CHAPTER 3

METHOD OF THE STUDY

3.1   Research Approach

This research is conducted by using semiotic approach of Roland Barthes. The research is mainly focused to find out how the ethnicities of Jokowi-Basuki are represented in Kompas newspaper through the photojournalism during the election. Since the concept would relate with reasons beyond a phenomenon, it is one of the significances of qualitative method. Moleong (2002) describes that qualitative research is used to find reasons related to the background of a subject of the research and it is used by the researcher to find something in deeply (p.7). Moreover, qualitative research is used to identify social phenomena; about social norms, gender roles, race, values, socioeconomic status, and religion. This research is proper to gain data about behaviour, opinion, social context in certain area.

Qualitative method is used in this study because of its deep analysis on how ethnicities are presented and what re-presentation is needed an intense interpretation. This method is appropriate for the study since it gives no borders between the researcher and that of the object. The writer will analyse all signs found in the Kompas newspaper by focusing on the photojournalism. Those signs are analysed by using semiotic theory of Barthes.

3.2   Data Sources

The data used in this research are the photojournalism of Jokowi and Basuki in certain rubric of Kompas newspaper such as candidate column, political and metropolitan rubrics. The photojournalism to be analysed are taken from http://epaper.kompas.com/epaperkompas.php. That is formal websites of Kompas online newspaper edition (later will be called as Kompas e-paper) where the photojournalism of Jokowi and Basuki can be retrieved. There are three of Jokowi-Basuki photojournalism in Kompas e-paper edition that will be used to analyse by the writer. Those two of them are captured while in first campaign period on 27th *June 2012* and another one is on 29th *June 2012*. For the last one is in the second campaign period on 16th *September 2012*. Jokowi and Basuki's photojournalism in Kompas e-paper which become the primary data in this study are which considered constructing Jokowi and Basuki's ethnicities only during the campaign periods. In this study, the writer used online news edition photojournalism rather than the printed edition ones for some reasons. The first reason is for simplicity. By using online news photojournalism, the writer can skip some steps such as clipping the photojournalism, scanning the clipped photojournalism to form soft files. The second reason is of course that the colour of photojournalism of Jokowi-Basuki in Kompas e-paper are clearer and the last is, those photojournalism in Kompas e-paper edition are easier to be taken from the source because of the data which used are previous edition (old edition) from Kompas e-paper.

Titles are given to the data in order to understand the messages easily. The data used in this study are as followed:

1. **27th June 2012, "Candidate Column"**

2. **29th June 2012, "Political Rubric"**

3. **16th September 2012, "Metropolitan Rubric"**

3.3 Scope and Limitation

In order to gain representative research, a scope and limitation will be applied. The data collection process conducted only during the campaign periods of Jakarta Governor Election 2012. Therefore, the data considered as proper to be used is the data which are related to the Jokowi and Basuki's ethnicity issues during the campaign. To take the data, context of time and place are used. The photojournalism of Jokowi and Basuki are used in the first and second campaign period namely for the first period is on 24th June till 7th July 2012 and the second period on 14th till 16th September 2012. Those three data that are found in Kompas e-paper by the writer, one of them are captured Jokowi and Basuki on 27th June 2012 and the others are captured Jokowi only namely on 29th June and 16th September 2012.

The writer decided to analyse photojournalism of Jokowi-Basuki's only in campaign situation. There are some reasons that underlie to choose the ethnicity issues as long as campaign periods. The first reason for choosing campaign situation is, the media usually change attitudes in a campaign situation. The evidence is such much stronger quantity of information available during each campaign; Cohen (1969) stated that the media set the agenda for each political campaign, influencing the salience of attitudes toward the political issue (p.13). The second consideration is related with the context throughout campaign situation itself. During the campaign, the voters really find out information concerning the candidates programs and pay more attention to all the political news regardless of whether it is from, or about, any particular favoured candidate.

3.4   Technique of Data Collection

Several editions of the Jokowi-Basuki concerning ethnicity issues are taken from Kompas e-paper edition during Jakarta Governor Election 2012. The writer collected the data into following steps. First, the writer used search option in the websites and entered the keywords 'Kompas e-paper'. After entering the keywords, the writer subscribe to Kompas e-paper. Second, the writer chosen the dates based on Governor Campaign situation only on which the first period is, 24th June till 7th July 2012 and the second period is, on 14th till 16th September 2012. Third, the writer looked for the specific photojournalism of Jokowi and Basuki. Afterward, the writer found three pictures on "news articles section" and five pictures of Jokowi and Basuki on "ads section in Klasika". The writer decided to use the three pictures on "news section" because the ads of Jokowi and Basuki in Kompas Klasika probably come from Jokowi-Basuki's candidacy campaign teams and also the ads might appear on others newspapers in the same form.

In other words, the way of selecting samples and obtaining data are using purposive sampling. Purposive sampling which means as taking some samples photojournalism of Jokowi-Basuki in Kompas e-paper that only reports about Jokowi-Basuki through the news article. Data and information related to the topic, theory, and media are compiled from reviews, critics, and also internet. Articles and journals are used as well. But more importantly various books related to the topic and theory cannot be separated from consideration in order to complete this study, while Kompas e-paper itself is decided as the primary data. Shortly, the techniques of data collection are summarized into following steps:

1. Accessing the websites and subscribing Kompas e-paper.

2. Choosing several editions of photojournalism of Jokowi-Basuki. It means as taking some samples: "Purposive Sampling".

3. Capturing or cutting the photojournalism of Jokowi-Basuki in Kompas e-paper and pasting them into New Word Document.

3.5   Technique of Data Analysis

According to Sobur (2004, p. 68), the purpose of Barthes's theory of signs is to reveal the connotation meaning of a certain text as the real characteristic of sign. The key point of semiotics is about how the producer of a sign makes it something meaningful and how we, as readers, get meaning out (Barthes 1987, p. 32). Hence, the analysis was conducted by using semiotic approach of Roland Barthes. The data will be interpreted by establishing a close and intense reading in order to reveal the true meaning brought by all signs. Before analysing the data, first, the writer classified the data as mentioned previously photojournalism in Kompas e-paper: pictures only, words only, and both pictures and words. Second, the writer chooses several different photojournalisms to represent each type. Third, in analysis, the writer examined linguistic message, concept of denotative and connotative of symbols (image, colour, and written text), narrative concept, and myth within Jokowi and Basuki's ethnicities. In processing, firstly, the writer analysed verbal meaning containing written text or linguistic message on texts of Jokowi and Basuki's picture. The second one is examining non-code or denotative concept and coded or connotative

concept within Jokowi and Basuki's picture. The next step is examining the myth behind symbols or signs of Jokowi and Basuki's picture.

The first layer examined was level of *denotation*. Denotation' tends to be described as the definitional, 'literal', 'obvious' or 'common sense' meaning of a sign. In the case of linguistic signs, the denotative meaning is what the dictionary attempts to provide. As Roland Barthes noted, Saussure's model of the sign focused on denotation at the expense of connotation and it was left to subsequent theorists (notably Barthes himself) to offer an account of this important dimension of meaning (Barthes, 1967, p. 89). The first level of code is described in the relations in the sign, between the signifier and signified, or Saussure called as a *symbolic relationship*, and between the sign with its reference in the external reality, or as Barthes called *denotative*. The second layer is level of *connotation*. Connotation is considered as association that a word or image is for someone (Barnard p. 121). Therefore, it called as second structure of meaning or signification. The second level of signification process becomes the signifier in the second signification. At the secondary signification level the signifier creates the signified, and then interacts with feeling or emotional of the users and together with the values of cultural where the sign and users are. In this level as Barthes called *connotative*. Furthermore, in connotation level, it deals with ideology or myth, because myth or ideology works on this level. An additional level, myth is performed to reveals the relation of meaning between each levels. Thus, based on the theory, the data will be analysed into four levels:

1. Linguistic messages: The data includes all phonemes, letters words, or sentences in the front cover that can be treated as verbal signs. Since several data may contain Indonesian verbal texts, English translation is provided in the analysis. Unless indicated, all translations were done by the writer.

2. Non-coded iconic messages: In this level, the denotative meaning of a sign is being explored. Denotative meaning is the literal meaning of images and verbal signs.

3. Coded iconic messages: In this level, the connotative meaning of a sign is being explored. Connotative meaning is related to a broader sign system in the society.

4. Myth and complex meaning: In this level, the writer will also use the theory of media and also ethnicity. As an additional stage, myth and complex meaning are performed to reveal the relation of meaning between each stage and conclude the constructions of ethnicity presented in the Kompas newspaper (later called as Kompas e-paper).

CHAPTER 4

ANALYSIS