

CHAPTER 3

METHOD OF THE STUDY

3.1 Research Approach

In this study the writer used a descriptive qualitative research method to analyze the data because it using the data in the form of words or pictures rather than numbers. The analysis focused on the individual subject, in this case, Angelina Sondakh. Norman & Frankel (2011, p.433) indicated the analysis of qualitative data is an analysis from the words and the action of people. Thus, by analyzing qualitative data, the researcher is interested in exploring and describing the varieties of phenomena of interest which many people are involved. The writer would explain the analysis by using the research method to critical discourse analysis.

3.2 Population & Sample

This study makes an analysis in a chosen Indonesian public figure's twitter, Angelina Sondakh. This study makes an analysis in a chosen Indonesian public figure's twitter, Angelina Sondakh. The writer focused observation on her personal account Twitter named @SondakhAngelina since February 2012. Precisely on 3 February 2012, she named as a suspect of corruption case by KPK (The Commission of Corruption Eradication) in Graft-Ridden Lab Project. On 16 April 2012, Angelina

Sondakh stopped twittering and around a week after that, she was detained by KPK (The Commission of Corruption Eradication), exactly on 27 April 2012.

The purposive sampling is applied in this research since the writer found there are many tweets should be observed and the sample must relate to the objectives. This method is a non-probability sampling and supports the qualitative research indeed. In the Methodology of Sampling and Purposive Sampling, Adler & Clark (2008, p.121) explained that “in purposive sampling, the researcher selects sampling units based on his or her judgement of what units will facilitate an investigation”. The tweets as the object population are vast and the collection data eventually help the theory constructed on the basis of purposeful and specific retrieval of information. The writer started the study to access only one public figure that is Angelina Sondakh and started with a purpose to find the way Angelina Sondakh construct an identity in cybermedia.

3.3 Technique of Data Collection

The first thing the writer did in order to collect the data was creating a Twitter account and being a follower of Angelina Sondakh’s Twitter. Then, the writer had access to all the recent activities updated by Angelina Sondakh. The writer also captured the Angelina Sondakh’s tweets appropriate with the date specification. The writer used purposive sampling to collect the data since the writer arranged a case study of analysis which contained some texts. Palys, in his article *Purposive*

sampling, explained that purposive sampling is “virtually synonymous with qualitative approach” (2008). The data that being analyzed were Angelina Sondakh’s tweets captured since 3 February 2012 until 16 April 2012.

This technique is used to analyze the data using Van Dijk critical theory. The writer set some tweets’ characteristics to be taken and classified it into 4(four) discourses;

1. Firstly, the writer captured the tweets on 3 February 2012 when she named as a suspect by KPK (The Commission of Corruption Eradication). Angelina sondakh only composed tweets twice on its date.

2. Secondly, the writer captured the tweets on 4 February 2012 and 18 February 2012. Beside the time was a day after she named as a suspect in corruption case, February 2012 was a time towards the tahlilan (expression of gratitude to God) to commemorate a year of Angelina Sondakh late husband’s death on 5 February 2012. Both on 4 February 2012 and 18 February 2012, she posted tweets to reply some followers’ mentions who give supports. The writer divided the date into 2(two) discourses.

3. The last discourse was the tweets on 5 April 2012. April 2012 was a time when he having been checked by KPK (The Commission of Corruption Eradication) for several times until finally she has been declared as the one of suspects in Graft-Ridden Lab Project corruption. 8(eight) of 13(thirteen) tweets she posted on April 2012 showed that Angelina Sondakh was telling her feeling through all trials. In order to find the way Angelina Sondakh construct identity, the writer chose those 8(eight)

tweets which evidently showed her personal problems. She intended to find her show the way to be strong facing all problems and depict herself as a modern woman.

Thus, appropriate with the assessments, the writer had some documents to be analyzed which amounted to approximately 22 tweets and divided into 4 (four) part; 1. Angelina Sondakh's tweets on 3 February 2012, 2. Angelina Sondakh's tweets on 4 February 2012 3. Angelina Sondakh's tweets on 18 February 2012 and 4. Angelina Sondakh's tweets on 5 April 2012.

3.4 Technique of Data Analysis

After collecting all the tweets captured of the Angelina Sondakh's tweets since 2012, the writer sorts the tweets out accordance with the objectives which contained about her husband, daughter and her political problems. Then, the writer makes an analysis of Angelina Sondakh's tweet and her communication with followers. The writer tried to uncover the message behind her tweets using critical discourse analysis theory since the twitter words usage is multifarious. Finally, the writer made conclusion over identity construction of Angelina Sondakh through her twitter.