th, 2019. However, her parents reported to the South Pontianak Police Station one week later or on Friday, April 5th, 2019. Audrey's case first gained people's attention on Twitter in the middle of 2019. Because of the massive attention, Audrey's case became one

of the most popular topics on the platform. The hashtag #JusticeForAudrey, led the issue from an online discourse to mass public movement and petition for the government to take Audrey's case to the court. According to the media, the beating resulted in Audrey being traumatized and needed treatment in a hospital. Further explained, the beating was triggered by mutual commentary between Audrey and the suspects on social media regarding teen-romance issues leading to physical aggression.

The public response to the case of bullying has never been seriously discussed. The virality of the issue was also supported by a large number of mass media reporting the case from print media to online media. After the case went viral, the reputation of the issue went massive. It led the President of the Republic of Indonesia Joko Widodo on April 10th, 2019 to release his statement on social media condemning the assault allegations. He acknowledged calls for a revision of the child prosecution law. In the statement he also stated that it is important to ensure that children do not bully one another.

For example, The Jakarta Post (April 12, 2019) published a news report on some facts related to the case. According to their news, most of the events that were reported in the social media were not the same as what the police found. The Jakarta Post highlighted the issues more to the chronological events that the suspects admitted to assaulting the victim, but the events of abuse that 'counts' as bullying never occurred. How the media represented their response to the case was interesting and worth analyzing. The choice of words can give a variety of different impressions of one topic, the sentence pattern of how the news is built also reveals how the media form ideas about what actually happened and also the tendency of partiality of the media for the topic they write. How the media conveyed their representation and views regarding the case and how they represented it became one of the interesting topics to be explored.

The news articles were taken from the internet. Since the issue got massive attention, a lot of mass media reporting the issues. It was massive, considered as hot issue it caught the attention from the general public, celebrities, even the

President of the Republic of Indonesia himself released a statement condemning the assault allegations related to the case.

The keyword used to determine the data was 'Audrey Bullying News'. Based on the search, the majority of news was written in Indonesia and some in English. The writer decided to pick only English articles for an easier analysis using the theory. The news was chosen as the representation of each news portal.

The final gathered data were 5 news articles from 5 news portals, more specifically five news articles written in English of Audrey's beating case selected from five online media portals published by South China Morning Post, Coconuts.co, Nextshark.com, The Jakarta Post, and Tempo. All of the news was dated between April 10th to 12th, 2019. The data are selected to represent different types of representation, for the date chosen within a certain date range to ensure that each news portal reports the same issue with the same weight of information. The data were analyzed by using Appraisal System Analysis Approach by Martin and White (2005), in order to unveil the ideology and representations of the news. Each news articles described as follows.

The first was an article from South China Morning Post presenting the issue as an explosive virality of the hashtag #justiceforaurdey on social media which led to an online petition that was signed by 3 million people, as well as their reactions on the issue. The second was from Coconuts.co, they delivered the issue based on the view of the suspects, as the further claim on Audrey's condition was not as bad as it was stated before; the suspects argued that they did not gang up on Audrey. The third article from Nextshark.com put more emphasis on the issue as it was started as an online argument of both suspect and victim caused by romantic related problems leading to cyberbullying and physical aggression. However, The Jakarta Post decided to pinpoint the issue in chronological order and gave a recent update of the issue. Lastly, Tempo highlighted the massive attention of the issue as people continued signing the online petitions as a form of protest, therefore the case could be prosecuted to the court immediately. Below is the list of articles selected.

Table 3.1 News articles of Audrey's Bullying case

No.	Title	Media Portal	Article date
1.	#JusticeForAudrey: Indonesian girl, 14, allegedly beaten and sexually assaulted by 12 high school students	South China Morning Post	April 10 th , 2019
2.	'Netizens, please don't judge us': Girls deny assault accusations in #JusticeForAudrey case as police find no injuries on victim ()	Coconuts.co	April 11 th , 2019
3.	Middle School Teen Brutally Assaulted by 12 High School Girls Over Alleged Facebook Comments #JusticeforAudrey	Nextshark.com	April 10 th , 2019
4.	Murky facts of Pontianak youth violence: What we know so far	The Jakarta Post	April 12 th , 2019
5.	Persecution; #JusticeForAudrey Petition Receives Over 1.8mn Signs	Tempo	April 10 th , 2019

3.3 Data Analysis

The study adopted the methodical analysis from Ting Su (2016), analyzing the data under the guidance of the appraisal theory. The data was coded in the general distribution based on appraisal resources used by the five news portals. The strategy used was the discourse analytical approach with clauses as a unit of data analysis. The group of clauses from the five news analyzed which then calcified in coded sign of Appraisal device by checking in the box according to the Appraisal devices found. With this strategy the researcher analyzed the patterns of appraisal devices in the clauses used by each news portal; clauses that show appraisal tools were then marked and grouped into their respective sections (i.e. engagement, attitude, and graduation). Then, theory of representation of Hall (1997) used specifically to unveil the representation based of the use of appraisal device done by the five news portals.

The result of the appraisal devices classification then identified to understand the underlying ideology in the five articles on how each news portal represented the issue.

In analyzing the patterns of appraisal devices in the clauses, the coded the appraisal devices showed, as follows:

Table 3.2 Appraisal Devices Code

Appraisal Devices	Code	Meaning
Engagement (Egm)	mon.	Monoglass
	het .	Heteroglass
Attitude(Att)	Aff	Affect
	Ju	Judgement
	pju-a	Personal Judgement (Admiration)
	pju-cr	Personal Judgement (Criticism)
	mju-p	Moral Judgment (Praise)
	mju-co	Moral Judgment (Condemnation)
	Apr	Appreciation
Graduation(Grad)	For	Force
	Foc	Focus

After the data were coded, they were calculated. The results of the analysis are presented in a simple quantitative analysis (%). Then, the results were analyzed to uncover the hidden representation of each news article through the appraisal devices pattern that is used. Finally, discussion and conclusion are made from the collected analysis. The example [3.3] below is an excerpt of the first article from the South China Morning Post, and the table below is an example of the analysis done in the paper.

[3.3] *The 14-year-old girl in Pontianak, West Kalimantan is receiving intensive treatment*

after being attacked by a dozen high school pupils.

Table 3.3 Sample data analysis

No.	Data	Engagement		Attitude						Graduation	
		Mon.	Het.	Aff		Ju		Apr		For	Foc
				(+)	(-)	(+)	(-)	(+)	(-)		
1.	The 14-year-old girl in Pontianak, West Kalimantan is receiving intensive treatment	V									
2.	after being attacked by a dozen high school pupils.						(mj u- co)				

After conducting the analysis as presented in table 3.3, the appraisal devices used that appeared throughout the articles were noted. As seen in the table, data [1] shows the use of Engagement-Monogloss as the clause only provides a brief textual context, meaning that the speaker/writer presents their ideas proposition as one which has no dialogistic has no alternatives that are needed to be recognized or engaged in a communicative context. Data [1] showed the form of an affirming information statement by briefly explaining the victim, the location, and showed the elaboration of the event by mentioning 'intensive treatment'. There was no emotive or graduation feature shown in this clause. Therefore, data [1] is Monogloss.

Furthermore, Appraisal function used by data [2] is Attitude-Judgement, precisely Negative function of Moral Judgement (Condemn); the clause concerned with negative feelings by putting 'attacked' to refers aggression done by the alleged suspect towards Audrey that can be classified as unethical and not in accordance with the norms of society. It can be concluded that the South China Morning Post delivers the news in the form of factual statements using a description that can be imagined by the audience's feeling.

From the examples presented, it can be concluded that the use of appraisal devices can affect the representation shown. In this case, we need to pay attention to the overall use of the appraisal device to determine and get the whole understanding of representation shown by the mass media as writers.