

CHAPTER III

METHOD OF THE STUDY

III.1. Research Approach

The application of Critical Discourse Analysis within this study will be conducted by adopting Fairclough's formal features that contain ten questions and several sub-questions as the writer stated in chapter II. Those ten questions are classified into three main groups: vocabulary, grammar, and textual structures. Moreover, those three main groups have been able to use to find the concept of pornography in the articles.

The application above is to fulfill the aim of this study which is to find out the ways which were used by newspapers to construct the concept of pornography into readers' minds through their news as shown in *Republika's* articles during 2006-2007. The reason why the writer chooses *Republika* is because of the fact that it is a national newspaper well-known for its value and reliability. The fact is supported with many awards that have gotten, such as the best newspaper 2004 and 2005 from Broad of Press, the best national newspaper 2006 from Cakram Magazine, a magazine of communication, public relation, and advertisement, and so forth (Syafrihan, 2009).

Later, the head office of *Republika* is in Jakarta. Since the first edition which was published in 1993, *Republika* has remained in line with the establisher's view, ICMI (Ikatan Cendekiawan Muslim Indonesia), who has many Moslem intellectual people inside. Therefore, this newspaper becomes newspaper

with Islamic ideology. Gigih Sari Alam (2009) in his writing views ICMI is institution who can raise Islam spirit to guide of Indonesian people life to against Western ideology which has been developed continuously since the Cold War finished. As the vision and mission of *Republika* to nurture, protect and serve public affairs, *Republika* tried to deliver any concerns of society, especially about RUU APP. *Republika* obviously showed their agreement on releasing RUU APP, which indicates that *Republika* tended to have the same opinion with parties in DPR who agreed on releasing this Bill. It can be seen through the high number of news reports about the Bill shown in almost every month in 2006 and 2007 that showed their big support of it.

In conducting this study, the writer used qualitative approach to interpret the data. A qualitative approach is one in which the inquirer often makes knowledge claims based primarily on constructivist perspective (i.e., the multiple meanings of individual experiences, meaning socially and historically constructed with an intent of developing a theory or pattern) or advocacy/participatory perspectives or both. It also uses strategies of inquiry such as narratives, phenomenologies, ethnographies, grounded theory studies, or case studies. The researcher collects open-ended, emerging data with the primary intent of developing themes from the data (Cresswell, 2003).

The writer used this method since this method employs text data for the research. Those data are focused on a single concept or phenomenon, which afterwards is used to make interpretations. In analyzing the construction, the writer took some articles from *Republika* newspaper published during 2006-2007

for the data. In this case, *Republika* as a popular newspaper has ability to construct the concept of pornography which can make interpretation to the writer that at once also act as a reader. What makes the RUU APP controversy as the long lasting issue in *Republika* for nearly two years, even three years, is because of its sensitivity. The issue is closely related to religion, democracy, and right. The controversy of the Bill, as the writer stated before, actually occurred for three years from 2006 until 2008, but the writer only focused on the articles published in 2006 and 2007 because in 2008 the Bill has been legalized to the Act of Pornography.

Moreover, there are some characteristics of qualitative research which are compatible with CDA approach. First, qualitative research is fundamentally interpretive (Creswell, 2003). It means that the researcher is able to make an interpretation of the data after the researcher analyze it. It is in line CDA in a way that CDA enables the researcher to have their own interpretation which are open and may be affected by new readings and new contextual information (Fairclough and Wodak, 1997).

Second, the qualitative researcher views social phenomena holistically (Creswell, 2003). It means that the researcher have to use his/her knowledge to analyze data which portrays social phenomena holistically. While in CDA, the researcher should have the knowledge and ability to recognize social problem which is delivered in data by using certain linguistic and to be critical to decipher the discourse strategies and choices of the data (Fairclough and Wodak, 1997).

Regarding the explanation above, the writer concludes that CDA is considered appropriate to be applied in this qualitative research because CDA as well as qualitative research is rooted in the same characteristics.

III.2. Corpus and Samples

The corpus of the study is all of the news articles taken from *Republika* which were connected with the Bill of Anti Pornography and Pornography-Action (Rancangan Undang-Undang Anti Pornografi dan Pornoaksi/RUU APP) in 2006 and 2007. Unfortunately, the writer only got eighteen news articles about RUU APP. The consideration to select news articles about this Bill is based on the writer's interest to analyze the way the journalists constructed the concept of pornography through their news-writing delivered in newspapers. The selection of the period is because at that time, there were many demonstration waves to accept and to refuse this Bill that could bring about chaos to this country because this issue was one of sensitive issues related to religion, democracy, and rights. Regarding the reasons, the writer assumed that the news written or reported by journalists through newspapers have a role in constructing some concepts into the readers' mind that eventually triggered those demonstration's waves. From the eighteen articles, the writer took eight articles as the samples for the study.

III.3. Technique of Data Collection

The writer actually asked for helps to her brother to obtain the data from *Republika's* head office in Jakarta. The writer did it because the branch office of

Republika in Surabaya has not been connected yet with the head office since it moved to the new office. Thus, some of their data were lost. From articles of *Republika* which were sent via email by her brother, the writer took articles which showed support to legalization of this Bill. In this case, the writer took several articles that appeared along the two years, 2006-2007, which are required to accomplish the analysis. Specifically, from eighteen news articles, the writer selected eight of them regarding the concept of pornography in each year in which seven articles published in 2006 and one article published in 2007 concerning RUU APP.

No.	Day, Date	Title
1.	Friday, February 17, 2006	Asing Intervensi RUU Antipornografi
2.	Thursday, March 09, 2006	DPR Teruskan Perumusan RUU APP
3.	Monday, March 13, 2006	Masyarakat Indonesia di Inggris Desak RUU APP Disahkan
4.	Wednesday, April 05, 2006	Kesadaran Pentingnya RUU APP Meningkat
5.	Thursday, April 06, 2006	Warga RI di Delapan Negara Dukung RUU APP
6.	Monday, May 22, 2006	Demo di Berbagai Kota Dukung RUU APP
7.	Wednesday, June 07, 2006	Ribuan Orang Gelar Aksi Damai Desak RUU APP Disahkan
8.	Thursday, May 24, 2007	Draf RUU APP Bahas Pidanaan Pornografi

The eight articles above were chosen because they contain the concepts of pornography for each year. Besides that, the articles also fulfill the focus of the writer to analyze merely the supporting-wing of the Bill's legalization. In that era, the discourse about the Bill was more interesting because the controversy has triggered many waves of demonstration, which further made DPR eventually change the Bill from RUU APP in 2006 to RUU Pornografi in 2007.

III.4. Technique of Data Analysis

After collecting the data, the writer categorized the articles based on the main topics provided by Republika through its news: definition of pornography itself, cause of proliferation of pornography and the impact, and classification of pornography in RUU APP. Those main topics will be supported by some sub-topics in order to make them more understandable: pornography associated with women's body, pornography associated with 'akhlakul karimah', pornography associated with culture, pornography associated with media, pornography associated with morality decline, pornography associated with punishment. Then, the writer addressed ten questions and several sub-questions concerning vocabulary and grammar levels to all of the articles to discover the construction of pornography's concept. Finally, the writer formulated the findings to get the construction of pornography's concept.

In short, the procedures of data analysis are:

1. Categorizing the articles based on the same year and reading them.
2. Categorizing the articles based on the main topics – definition of pornography itself, cause of proliferation of pornography and the impact, and classification of pornography in RUU APP.
3. Giving supporting topics for more explanation – pornography associated with women's body, pornography associated with 'akhlakul karimah', pornography associated with culture, pornography associated with media, pornography associated with morality decline, pornography associated with punishment.

4. Addressing ten questions and several sub-questions concerning vocabulary, grammar, and textual structures levels to the data.

Formulating the findings to get the construction of concept of pornography.