

CHAPTER III METHOD OF THE STUDY

3.1 Research Approach

This study used qualitative approach which is defined as an approach that is based on descriptive data and does not make regular use of statistical procedures (Mackey & Gass, 2005). In term of data collection, Dörnyei (2011) stated that qualitative approach involves data collection procedures that result primarily in open-ended and non-numerical data which is then analyzed primarily by non-statistical method. Since the data of this study is in the form of words, qualitative approach is considered suitable to be applied in this study which needs detailed description and explanation about the portrayal of women politicians in *The Jakarta Post's* news articles about corruption cases.

One more consideration to apply qualitative approach in this study is its flexibility. Flexibility is noted by Dörnyei (2011) as one of the strength of qualitative approach because it makes the study kept open and fluid so that it can respond in a flexible way to new details that may emerge during the process of investigation. He also added that this flexibility even applies to the research question which may evolve, change, or be refined during the study (Dörnyei, 2011).

3.2 Source of Data

The source of data in this study was obtained from *The Jakarta Post*. Regarding socio-cognition analysis, the vision and mission of the media was revealed from its official website. In order to reveal the journalists' cognition about women politicians involved in corruption cases, the writer also paid attention to other news articles they wrote about the politicians. In addition, some news articles related to women politicians published by other sources such as *Tribunnews.com*, *Suara Merdeka*, *Suara Pembaruan*, and *Republika Online* were also chosen to support the societal analysis.

3.3 Techniques of Data Collection

There are several steps to collect the data in this study. The first step is browsing some news articles published by *www.thejakartapost.com* in February until October 2012 which are related to corruption cases involving women politicians in Indonesia, Angelina Sondakh, and Wa Ode Nurhayati. These politicians were chosen because their cases on corruption are considered as high-profile corruption in Indonesia. However, the writer only took two news articles talking about each of those politicians. In other words, each news article is related to each politician. The news articles actually belong to print edition but they also appear in online edition so that the news can spread more widely.

The second step is choosing the news articles which are going to be analyzed. The news articles were selected as the source of data by using purposive sampling strategy of data collection. Purposive sampling is used if description rather than the generalization is the goal (Dawson, 2002). Thus, in purposive

sampling strategy, there should be a plan describing sampling parameters and this plan should line up with the purposes of the study (Dörnyei, 2011).

Therefore, the writer decided some criteria to choose the news articles as the source of data. First, the writer took the news articles which were written in the headline section of the newspaper because it is the most attractive section in the newspaper. Second, the writer selected the news articles which contain a picture or photograph because it is an important point in the rhetoric element. Third, the writer selected two news articles written by two different journalists, one male and one female journalist. This consideration is beneficial to compare the way a male and female journalist portray women politicians involved in corruption cases. Those news articles are entitled “In Court, Beauty Queen Stays Quiet” (February 16 2012) and “Another Lawmaker Lands in Jail” (October 19 2012).

Furthermore, dealing with the socio-cognition analysis, the writer obtained the information about vision and mission of the media in the official website of *The Jakarta Post*. In addition, the writer also browsed some news articles reporting those women politicians which were written by the journalists in order to reveal their cognition in viewing those politicians. Regarding Angelina, those news articles are entitled “Angelina locked up by KPK”, “Angelina treated for chronic sinusitis”, “Angelina’s lenient sentence shows antigraft body’s failure”, “Angie gets light jail sentence”, “Antara journalist denies role in Angelina bribery case”, and “KPK grills Angelina over projects at universities”. Regarding Nurhayati, the news articles are entitled “Nurhayati faces double charges”,

“Nurhayati speaks her defense plea”, “Nurhayati’s ex-husband admits he accepted Rp 250m”, and “Wa Ode Nurhayati sentencing hearing postponed”.

Then, in order to support the societal analysis, the writer conducted literary study by browsing several texts published by other authors or newspapers related to the discourse about women politicians involved in corruption cases. In this case, the writer obtained the data from the articles published by *Tribunnews.com* (“Citra Politisi Perempuan Indonesia Cenderung Buruk”), *Suara Merdeka* (“Perempuan Dalam Pusaran Kasus Korupsi”), *Suara Pembaruan* (“Nurul: Jangan Generalisasi Politisi Perempuan Korupsi”), and *Republika Online* (“Politisi Perempuan Mudah Terjerat Korupsi?”)

In brief, the steps in the technique of data collection are:

1. Browsing news articles published by *www.thejakartapost.com* in February until October 2012 related to corruption cases involving women politicians in Indonesia.
2. Choosing the news articles which are going to be analyzed by using purposive sampling strategy.
3. Browsing vision and mission of the media in the official website of *The Jakarta Post*.
4. Browsing some news articles reporting those women politicians which were written by the journalists in order to reveal their cognition in viewing those politicians

5. Browsing several texts published by other authors or newspapers related to the discourse about women politicians involved in corruption cases.

3.4 Techniques of Data Analysis

In the textual analysis, the first step is related to macrostructure element. In this element, the writer should find out the theme or the global meaning of the texts by reading those news articles as a whole. Then, the second step deals with superstructure element. In this case, the writer identified the scheme and the pattern of the text in presenting the news about women politicians involved in corruption cases. The next step is analyzing the microstructure of the text including semantic, syntactic, stylistic, and rhetoric element. In term of semantic element, the writer focused on background, details, and presuppositions in the text. Sentence structure and coherence were included in syntactic element. In stylistic element, the writer dealt with the lexical choices used by the journalists to portray the politicians in the news articles. The last was rhetoric element which includes the analysis of rhetorical features such as direct descriptions, eyewitness reports, sources, quotations, numbers, metaphors, and photographs. Next, the writer gave detailed explanation about the points of microstructure element found in those news articles which support the whole topic of the text.

After dealing with textual analysis, the next step was focused on the socio-cognition dimension. In the socio-cognition analysis, the writer paid attention to vision and mission of the media which significantly affect the

production of news. In addition, the writer also paid attention to some news articles reporting those women politicians which were written by the journalists in order to reveal their cognition in viewing those politicians. In this case, the different ways of the male and female journalists in portraying women politicians involved in corruption cases could also be revealed.

Furthermore, in terms of societal analysis, it deals with the relation between the text and the social context of the text. In this case, the writer attempted to relate the discourse about women politicians involved in corruption cases which appear in *The Jakarta Post's* news articles and the similar discourse in the news articles published by other authors or newspapers. The writer observed the social context by conducting literary study about how the discourse about women politicians involved in corruption cases is developed among society. Overall, the steps in the technique of data analysis could be summarized as follow.

1. Finding the topic of each news article as part of macrostructure element
2. Identifying the schema of the news articles as part of superstructure element
3. Analyzing the microstructure of the text including semantic, syntactic, stylistic, and rhetoric element
4. Relating the results in the textual analysis to socio-cognition analysis
5. Conducting societal analysis to reveal the discourse developed among society affecting the production of the news articles
6. Interpreting the data

