CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

The aim of this study is to uncover the recontextualization strategies used by Indonesian people to justify Islamisation and Fundamentalism, by identifying the audience response toward the issues about Islam and Islamisation which brought by the movie. The response is in a form of the answer to four questions given by the writer. In order to achieve the aim, the writer applies Critical Discourse Analysis (CDA) as the methodological frame work to analyze the recontextualization.

As a critical paradigm, CDA will help an analyst to uncover the real structures of world's phenomena by analyzing the phenomena in detail so that the data can be interpreted critically in the form of elaborated description and explanation. CDA analyzes the use of language, the motive of using language and the implication of language use in order to reveal the values that underlay the text (Fairclough, 1989). Additionally, Critical Discourse Analysis also provides a means for any researcher to examine a phenomenon concerning new social identities of youth since they have access to unique symbolic and material means for the construction of social values, beliefs and identities such as the media (Luke, 2006).

In conducting the study, the writer uses qualitative methodology to interpret the data. Qualitative research is generally defined as research that relies

largely on the interpretive and critical approach to social science, in which its reports often contain rich description and colorful detail (Neuman, 1991). In addition, qualitative research also commonly refers to any research that is distinguished by the absence of quantitative data and report generally tends to be in form of words, sentences, and paragraphs (Kirk & Miller, 1986).

According to Creswel (1994) there are several characteristic of qualitative research. The first characteristic is that 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 statement depends on the context in which it appears because if the context is ignored, its social meaning and significance can become unclear.

The second characteristic is that the 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 (Punch, 1998) assertion which states that the aim of qualitative approach is to gain in-depth and holistic understanding of the complexity of social life.

From the explanation above, it is clear that 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. First, CDA analysts always try to uncover "what lies beneath the surface" or the hidden structures of social reality since it is believed that behind immediately observable surface of reality lies deep structures that represent the real ideology. In order to attain this goal, CDA analysts will try

to analyze the phenomena in detail so that the data can be interpreted critically in form of elaborate description and explanation. Accordingly, qualitative research relies largely on the interpretative and critical way of analysis, in which its reports often contain rich description and colorful detail.

The second reason is that CDA is context sensitive (Eriyanto, 2006). CDA analysts consider that it is necessary to take into account the prevailing social context where the phenomenon being analyzed is occurred in order to gain a complete understanding on the phenomenon. When the most relevant social context is ignored, it will not give any insights into social process since the interpretation of isolated text is usually vague and ambiguous. In the same line, qualitative research emphasizes the importance of social context for the understanding the social world.

3.2 Population and Sample

The population of the study is Indonesian people who have already watched Fitna the movie. The writer took the data from Fitna audiences as the sample of the study. The audiences are forty Muslim students from the Faculty of Humanities, Airlangga University. The reason for choosing the audiences from the Faculty of Humanities is because that all of them understand about the movie which uses English subtitle beside they are the internet users. Moreover, the range of the audiences is 21 to 25 years old. At that range hopefully audiences would give critical opinion considering they are senior students.

3.3 Technique of Data Collection

The writer would make questionnaire to get the data. The question is delivered to students when they were in campus or their boarding house. The questions are delivered to the audience as follows:

1. What is your opinion after watching Fitna?

2. What is your view about the Islamisation described in the movie?

3. What massage do you get from the movie?

4. According to you, what is the solution to respond such issue that may happen in the future?

The questions are answered by the audience in shape of hand writing.

3.4 Technique of Data Analysis

In analyzing the data, the writer did the following steps. First, the writer read the answer from forty five audiences one by one. The writer categorized the similar answer from number one until number four. Question number 1 & 2 are made to find audiences opinion about Islam and Islamisation while question number 3 & 4 made to show audiences responses after watching Fitna. After that the writer tried to find the correlation of ones answer to another. The writer then tried to analyze one by one the four questions by using Fairclough's recotextualization. After all the answer being examined, the writer tried to relate the answer with Islamisation. The writer then tried to relate Islamisation and the fundamentalism with social progress and find out why Indonesian Muslims did not extremely react toward the movie. Finally, the writer made a conclusion for the relation.

In short, the steps in analyzing the data are:

1. Reading the answer for each question

2. Categorizing the similar answer from number one until number four

3. Correlating one answer to another

4. Relating the answer with fundamentalism