

CHAPTER III

RESEARCH METHODOLOGY

This chapter explicates the methodology of the present research. It covers research questions, research method, clarification of terms, source of data, technique of data collection and technique of data analysis.

3.1 Research Questions

To conduct the research, the procedure begins with the questions as follows:

1. How are sets of actions and reactions taken by the leaders portrayed in the texts?
2. How are other people's reactions towards the summits portrayed in the texts?
3. What is the newspaper's tendency behind those portrayals?

3.2 Research Method

This present research mainly implemented the descriptive qualitative approach due to its tool of analysis applying Critical Discourse Analysis as a foundation to answer the questions under investigation. Khan (1990) affirmed that descriptive method focuses on presenting and digging up phenomena status under

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investigation. Meanwhile, Cresswell (1994) stated that information of the existing condition can be traced by using descriptive method. CDA is aimed at exposing problem within social phenomena which forms discourse which is transformed through text and talk. It can be said that study of social phenomena requires descriptive method since it needs a lot of information to build reasonable and reliable description to determine status of phenomenon under research.

Fraenkel and Wallen (1993) also argued that any kind of written and visual content of document, including news media, is covered with descriptive method. This study used news media as the source of this research. The topic supplies social phenomenon of South East Asia region. The phenomenon described was about the participating leaders' action and reaction in 19th ASEAN Summit, together with others' reactions towards these events. This source of data was eligible to dismantle the research under descriptive method which demands lot information to draw a reliable conclusion.

In addition to this, within this research was also implemented quantitative approach. This approach was intended to handle the data occurrences within this research. Thus, this method was used as a mere compliment to support the data emergence.

1.3 Clarification of Terms

The research comprises some terms that will probably be misunderstood. Thus, it is very useful to define the terms in order to limit the misperception. The

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terms that must be clarified are:

- a. CDA: Linguistic research focusing on the analysis of language and its relation to social life which dismantles power abuse, dominance, and equality (Van Dijk, 1986, p. 4, as cited in Andreassen, 2007)
- b. The Jakarta Post reports: The reports on the 19th ASEAN Summit in *Editorial* and *Opinion* column
- c. The 19th ASEAN Summit: A series of annual meetings arranged by the Association of Southeast Asian Nations member countries in relation to economics, political-security and socio-cultural development in Southeast Asian nations, attended by its adjoining countries, held in Bali, November 2011, hosted by Indonesia (the official website of ASEAN, retrieved from <http://www.aseansec.org/22073.htm>)
- d. Portrayal of social action: the modes of representing social actions relating to socio-semantic approach with specific grammatical realization (Van Leeuwen, 2008)
- e. Social Actions: a series of actions and reactions as the core of social practice (Van Leeuwen, 2009 as cited in Wodak and Meyer, 2009)
- f. Newspaper's tendency: newspaper's intention or attitude behind

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the portrayals action and reaction indicating the newspaper's side towards the case under investigation.

3.4 Source of Data

The reports on the discussion of the 19th ASEAN Summit were selected. A series of texts relating to this case was retrieved from The Jakarta Post online on www.thejakartapost.com on December 3 2011 in editorial and opinion column. The data were chosen since these provide political cases of which social problems such as power dominance were suitably analyzed by using CDA approach. The texts were provided in the table below:

Table 1
The Texts under Investigated

No.	Titles	Writers	Date of publish	Source
1.	The week in review: Summits on the island of gods	Vincent Lingga	11/20/2011	The Jakarta Post (Editorial)
2.	ASEAN Summit: The lingering questions	Hadianto Wirayuda	11/25/2011	The Jakarta Post (Opinion)

3.5 Technique of Data Collection

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The data used in this research can be downloaded from *www.thejakartapost.com*. Afterwards, the texts relating to the discussion of the 19th ASEAN Summit published in The Jakarta Post were selected. Then, those texts were sorted out in order to find certain texts focusing on the summit. Discovering the texts relating each other was conducted by searching *intertextual* text. Wodak and Meyer (2009) stated that *intertextual* texts means the texts are interconnected to each other in which they have the same topic, the same actor, and the same event with the same references. Finally, through these steps, the texts concerning the 19th ASEAN Summit can be determined.

Another approach applied to gather the data is content analysis. Mario (1999) affirmed that exposing context of a text can be traced through content analysis. The content can be in the form of words, phrase, sentences, pictures, symbol or even ideas. Relating to the focus of the research, which is focused on the investigation of actions and reactions, these two subjects under research will be identified contextually. In addition to this, Van Leeuwen (2008) described that action or reaction can be traced not only through a sentence consisting of non-embedded clause, but also through another form of linguistic realization, such as noun phrase. Thus, finding a series of action and reactions taken by the leaders during the 19th ASEAN Summit together with others' reaction towards this summit was dismantled contextually.

3.6 Technique of Data Analysis

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Whithin this present research was implemented “representation of social action” developed by Theo Van Leeuwen (2008) as the fundemantal theory. Throughout the texts, the most important social practice element relating to the problems formulated in the research, social actions were identified. The identified social actions were further dismantled by the previously mentioned theory, i.e. representing social action. This research thus focused on the way the newspaper portrays social action related to the 19th ASEAN Summit. The social actions referred to the series of actions and reactions of leaders during the summit and the reactions of other people towards the summit presented by the newspaper.

To see the portrayals of those actions and reactions, classification of these two forms of social action was conducted based on types of actions and reactions depicted by Van Leeuwen (2008). Van Leeuwen (2008) classified action into two types: material action and semiotic action. According to him, material action can be transactive interactive, transactive instrumental, and non-transactive. When it comes to semiotic action, Van Leeuwen (2009) as cited in Wodak and Meyer (2009) cited that the emergence of the kind of action in a text can be with inserted meaning and behavioral. The former refers to quotation, rendition, topic specification, and form specification. The later occurs provided semiotic action does not appear in the four categories. Regarding reaction, Van Leeuwen (2008) affirmed that this kind of social action can be unspecified and specified. The specified one emerge in verbs like “react or respond”. Meanwhile, the specified

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one is classified into mental cognitive, mental perceptive and mental affective reaction. The first step to conduct the data analysis, thus, was to clustered actions and reactions into the previously mentioned categorization of action and reaction.

Afterwards, the portrayal modes of actions and reactions or transformations of actions and reactions of were determined. Those transformations appear in the form of activation and de-activation (objectivation and descriptivization), of agentialization and de-agentialization (naturalization, existentialization and eventuation), of concretization and abstraction (distillation and generalization), and of single-determination and over-determination

(symbolization and inversion). Van Leeuwen (2009) as cited in Wodak and Meyer (2009) affirmed that in portrayal of one action or reaction, “transformation can and cannot occur”. Thus, conducting this step, an action or a reaction was respectively determined whether it was activated, objectivated, descriptivized, and etc. For the sake of obviousness of conducting the previous steps, two tables were provided below.

Table 2

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The Example of Analysis of Material Actions with Transformation

Table 3
The Example of Analysis of Reactions with Transformations

No.	Types of action	Transformation								
		Material action	Activa-tion	De-activation		Agentializ-ation	De-agentialization			Con-creti-zation
				Objecti-vation	Descrip-tivization		Naturali-zation	Exis-tentia-lization	Even-tua-tion	
	Transactive interactive									
1.	<i>Summits on the island of gods</i>	-	✓	-	✓	-	-	-	-	
2.	Bali hosted several <i>summit meetings</i>	-	✓	-	✓	-	-	-	-	
3.	<i>ASEAN Summit</i>	-	✓	-	✓	-	-	-	-	
4.	<i>East Asian Summit</i>	-	✓	-	✓	-	-	-	-	
5.	To <i>consolidate</i> free-trade agreements with the region's trading partners	-	✓	-	✓	-	-	-	✓	
6.	These major trading partners <i>held</i> separate summits with ASEAN government leaders	✓	-	-	✓	-	-	-	✓	
7.	separate <i>summits</i> ... on Friday	-	✓	-	✓	-	-	-	-	
8.	<i>The Bali Concord III</i> , among other things, charts out how the ASEAN member countries can	-	✓	-	✓	-	-	-	✓	
9.	at their <i>summit</i> on Thursday	-	✓	-	✓	-	-	-	-	
10.	at the height of the <i>Summit</i>	-	✓	-	✓	-	-	-	-	
11.	in the midst of the <i>Summit</i>	-	✓	-	✓	-	-	-	-	
12.	in the <i>meeting</i> between President Yudhoyono and Australian Prime Minister Julia Gillard	-	✓	-	✓	-	-	-	-	
13.	<i>a roadmap</i> towards more integrated block	-	✓	-	✓	-	-	-	-	

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No.	Types of Reaction	Percentage of Transformation							
		Activation	De-activation		Agentia- lization	De-agentialization			Concr- zation
			Objecti- vation	Descripti- vization		Naturaliz- ation	Existentiali- zation	Even- tua-tion	
	Mental perceptive								
18.	President Obama, <i>seemingly</i> influenced by the ASEAN move,	-	-	✓	-	-	-	✓	✓
19.	<i>have just witnessed</i> one of the region's most important and widely covered events	✓	-	--	✓	-	-	-	✓
20.	Indonesia <i>has generally been perceived</i> as a successful ASEAN chair	-	-	✓	-	-	-	✓	✓
21.	Indonesia's proposal, while <i>potentially seen</i> as an effort to reduce tensions and suspicion in the region	-	-	✓	-	-	-	✓	✓
22.	while in general the ASEAN Summit <i>has been generally perceived</i> as successful under Indonesia's leadership	-	-	✓	-	-	-	✓	✓
23.	Indonesia, as the region's <i>perceived anchor</i>	-	-	✓	-	-	-	✓	✓

The tables above show the analysis of transactive interactive material action and mental perceptive reaction. Within table 1 and 2, the first column was filled by the number of the actions. The second column provides the type of action, in which it is in the next column are followed by the example of actions that belongs to that type. The next 13 columns were filled by modes of transformation of social action. The writer used the symbol of checklist (✓) to determine whether an action or reaction belongs to certain transformation.

Afterwards, the percentage of the occurrence of transformation attached to every type of action was calculated. To simplify the calculated data, two tables were presented in the segment of the data interpretation. These tables were intended to make easier the interpretation of the data. Those tables were enclosed below.

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Table 4
The Example of the Result of the Percentages of Transformation
of Material Actions

Types of semiotic action	Frequency	Percentage of types of transformation												
		Act	De-act		Agn	De-age			Con	Abs		Sig	Over-det	
			Obj	Des		Nat	Exs	Evn		Dis	Gen		Sym	Inv
Transactive interactive	13	8%	92%	-	100%	-	-	-	23%	23%	54%	100%	-	-
Transactive instrumental	67	7%	80%	13%	85%	5%	1%	9%	45%	1%	54%	98%	1%	1%
Non-transactive	1	-	100%	-	100%	-	-	-	-	-	100%	100%	-	-

Table 5
The Example of the Result of the Percentages of Transformation
of Reactions

Types of Reaction	Frequency	Percentage of types of transformation												
		Act	De-act		Agn	De-age			Con	Abs		Sig	Over-det	
			Obj	Des		Nat	Exs	Evn		Dis	Gen		Sym	Inv
Unspecified	0	-	-	-	-	-	-	-	-	-	-	-	-	-
Mental Cognitive	8	13%	26%	61%	39%	-	-	61%	87%	-	13%	100%	-	-
Mental Affective	9	11%	11%	78%	65%	-	-	35%	100%	-	-	100%	-	-
Mental Perceptive	6	17%	-	83%	17%	-	-	83%	100%	-	-	100%	-	-

Note:

- | | | |
|---------------------------|-------------------------------|--------------------|
| Act= Activation | Exs= Existentialization | Inv=Inversion |
| De-act= Deactivation | Evn= Eventuation | Sym= Symbolization |
| Obj= Objectivation | Con= Concretization | |
| Des= Descriptivization | Abs= Abstraction | |
| Agn= Agentialization | Dis= Distillation | |
| De-age= deagentialization | Gen= Generalization | |
| Nat= naturalization | Sig= Single-overdetermination | |

Those tables illustrate how the newspaper portrays the actions and reactions. The frequency of occurrence of types of actions and reactions together

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with their frequency percentage of transformation further constituted the field to be discussed thoroughly. The elaborated discussion based on the table became the the writer's consideration to see the newspaper's tendency behind its portrayals of social actions. Thus, this newspaper's tendency also became the conclusion for this present research.

3.7 Concluding Remarks

In this chapter was merely elaborated the method to conduct the research. It had been described that this research was largely descriptive qualitative. Yet, quantitative approach was also implemented to manage the data emergence. The data were gained from The Jakarta Post online on www.thejakartapost.com in editorial and opinion column. The depiction and the interpretation of the data itself were illustrated in the next chapter.

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