

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

This study used qualitative approach to analyze the data. It is defined as research that relies on the interpretive and critical approach to social science, in which the reports often contain rich description and detail explanation (Neuman, 2004). The characteristic of qualitative approach is also supported by Ritchie (2003) in his explanation about qualitative approach's function as explanatory research. Qualitative approach as explanatory research concerns with the reason why certain phenomenon occur and why the forces and its influences drive the occurrence.

Regarding to the function of qualitative approach as explanatory research, this approach is suitable to be applied in this study which needs detail description and explanation. This study examined the concept of beauty in "Female" rubric of Kompas online. Qualitative approach is suitable approach in answering the research question that related to social life. Thus, the writer did not need any number of statistical tools to analyze the data.

3.2 Sources of Data

The source of data in this study is Kompas online newspaper. It is the online version of printed Kompas, a well known national newspaper in Indonesia, that used to publish news about politics and governance issues. Kompas online was formed in the 1997. The new Kompas online was established with the theme

of “Reborn”. This theme is suitable with the concept of Kompas online which does not only present news in the form of text, but also images, videos, and live streaming. There are also some rubrics such as economic, sport, job and career. In 2009 it provides a space to discuss everything about women in the “Female” rubric. These changes increase the number of visitors in KOMPAS.com. In early 2008 it reached 20 million active readers per month, and a total of 40 million page views per month. Using the concept of “Reborn”, this online media has successfully attracted readers with its new point of view in writing news such as presenting the concept of beauty.

The writer chose “Female” rubric in Kompas online to analyze the concept of beauty because Kompas is not known for a newspaper for specific gender. However, it provides Female rubric that discusses everything about women including the information of health, lifestyle, fashion, parenting and relationship. “Female” rubric provides articles in the form of tips and advices and women’s experiences. To examine the concept of beauty, the writer chose women’s issues provided in “Female” rubric.

This study used two articles taken in 2013. The first article entitled “*Djembar Djungjunan: Kelembutan Seorang Stunt Rider*” which was published on 11th March 2013. Next article titled “*Zukhriatul Hafizah: Senyumnya Menguasai Dunia*” published on 25th March 2013. Those two articles were chosen in a bid to elaborate how the concept of beauty is presented by Kompas online. The election of those two articles was by means of purposive sampling technique. According to Oliver (2006) purposive sampling technique is

a form of non-probability sampling in which decisions concerning the individuals to be included in the sample are taken by the researcher, based upon a variety of criteria which may include specialist knowledge of the research issue. In other words, the researcher decided their own sample by considering certain criteria that is appropriate with the research. The criteria that should be contained in the articles are a discussion of Indonesian woman and written by the journalist from Indonesia. With purposive sampling; it is expected to obtain the concept of beauty including physical appearance and personality in these articles through the language use, socio cognition of text producer and socio context of the texts.

3.4 Technique of Data Collection

There are several steps taken to collect the data for this study. The first step is collecting the articles. The writer collected the articles in “Female” rubric of Kompas online newspaper, that were published in 2013. The year of 2013 was chosen because the research started in 2013. Second is reading the articles in that rubric. There are some articles published in 2013, so that the third step is choosing the articles to analyze. In choosing the articles, the writer used purposive sampling technique. Using purposive sampling technique, the writer decided criteria that should be contained in the articles. Those two articles were taken by the criteria of research that already mentioned above. Those issues should be presented women’s beauty and significant role in society, who will become a role model in society. That is why the writer chooses Women’s issues as a part of Female rubric to collect the articles. Those criteria are present in the two articles that published in March 2013. The next step is finding some background information about

Kompas online newspaper for socio cognition analysis. The last is finding some intertextuality about the concept of beauty in society for societal analysis.

3.4 Technique of Data Analysis

The writer divided the technique of data analysis into several steps by using CDA-Socio cognitive proposed by Van Dijk. There are three dimension of the text that should be analyzed; the text, socio cognition and social context dimension. In the step of text analysis, the writer divided the analysis into three; those are macrostructure, superstructure and microstructure. In the level of macrostructure, the writer found out the general theme of text. While, in superstructure the writer analyze the scheme of the articles. Then, microstructure level is the last level to analyze the articles semantically, syntactically, and stylistic. After the text analysis, the writer analyze socio cognition of the texts. In analyzing this level, the writer not only focused on the writer of the articles, but also the institution of the text. The last analysis is based on socio context. The writer found discourses about the concept of beauty for intertextuality of the text. In short, techniques of data analysis are describe as follows;

1. Finding out the general theme of the text.
2. Analyzing the structure of the text based on its scheme
3. Finding out the microstructure (semantic style, syntaxes style, stylistic style, and rhetoric style) of the text and gathering the idea within the text.
4. Relating the interpretation with the socio cognition
5. Interpreting the data by relating Critical Discourse Analysis theory and the situation of the concept of beauty in Indonesia in socio context of the text.