

## **CHAPTER III**

### **METHOD OF THE STUDY**

#### **3.1 Research approach**

This study aims to discover and explain how news, in this case in Tempointeraktif.com, constructs an ideology toward of Nazaruddin case. In achieving this, the writer uses qualitative method to analyze the data because the sample obtained consists of words, not number and is included as qualitative data. According to Neuman (1991), qualitative data tends to be in the form of words, sentences, and paragraphs rather than numbers. In addition, as qualitative approach is concerned with observation, description, and interpretation on factual phenomenon, the approach is considered appropriate to be applied to this study.

#### **3.2 Source and Sample of the Data**

The source of data of this study is the news about Nazaruddin corruption case in '*wisma atlet*' reported on Tempointeraktif.com website. There are so many news articles about Nazaruddin corruption case, not only on printed media, but also on electronic media. The writer chose news articles from electronic media namely the internet because internet nowadays provides anything the readers want. Despite their limited space, web-owners, in this case online-newspaper providers such as Tempo should provide clear information to their readers. Not to mention, usually the news

officers both online and printed, either consciously or unconsciously insert an ideology or ideologies into their newspaper.

The writer in particular chose Tempointeratif.com because the website is developed by the Tempo tabloid, a well-known tabloid which has published political-law news articles as its main theme for years and the writer wanted to know how it constructs news about corruption case, especially when it occurs to party of incumbent government of the country. This specific theme (political-law) may be a help that makes it easier for the writer to know the ideological construction. Tempo has different styles in presenting the news which influences the ideological construction within media.

The writer chose four news articles as samples for data analysis because the four news articles represent the most the corruption case in question. In selecting the four news articles, the writer began by reading all the news articles of Tempointeraktif.com website. Then, the writer chose news articles on corruption case. There were many news articles about Nazaruddin, thus the writer needed to limit the news articles to be the most representative ones.

The four news articles are *Dipanggil KPK, Nazaruddin membangkang lagi*, 14<sup>th</sup> Juni 2011, *Demokrat harusnya tak resisten terhadap Nazaruddin*, 5<sup>th</sup> Juli 2011, *Nyonya Anas berkongsi dengan Nazaruddin Cs.*, 23<sup>rd</sup> Juli 2011, *Nazaruddin coret O.C. Kaligis dari tim pengacara*, 30<sup>th</sup> November 2011

### 3.3 Technique of Data Collection

In order to obtain the data, the writer initially opened the Tempointeraktif.com website in the Tempointeraktif.com.com and typed the word 'Nazaruddin' in the search box. The keyword is not case sensitive. After the search results appeared, the news articles about Nazaruddin case '*wisma atlet*' for Sea Games XXVI in Jakabaring, Palembang, South Sumatra were chosen. Afterwards, all the news article about it were downloaded and classified based on the period of the time. The news articles were grouped into four categories based on the topics that occurred. One news articles of each topic was taken randomly as the data. The four selected news articles were printed to make it easier to read and analyze.

### 3.4 Technique of Data Analysis

This study uses the socio-cognitive approach by van Dijk. Thus, the writer analyzed the data based on the three levels of the text analysis. After the data were collected, the writer analyzed the first level of the text analysis, macrostructure. In the macrostructure, the writer tried to find the theme of news articles in Tempointeraktif.com website, which can be found through the article's title and the whole story of the news.

Afterward, the next level of text analysis, superstructure, mainly talks about the organization or the scheme of the news articles. To find the scheme, the writer read several times the story and the summary of the news. After determining the superstructure, the next step was examining the microstructure. In this level, the

writer identified the linguistic features to support the macrostructure. The linguistic features included four elements: semantics, syntax, stylistics, and rhetoric. In these news articles, there is no explanation about the rhetoric style because the online news version there is no table, picture or graphic to support the data.

The main aim of analyzing the macrostructure, superstructure and microstructure steps of the news articles was to identify the ideology and reveal how the ideology was constructed written implicitly in the texts.