# CHAPTER III

# METHOD OF THE STUDY

## 3.1 Research Approach

In analyzing the data of research, there are two methodologies that are established as the general approach of the research: quantitative and qualitative. The quantitative is usually characterized as being linier, each stage being carried out one after the other, research questions are formulated, data is collected then statistically analyzed, and findings are written up. The quantitative research involves data collection procedures that result primarily in numerical data which is then analyzed primarily by statistical methods. Typical example: survey research using a questionnaire, analyzed by statistical software such as SPSS (Dornyei, 2007). On the other hand, qualitative research involves data collection procedures that result primarily in open – ended, non numerical data which is then analyzed primarily by non-statistical method. Typical example: interview research, with the transcribed recordings analyzed by qualitative content analysis (Dornyei, 2007).

In analyzing the data of this study, the writer applied the qualitative method rather than quantitative method because the writer's data used newspaper. In this study, the writer searches the view of two newspapers and there is not numerical data in these newspapers. Therefore, the qualitative method appropriate than quantitative for this study. The qualitative data tend to be in the form of words, sentences, and paragraphs rather than numbers. A qualitative researcher focuses on subjective meanings, definitions, metaphors, symbols, and descriptions

of specific cases. Data are in the form of words from documents, observations, transcripts.

There are some elements of qualitative method which are considered as the advantages of the method. First, this method helps the writer to do the research on natural background of real life, so the writer can improve her understanding which based on the writer's experience to construct the message of the text. The second advantage of this method is the flexibility, so interpretation of the data based on the personal perception toward the problem since there is no standardized formula that is revealed. It means that in analyzing the case, the writer will analyze the case based on the knowledge of the writer. In qualitative research, the result of data analysis is not in the numeric calculation, like quantitative and it becomes the priority of the research (Chadwick, 1991).

## 3.2 Corpus

The corpus of this study is the news reports about Dipo Alam's report related BUMN Bribery by members of Indonesian Parliament reported in two newspapers in Indonesia, *Jawa Pos* and *Kompas*. The writer chooses *Jawa Pos* and *Kompas* because they may have different styles in presenting the news which influence the message of the news. There are many reports about BUMN Bribery by members of Indonesian Parliament in television, newspaper, and also internet, but the writer specifically used newspaper because it is the media that the readers read every day. In this case, the writer chooses news report of *Jawa Pos* and *Kompas* published between October and November 2012.

### 3.3 Sample

The sample is very important because it can be researched object of this study. There are two samples of article for this study to find Dipo Alam's report in *Jawa Pos* and *Kompas* about BUMN Bribery by members of Indonesian Parliament. The writer gave the criteria in selecting the news report. The two articles were published on the same date, have the same topic or similar content. The two articles in this study are one article from *Jawa Pos* and also one article from *Kompas*. Two articles that were chosen by the writer focus on the problem about Dipo Alam's report related BUMN Bribery by members of Indonesian Parliament.

### 3.4 Techniques of Data Collection

There are a lot of news reports about Dipo Alam's report related BUMN bribery by members of the Indonesian parliament in newspapers in Indonesia. The writer only chose two articles as the samples of data analysis that represents BUMN bribery by members of Indonesian parliament. In selecting the two news reports, the writer began by reading all the news reports of *Jawa Pos* and *Kompas*. Then, the writer chose news reports that talked about Dipo Alam's report related BUMN bribery by members of the Indonesian parliament. Then, identfying the news reports. The titles of the two news reports are "KPK Segera Verifikasi Laporan Dipo Alam" (*JawaPos*, November 16, 2012) and "KPK Telaah Laporan Dipo Alam" (*Kompas*, November 16, 2012).

**3.5 Techniques of Data Analysis**

This study uses the socio-cognitive approach by van Dijk, and the writer analyzed the data based on three dimensions of discourse: text, social cognition, and social context. There are three levels of text analysis, which are macrostructure level, superstructure level, and microstructure level. After collecting the data, the writer began to analyze the first level, that is, macrostructure level. In this case, the writer observed the text to find the theme of the news report. The theme can be seen from the title of the text and the whole story of the news report.

Next, the writer analyzed the superstructure level of the text. In this level, the writer identified the scheme of the news reports based on the story and the summary of the news. To find out the story, the writer looked at the situation and the comment in the text, while to find the summary, the writer read the title of the text. Then, the writer determined the scheme of the text from the story and summary. As the result, the writer could make the conclusion of the scheme of the news report.

In the third level, the writer analyzed the microstructure level of the text that consists of semantic, syntax, stylistic, and rhetoric elements. In semantic element, the linguistic features which were observed include the background, the details, and the presupposition. In the syntax element, the writer attempted to see the pattern in sentence formation, pronoun, and also coherence in the text. In the stylistic element, the writer observed the linguistic features such as a lexicon. In the case, the writer attempted to find out how the diction was used in *Jawa Pos*

and *Kompas* in order to identify their message hidden in each news report. Then, in the rhetoric elements, the writer searched for expressions or sentences that confirm the existence of the message represented in *Jawa Pos* and *Kompas*.

Next, the writer attempted to observe the social cognition, that is, means how the text of the news report is produced which involves the individual cognition of the reporter because the reporter has the different knowledge and experience. Different newspapers have different ways in producing the news report. The writer examined the vision and mission of each newspaper because they have a different style to present their articles.

Then, the writer analyzed the social context, which means the writer observed how the building of discourse about a problem developing in the society. In this case, the writer observed the public opinion from each newspaper, *Jawa Pos* and *Kompas*. This helped the writer to find out the social context of the bribery issue. After finding out the social context, the writer could find the message of this news report easily.

In this case, the writer divided the analysis into two parts, the analysis of *Jawa Pos* and *Kompas* news reports. The writer also compared the news reports in *Jawa Pos* and *Kompas* to find out whether or not they have the same strategy in delivering the message.