CHAPTER III

RESEARCH METHOD

This chapter mainly discusses the detailed stages of ways to carry out the analysis and the data presentation which then will be discussed and analyzed in the next chapter. The writer will describe the research method, research stages, research subject, technique of data collection, technique of data analysis and a depiction of tabloid *Wanita Indonesia*.

III. 1 Method of Research

This research employs qualitative descriptive method. Qualitative reasearch is simply defined by Berg (1989) as research which focuses on "quality", a term referring to the essence or ambience of something. According to Ian Jones (*The Qualitative Research,* Vol 3, 1997) qualitative research is associated with interpretative approaches. Qualitative methodologies permit the cognitive and affective components to be explored in greater depth and detail than quantitative methodologies. It attempts to avoid pre-judgment; it needs process to get the result bacause qualitative research may seek answer of a problem from various angles and the subject of the research is iin touch with reality or personal feeling.

Best (1979:166) says "the descriptive approach describes and interprets what condition or relationship that exists, opinions that are held, processes that are going on, effect that are evident and trends that are developing".

According to Suyatna (2002) this method involves the accumulation of basic data for the purpose of describing existing condition. This method is appropriate because it can describe or present existing phenomena related to women's characteristics, positions and roles

evidenced in tabloid *Wanita Indonesia*. The instrument of this research covers the list of the figures, their characteristics their educations, and their careers.

As the source of data is *Cermin* columns of tabloid *Wanita Indonesia*, the writer uses textual analysis. The text is. After looking for patterns in the things the writer has noticed about the text then the data are analyzed and investigated by applying the relevant theories.

III. 2 Stages of Research

The writer initially determined the subject of the research. First, the writer chose *Cermin* column in tabloid *Wanita Indonesia*. Second, the writer decided the core issue of the research in revealing the portrayal of Indonesian women in tabloid *Wanita Indonesia*. Third, the writer conducted library research by searching, collecting and understanding the references to support the research. The searchs can be done regularly from related books, newspapers, magazines, or internet. Fourth, the writer formulated research questions which can assist in portraying Indonesian women in tabloid *Wanita Indonesia*.

The fifth, the writer employs close reading strategies, in which the columns are read thoroughly and carefully to gain an in-depth understanding of the text. Sixth, the writer investigated the text by noting down relevant textual evidences or highlighting key words and phrases (as the evidence) to answer the proposed research questions. Seventh, the writer formulated the list of the figures, their characteristics their educations, and their careers as the instrument of this research. Eight, the writer analyzed and investigated the text by applying the relevant theories that is Marxist Feminist literary theory. In the last stages, the writer drew conclusions and suggestions.

III. 3 Subject of Research

The subject of this research is *Cermin* column in Tabloid *Wanita Indonesia*. *Cermin* is a column in Tabloid *Wanita Indonesia* that portrays Indonesian women who are successful in various subjects. The word *Cermin* is chosen as representation of self-reflection so you can see yourself as Indonesian women when you look in it. (Aien Riyadi, *red*.). The data are taken from fifty two *Cermin* columns in tabloid *Wanita Indonesia* that are published in 2007 (891- 942 edition)**.** The writer also provides the profile of tabloid *Wanita Indonesia* as the adding information of this research.

III.3.1 The depiction of tabloid *Wanita Indonesia*

Tabloid *Wanita Indonesia* is a production of PT. Citra Media Persada. It was established in 23rd of January 1989. The owner of this company is Siti Hardiyanti Rukmana. Tabloid *Wanita Indonesia* publishes once in a week in 32 pages. The marketing target of this product is women in the age around 20 to 45 years old. Tabloid Wanita Indonesia always innovates and improves the quality of the product to maintain its existence as one of the women readings in Indonesia. The distribution areas get to the entire region of Indonesia. The selling of Tabloid *Wanita Indonesia* fluctuates from day to day because there are a lot of the same readings in Indonesia.

The vision of tabloid *Wanita Indonesia* is to contribute and inform the knowledge to readers in order to improve the quality of Indonesian society, especially women and the mision brings Indonesian women to increase their participation in all spheres in Indonesia.

There are four classifications of column in tabloid *Wanita Indonesia*: Fixed Article, Free Article, Fashion and Beauty, and Cooking booklet. Fixed Article contains *Cermin, Kisah Sejati, Seks dan Relasi, Keuangan, Wira Usaha, Keluarga, Psikologi, Sehat, Mancanegara* and *Wisata*.

Free Article contains the articles which is writen to expose the current issue or event that is happen in that time. Fashion and Beauty contains *Info Mode, Mode, Cantik, and Segar*. Cooking Booklet contains recipes of Indonesian and Internasional foods.

III.3.2 The *Cermin* column in tabloid *Wanita Indonesia*

Based on the period of time which is explained in the chapter II, *Cermin* column in tabloid *Wanita Indonesia* can be classified as modern prose, descriptive prose, or descriptive essay of non-imaginative literature.

Cermin column portrays Indonesian women who are successful in various subjects descriptively. The word Cermin is chosen as representation of self-reflection, thus women can see themselves as Indonesian women when they look in it (Aien Riyadi, *red.*)

III. 4 Technique of data collection

Leedy (in Rismiati, 2004) states that data is considered as the "facts that any particular situation is afforded or given to the observer". In this research the data are taken from articles in *Cermin* column of tabloid *Wanita Indonesia*. The writer presented the figures, their characteristics, their educations, and their careers in a listing form. The *Cermin* column in tabloid *Wanita Indonesia* as a document of the research is the main sources in which the data could answer the proposed research questions.

III. 5 Technique of data analysis

The writer used content analysis in order to analyze the data. According to Wienir and Walizer (1991) as cited in Rismiati (2004), content analysis is a systematic procedure which is

designed to examine the content of a text. Content analysis is a technique for gathering and analyzing the content of a text. The content can be words, phrases, sentences, pictures, symbols or ideas. Content analysis is only analysis of what it is in the text.

In analyzing the data, the writer initially provided a list of figures that is existed in *Cermin* column. The analysis of figures is followed by the classification of figures' characteristics, educations, and their careers. The writer identifies the roles of the figures (Indonesian women) in society and family. Next, the writer analyzes how tabloid *Wanita Indonesia* portrays Indonesian women based on true identification and clasification. All the statements and data which are collected in a listing form which will be used as instrument of data analysis. It wiil be interpreted with the intention of having conclusion at the last result.