CHAPTER III

RESEARCH METHODOLOGY

This chapter deals with the methodological aspects of the present study. It describes the formulation of problems, general methodology, data collection, and data analysis.

3.1. Formulation of Problems

This study specifically intends to investigate two main problems, namely

a. the way Arifinto is represented in the articles regarding his porn-watching case in The Jakarta Post and The Jakarta Globe.

b. the ideologies underlying the representation.

3.2. General Methodology

Critical Discourse Analysis (CDA) is employed as the framework of the present study. CDA's interests involve the analysis of power of language, the relation between language and power, language and social studies, and language and ideology. According to Luke (2001), CDA focuses on how social relations, identity, knowledge and power are constructed through written and spoken texts in communities, schools, the media, and the political arena.

In general, this study intends to explore a social issue through texts by using Critical Discourse Analysis as its analytical framework. With respect to the issue brought in this study, CDA is operated to explain, interpret, and review social life as reflected in the text. Likewise, the analytical framework of CDA relies upon assumptions, beliefs, logical description, and theoretical sources to relate micro and macro dimensions (Fairclough, 1995). Indeed, CDA is feasibly used in order to answer the more specific issues that this study asks about, i.e. the representation manifested in the texts and the ideology behind the representation.

CDA's analytical framework with texts as the subject of analysis three dimensions of discourse as described by Fairclough (1989: 24-26). The first dimension is social conditions of production and interpretation, i.e. the factors in the society that have lead to the production of a text and how these affect interpretation. The second dimension is the process of production and interpretation, i.e. how the text has been produced and this effects interpretation. The third dimension is the product of those two stages, i.e. the text.

In the level of analysis, this study carries out three stages of CDA as proposed by Fairclough (1989: 24-26). The three stages involve description, interpretation, and explanation. *Description* is the stage concerning the formal properties of the text. *Interpretation* concerns the relationship between text and interaction. In addition, *interpretation* sees the text as a product of process of production, and as a resource in the process of interpretation. *Explanation* deals with relationship between interaction and social context. It spots the social

determination of the production and process of interpretation, and their social effects.

3.3. Data Collection

Data for this study are articles regarding Arifinto's porn-watching scandal. The articles are taken from two distinguished news sites, which are The Jakarta Post (www.thejakartapost.com) and The Jakarta Globe (www.jakartaglobe.com). Four chosen articles are retrieved from the sites: "PKS member trapped by anti-porn stance", "Disgraced Arifinto kisses politics goodbye", "Disgraced PKS Lawmaker Arifinto Quits House 'for Honor's Sake'", and "PKS Praises Lawmaker Caught in Porn Flap".

Table 3.1 Selected articles in the study

Title	News Media	Date of Publication	Writer
PKS member trapped by anti-porn stance	The Jakarta Post	April 9, 2011	Ina Parlina
Disgraced PKS Lawmaker Arifinto Quits House 'for Honor's Sake'	The Jakarta Globe	April 12, 2011	Anita Rachman
Disgraced Arifinto kisses politics goodbye	The Jakarta Post	April 13, 2011	
PKS Praises Lawmaker Caught in Porn Flap	The Jakarta Globe	April 13, 2011	Anita Rachman

The articles to be analyzed are basically chosen for several reasons. First, the social issues within the texts are interests in CDA. Second, among all the articles discussing Arifinto's case, these selected articles are considerably able to symbolize Arifinto's case. Third, the news sites in which the articles are taken from, i.e. The Jakarta Post and The Jakarta Globe, are relatively two distinguished

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English news sites in Indonesia. Third, among many articles regarding Arifinto published in the two news sites, these four articles are similar in terms of contents.

3.4. Data Analysis

The data are analyzed by a model of CDA, which incorporates three inter-related processes of analysis connected to three inter-related dimensions of discourse (Fairclough, 1995: 97). The three dimensions of discourse cover the object of analysis, the processes by means of which the object is produced and received by human subjects, and the socio-historical condition that govern these processes. Each of these dimensions requires specific analysis: text analysis for description, processing analysis for interpretation, and social analysis for explanation.

CDA frequently employs several analytical tools from Systemic Functional Grammar (SFG), i.e. Transitivity and Thematization. In general, the analyses of Thematization and Transitivity are an inseparable unit in this study. Both of the analyses are carried out to answer the research questions. The analyses of Thematization and Transitivity are brought about in order to see the representation of Arifinto in the articles as well as to reveal the ideology behind them through description and interpretation.

The next stages are interpretation and explanation. The level of interpretation covers the analysis of the process of text production. The interpretations of the texts involve historical background, personal experiences, and knowledge of the texts. After interpreting the texts, the socio-historical conditions in which the texts are made are explained. In this level of explanation,

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the result leads to the identification of ideology that affects the production of the texts.

3.5. Concluding Remarks

The more detailed procedures of how this study is conducted have been described. The descriptions of the analytical process to achieve the representations as well as underlying ideologies of the news reporting are presented to give clarity in the way the study is conducted. Correspondingly, the next chapter presents the findings and discussions of the study.