

CHAPTER 3

METHOD OF THE STUDY

3.1. Research Approach

This study is intended to see the way *Kompas* constructs the concept of pornography through its news articles. In order to attain the goal, the writer applies Critical Discourse Analysis as the methodological framework. Critical Discourse Analysis (henceforth CDA) offers to provide critical paradigm on the discourse by analyzing the role of the language, language use, discourse or communicative events, emphasizes on the researcher's independence in the data collection and analysis (Fairclough, 1995).

The writer took CDA as the methodological framework to analyze the news articles. CDA as a critical paradigm will help an analyst uncover the real structures of the world phenomena in detail so that the data can be interpreted critically in the form of elaborate description and explanation. That is the reason why CDA sometimes is also characterized as interpretative and context sensitive.

In conducting the study, the writer uses qualitative approach since the object of the study is a written text and need to be analyzed in depth. The data in qualitative research generally tends to be in forms of words, sentences, and paragraphs. In analyzing a data, Punch (1998) mentioned that coding is the starting activity of qualitative analysis, which becomes the foundation for what comes later. Punch

characterizes codes as tags, names or labels towards process of data. Basic code is seen as the initial part of the analysis and part of getting the data ready for the following analysis.

In conducting the data, the writer also applied the method, after collecting the data, the writer coding the data using some of Fairclough's ten questions. Some of these questions are used to identify features in the text which contributed to the way pornography concept is constructed.

Moreover, Creswell (2003) points out several characteristics of qualitative research. These characteristics are necessary to see what qualitative research is. The characteristics also capture both traditional perspectives and the newer advocacy. By understood the characteristics, researcher could define the research into such method.

1. Qualitative research emphasizes the importance of social context, that is what comes before or what surrounds the focus of the study for the understanding of the social world. This characteristic implies that the meaning of a social action or statements depends on the context in which it appears because if the context is ignored, its social meaning and significance can become unclear.
2. Qualitative researcher may gather a large amount of information on one or few cases, goes into greater depth, and gets more detail on the cases that he/she examines. This characteristic also confirms Punch's (1998) assertion that states that the aim of qualitative approach is to gain in depth and holistic understanding of the complexity of social life.

3. Qualitative research is fundamentally interpretive. The researcher develops a description of an individual or setting, analyzes the data for themes or categories and makes an interpretation or conclusion about its meaning personally and theoretically, stating the lessons learned, and offering further question to be asked.

CDA is in the same line as qualitative approach and thus CDA is considered appropriate to be applied in this qualitative research for several reasons:

1. CDA analysts always try to uncover “what lies beneath the surface” or hidden structures of social reality since it is believed that behind immediately observable surface of reality lies deep structures, that represents the real ideology. Accordingly, qualitative research relies largely on the interpretive and critical way of analysis, in which its reports often contain rich description and colorful details.
2. CDA is context sensitive (Eriyanto, 2005). CDA analysts consider that it is necessary to take into account the prevailing social context where the phenomenon is being analyzed. Qualitative research emphasizes the importance of social context for the understanding the social world.
3. CDA analysts will get a deep and critical analysis to promote social change for a better world since the understanding of the complexity of phenomenon being analyzed will be generated in depth and holistic (Wodak, 2004).

3.2. Corpus and Samples

3.2.1. Corpus

The corpus of this study is the news articles that discuss RUU APP and its consequence in society along 2006-2007. From the news article, the writer chose six articles that represent the construction of the pornography concept itself.

The consideration to take the news articles as the object of the study was because the news articles written in *Kompas* clearly showed the construction of the concept 'pornography'. The construction of the concept can be seen from the chosen words, sentences, paragraphs, and also the meaning of the whole article. Beside that, each news article represents the qualification to see the way *Kompas* constructs the concept of pornography.

3.2.2. Samples

The writer took six articles concerning the construction of the concept pornography as the samples. Below is the table of the data.

Date	Title
15 February 2006	SULIT UNTUK DIKUALIFIKASI Pornografi Bergantung Relativitas Kebudayaan
23 February 2006	LOGIKA DALAM RUU ANTIPORNO KELIRU Bisa Jadi Sumber Kekerasan pada Perempuan
24 February 2006	PENOLAKAN MAKIN KUAT RUU APP Tidak Kompeten Menanggulangi Pornografi
22 April 2006	RUU APP Hargai Keberagaman Budaya Indonesia

19 July 2006	Keanekaragaman Indonesia Pornografi Tidak Perlu Diundangkan
30 November 2007	Perundang-undangan PORNOGRAFI INTERNET

Those six articles are the most qualified articles as they contain discussion about the pornography concept. The qualification of the articles taken is all articles that focus on the construction of the pornography concept. Thus the writer considers those samples fulfill the requirement.

3.3. Technique of Data Collection

The writer obtained the data from *Kompas* news articles, particularly the news articles written about the development of RUU APP. In this matter, the writer took several articles that appeared from 2006 to 2007, which are the requirements of the analysis. After that, the writer chose six different articles to analyze the construction of the concept pornography. After reading the articles, the writer identified the vocabulary and the grammar based on ten questions developed by Norman Fairclough.

3.4. Technique of Data Analysis

After collecting the data, the writer completed some steps to analyze each articles. The first step, the writer addressed ten questions and the sub questions to all of the articles. Next, the writer identified the features in the text that contribute to

showing the construction of pornography. After that, the writer analyzed the texts based on ten questions proposed by Norman Fairclough regarding Critical Discourse Analysis.

The last step is that the writer set up a discussion on the findings regarding the meaning construction based on the general statement to accomplish an in-depth and elaborate study of critical analysis in media texts.

In short, the writer will follow the following procedures:

1. Addressing ten questions and the sub questions to all of the articles
2. Analyzing the texts based on ten questions that proposed by Norman Fairclough regarding Critical Discourse Analysis.
3. Setting up a discussion on the findings regarding the meaning construction based on the general statement to accomplish an in-depth and elaborate study.