CHAPTER III
RESEARCH METHODOLOGY

3.0 Introductory Remarks

This chapter discusses the methodology of the present study. It elaborates the formulations of the problem, overview of the methodology, analytical framework, data source, data collection, research procedure, data analysis, and clarification of the key terms consisting of a number of terms that have to be defined to guide the analysis.

3.1 Formulations of the Problem

This study aims to answer the questions which are formulated as follows:

1. How is the Ahmadiyah attack incident represented in *The Jakarta Post* and *ANTARA News* articles?

2. How are social actors regarding the Ahmadiyah attack incident represented in *The Jakarta Post* and *ANTARA News* articles?

3. What are the ideologies underlying such representations?

3.2 Overview of the Methodology

This study largely employs a qualitative method. It was applied in order to gain deep insights of the representation of the Ahmadiyah attack incident in *The Jakarta Post* and *ANTARA News* articles. It is relevant to the nature of a qualitative study which lays a greater emphasis on a holistic description, that is, on describing in detail all of what happens in particular activities or situations

rather than on comparing the effects of particular treatments (Best, 1981; Fraenkel & Wallen, 1993). Furthermore, a qualitative research is best used to discover themes and relationships at case level. In other words, it plays a discovery role (Gall et. al., 2003).

3.3 Analytical Framework

The method of Fairclough's CDA (Critical Discourse Analysis) was used in analyzing the texts taken from *The Jakarta Post* and *ANTARA News* articles consisting of the Ahmadiyah attack incident topic. This study attempts to unpack the ideologies covered over the texts. Fairclough (2003) asserts that one productive way of doing social research is through a focus on language, using some forms of discourse analysis.

Moreover, this study used the Systemic Functional Grammar proposed by Halliday (1994, 2004) because the analysis was in the domain of verbs, participants, and circumstances. In order to gain deep insights of the meaning and effectiveness of a text, a discourse grammar needs to be functional and semantic in its orientation, with the grammatical categories explained as the realization of semantic patterns (Fairclough, 2003). The analysis was divided into four parts: thematization; transitivity; passivization; and nominalization. Furthermore, the theory of Fairclough (2003) was used to gain the descriptions of social actors in the texts.

3.4 Data Source

This study examined six articles consisting of three articles from *The Jakarta Post* and three articles from *ANTARA News*. Those articles were selected as the data of the study published in February 2011. There are some reasons underlying the selection of the data.

Firstly, the public was startled by the incident of Ahmadiyah attack in the early February of 2011. This case was seriously seen as a national problem because it is related to Islam as the biggest religion in Indonesia. The Ahmadiyah incident led to different opinions among the government, religious leaders, and human right activists as shown. The news was continuously reported in *The Jakarta Post* and *ANTARA News* newspapers.

Secondly, *The Jakarta Post* and *ANTARA News* are seen as the prominent English newspapers in Indonesia. It might potentially shape the readers' opinions toward the issues informed, particularly the issue of the Ahmadiyah attack incident which is related to a religion mostly embraced by Indonesian.

Lastly, *The Jakarta Post* was chosen because it is mostly read by Indonesian upper-middle class society that has the interest and capability to read English newspaper (Dallyono, 2003). Likewise, *ANTARA News* is considered to be the media which remains on the front line to strive for the national development and maintain the national dignity through dissemination of news in Indonesia throughout the country and abroad (http://www.antara.net.id/index.php/2007/12/13/brief-history/en).

In addition, *The Jakarta Post* and *ANTARA News* are the newspapers which enable the readers to access information in English. Access to information is one of the important notions of media power that elite groups and institutions have a broader range and scope of patterns of access to public or other important discourses and communicative events than "the ordinary people" do (van Dijk, 1992). In other words, the representation in *The Jakarta Post* and *ANTARA News* articles might be influenced by the dominant power and access in society.

3.5 Data Collection

With the regard to this study which aims to gain deep insights of the representation of Ahmadiyah attack incident in *The Jakarta Post* and *ANTARA News* articles, a number of samples were required. Therefore, three articles in *The Jakarta Post* and three articles in *ANTARA News* were taken as the samples. A number of samples were considered to be sufficient to gain deep insights of the representation. In addition, the six articles contain information required to be analyzed in this study. Those were downloaded from www.thejakartapost.com and www.antaranews.com which are listed in Table 3.1 below:

Table 3.1 List of articles

Daily	Text	News Title	Date of Publication
The Jakarta Post	1	Police recount anti-Ahmadiyah violence in Banten	February 6th 2011
	2	Video shows Ahmadi corpses stoned, beaten	February 7th 2011
	3	Govt urges restraint over calls to ban Ahmadiyah	February 13th 2011
ANTARA News	1	Govt denounces attack on Ahmadiyah followers	February 6th 2011
	2	Police name Ahmadiyah follower suspect in Cikeusik clash	February 17th 2011
	3	Ahmadiyah soon banned in Banten's Lebak District	February 24th 2011

3.6 Research Procedures

There were some steps taken in conducting this study. It began with choosing the issue to explaining the data. The following is the elaborations of each step in this study.

The first step taken was choosing an issue to be investigated in this study. The issue of the Ahmadiyah attack incident was chosen because it was seen as a national problem related to Islam as the biggest religion in Indonesia and led to different opinions among the government, religious leaders, and human right activists as continually reported. Moreover, the news was mostly reported around February when the incident happened.

The second step was collecting the data regarding the Ahmadiyah attack incident from *The Jakarta Post* and *ANTARA News* website. The data were collected around February 2011. Six of the fourteen articles were purposively

selected as the data of the study. Furthermore, the six articles contained information required to be analyzed in this study.

The third one was reading the six articles thoroughly. It was aimed to gain a comprehensive understanding of the Ahmadiyah attack incident represented in those articles. It took more than once in reading the articles in order to gain the deeper understanding of the case. Furthermore, taking some notes was also done while reading those articles in order to highlight the information reported.

The fourth step was conducted by analyzing the data by using Fairclough's Critical Discourse Analysis (CDA) and Hallidayan Systemic Functional Grammar (SFG). The analysis of SFG emphasized four categories: thematization, transitivity, passivization, and nominalization. To gain the descriptions of the representation of social actors appeared in the texts, the theories of Fairclough were also applied. The analysis was focused on the grammatical role, pronoun/ noun, named/ classified, and activated/ passivated and specific/ generic. The frequencies of occurrences were also presented by using percentage. Those were distributed in the form of tables.

The Fifth step was interpreting the data based on the analysis. This step was conducted in order to gain insights of the intention of *The Jakarta Post* and *ANTARA News* in representing the case; what *The Jakarta Post* and *ANTARA News* writers mean by the text. In this process, moreover, the linguistic features revealed from the texts were used to draw the conclusions.

The sixth step was the process of explaining the data. By using the analysis of linguistic features and the interpretation of the data, this step attempted

to reveal the ideologies underlying the representations. In addition, it gained insights of the reason why *The Jakarta Post* and *ANTARA News* represented as such.

The last step taken was drawing the conclusions. After analyzing the linguistic features, interpreting the writer's intention toward the texts, and explaining the ideologies behind the representations, the conclusions were drawn. It attempted to clarify the representation of Ahmadiyah attack incident in *The Jakarta Post* and *ANTARA News* articles.

3.7 Data Analysis

As noted earlier that this study used the method of Fairclough's CDA Critical Discourse Analysis (CDA) and the Systemic Functional Grammar (SFG) proposed by Halliday (1994, 2004) as the tool of analysis. CDA was employed in the data analysis in order to uncover the ideologies behind the text. Furthermore, SFG plays a substantial role in investigating the linguistic features in the texts which are needed as the basis to describe, interpret, and explain the ideology underlying the texts. In addition, Fairclough's theories of representation of social actors were used in textual analysis to highlight the social actors appeared in the texts.

There are three stages realized in the text analysis of Fairclough's CDA. The first stage is the description stage, the second one is interpretation stage, and the last is the explanation stage. Those stages are interrelated one another in the process of analyzing the text to see how the text is interconnected to the social practices.

As the stepping stone of the analysis, the description stage highlights the linguistic features in the texts. The analysis was divided into four parts: thematization; transitivity; passivization; and nominalization. In order to gain insights of how the social actors in the texts were represented, the analysis of representation of social actors was conducted. It was focused on the use of grammatical role, pronoun/ noun, named/ classified, activated/ passivated, and specific/generic upon the social actors in the texts. Those units of analysis were used to gain deep insights of the representation of Ahmadiyah attack incident in *The Jakarta Post* and *ANTARA News* articles.

Thematization was used in this study to investigate the topic or the message foregrounded in the texts by underlining Theme and Rheme. The theme is the starting-point or signpost for the message, that is, the ground from which the clause begins (Haliday, 1994; Butt et. al., 2000; Eggins, 2004; Halliday & Matthiessen, 2004). To analyze Theme and Rheme in the texts, an example is presented below:

The Ahmadiyah teachings	were misleading and deviant
Theme	**Rheme**

Figure 3.1 The example of Theme-Rheme analysis

Based on the example above, *'The Ahmadiyah teachings'* is realized as the Theme. In this case, it highlights *'The Ahmadiyah teachings'* as the message of the clause, while *'were misleading and deviant'* as Rheme which explains the information of the preceding message.

Transitivity was applied in this study to shed light on the representation in each clause because it is a system that explains clause as representation. There are

three semantic categories which explain in a general way how phenomena of the real world are represented as linguistic structures: Circumstances; Processes; and Participants (Gerot & Wignell, 1995; Halliday & Matthiessen, 2004). The following is an example of transitivity analysis.

A local leader	said		six people	were killed	in the violence
Sayer	**Verbal**		**Goal**	**Material**	**Circ: Place**

Figure 3.2 The example of transitivity analysis

The example above is identified as a verbal process which is known as the process of saying, including symbolic meanings of exchanges (Gerot & Wignell, 1994; Eggins, 2004; Halliday & Matthiessen, 2004). The participant of the verbal process above is Sayer, *'A local reader'*, while the other participant that is realized in the material process is the Goal, *'six people'*. Verbal processes consist of two clauses: projecting clauses (the verbal process clauses) and the projected clauses (any process types) (Eggins, 2004). In this case, the projected clause above is a material process. It indicates that Sayer (*a local reader*) was put as an eye witnesses to signal the information about the number of killing in the violence. Halliday & Matthiessen (2004) state that verbal processes allow the reporter attribute information to sources, including officials, experts, and eye witnesses.

Passivization analysis was employed in this study to underline the agent deletion in the texts. Agent deletion is the process of omitting the agents who are responsible for the actions. Furthermore, passivization appears when the social actors are represented as 'undergoing' the activity or as being 'the receiving end

of it' (van Leeuweun, 2008). To exemplify, an example of passivization analysis is provided below:

[a] Alex said three had died and two cars *were destroyed*.

As shown above that there is no agent who was responsible for the action of car destroying. In other words, the agent is omitted. It is represented as such because the readers might assume that the villagers who did the action.

Nominalization was conducted in this study to highlight the verbs converted into nominal group or noun-like word. Similar to passivization, it attempts to elide the agents. In nominalization, the exclusion of participants in clauses may appear (Fairclough, 2003) because it naturally allows the exclusion of social actors (van Leeuwen, 2008). An example of nominalization analysis is presented below:

[b] The Cikeusik incident prompted *the removal* of Brig. Gen. Agus Kusnadi from his position as Banten Police chief

The example above shows the abstractness of agent who did the action; who removed the position of Brig. Gen Agus Kusnadi. Human actor was omitted and changed by nominal group, that is, 'the removal'.

As formerly mentioned, analyzing the social actors represented in the texts was also conducted in this study. Koller (2009) argues that analyzing the social actors is one of the central points of critical discourse analysis because it can be drawn to the identity in discourse. Analyzing the representation of social actors in this study was focused on the grammatical role, pronoun/noun, activated/passivated, named/classified, and specific/ generic. Some examples are provided below:

[c] "*We*'re maintaining a visible presence as the investigations continue," a police officer was quoted as saying by Antara.

As shown above, the social actors are realized by Participant (we, police officer, and Antara). The first participant is presented by using a pronoun 'we'. The use of pronoun *'we'* aims to present more general meaning. It refers to a group or a community rather than to a person. Furthermore, by stating *'we'* in the texts, the clause seems to tell the readers that it was not one's responsibility but it became a group's responsibility for maintaining a visible presence, in this case, the police. In addition, the use of pronoun *we'* in the sentence above shows the way of representing one group of police by one person: a police officer.

However, 'police officer' is classified to give general representation. Although, it is conveyed singularly (a police officer), the readers could not identify which police officer who reported the investigations. In contrast, the third participant is realized by the name (Antara); it gives clear information of who quoted the statement. In other words, Antara is expressed specifically.

[d] In response to the latest incident, Former Vice President *Jusuf Kalla* said the cases of sectarian violence could be handled if firm law enforcement was implemented to the *perpetrators.*

The social actors above are identified by a Participant (Jusuf Kalla) and within a Circumstance (to the perpetrators). The use of a name in the example above gives the clear information who took the action. It creates an image of a person who has more power in country to respond the problem regarding to the Ahmadiyah attack incident. Thus, his responses and opinions (Jusuf Kalla) were considered to be important in the contribution in solving the problem.

The word "perpetrators' in the same example above illustrates a class or category. It does not give a clear identification of which people who were included as the 'perpetrators'. They were conveyed generally, instead of individually as the Former Vice President was.

The next stage was the interpretation stage. It was focused on the production and consumption of the texts. The result of analysis of linguistic features was used in the process of interpretation. In brief, this stage was aimed to gain insights of the writers' intention within the texts.

The last stage was the explanation stage in which the ideologies were unpacked. The linguistic features and the interpretation toward the features were used to explain the ideologies behind the representation. Moreover, this stage emphasized the interconnections between interaction and social context.

3.8 Clarification of the Key Terms

In order to guide the analysis, a number of terms are defined in this study. The following is the terms that are needed to be clarified:

1. Representation

    Representation, in this study, is defined as how an event, people, situation, or everything is presented in the text (Fairclough, 2003). For instance, how the incident of the Ahmadiyah attack and the actors involved are represented.

2. Ahmadiyah Attack Incident

Ahmdiyah Attack Incident, in this study, refers to an incident which included followers of Ahmadiyah (the organization which claims Mirza Ghulam Ahmad as the last prophet of Islam) and villagers of Cikeusik Pandeglang Banten in a clash on Sunday, February 6, 2011.

3. Social Actors

Social actors, in this study, are participants in clauses which are mainly people and what one might group together as 'movers', those who make things happen (governments/ trade unions/ employers) (Fairclough, 2003). According to Halliday (1994:109), Actor is the one who does the deed, for example *the mouse* in *the mouse ran up the clock*. In this case, social actors are participants who are involved and play a role in the Ahmadiyah attack incident. The representation of them was analyzed based on the theory of Fairclough (2003).

4. Ideological Discourse

Ideological discourse, in this study, refers to a spoken or written communicative interaction which expresses and acquires foundational beliefs that underlie the shared social representation of specific kinds of social groups (van Dijk, 2006). In this case, the ideological discourse is the media discourse in which the ideologies of *The Jakarta Post* and *ANTARA News* are inculcated.

3.9 Concluding Remarks

This chapter has discussed the methodology of the present study. It elaborates formulations of the problem, overview of the methodology, analytical framework, data source, data collection, research procedure, data analysis, and clarification of the key terms consisting of a number of terms that have to be defined to guide the analysis.