

## **CHAPTER III**

### **METHOD OF THE STUDY**

#### **3.1. Research Approach**

Concerning this study, Qualitative method is used for analyzing the Indonesian Celebrities' divorces news. Qualitative research method is research that is based on descriptive data that does not make use of statistical procedures (Mackey and Gass:2005). According to Neuman (1991), It 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.

In this case, this study used qualitative research method because the goal of the study is to discover how Indonesian celebrities' divorces described in *Tabloid Nova* and the possible reason why *Tabloid Nova* describes Indonesian celebrities' divorces in such in its report. Thus, this study is more appropriate to use qualitative method than quantitative method. It is in accordance with Chadwick statement (1991) that in qualitative research; the result of the data analysis is not in the numeric calculation, like quantitative, and it becomes the priority of this research.

### 3.2. Source of The Data

The source of the data in this study was the news on rubric *Selebriti* in *Tabloid Nova*. It is a rubric that contains news about Indonesian celebrities' life, including divorce news. There are three editions taken as the sample from July until September, 2011. Those editions contained the divorce news of Ruhut Sitompul – Anna “*Ruhut Takut dan Nangis Seperti Bayi*” (edition 1222), Titi DJ – Ovy “*Titi Sejak Awal Diramal Cerai Oleh Si Bungsu*” (edition 1224), and Sarah Sechan – Emir “*Sarah Gugat Cerai Sang “Jagoan”*” (edition 1230). In fact, there were only three divorces news appeared in *Tabloid Nova* during July until September, 2011. Though there are only three samples taken, the writer believes all of them can fulfill the analysis requirements because those three news represents celebrities' divorces news in which the celebrities are the husband, the wife and both of them.

### 3.3. Technique of Data Collection

Since the topic chosen is about Indonesian celebrities' divorces, the writer collected the data from rubric *Selebriti* in *Tabloid Nova*. In collecting the data, the writer directly looked for the editions that contain Indonesian celebrities' divorces news. The writer prefers to the divorce news that have just happened recently at that time. The writer took related news on the edition from July – September, 2011 and there were only three editions in *Tabloid Nova* containing news about Indonesian Celebrities' divorces. After getting the data, the writer read all of the data selected relatively then analyzed those data by using Van Dijk Theory in CDA.

Actually, at that time the edition of July has already elapsed and no longer available in magazine sales agent because it has returned to the publishing office. Consequently, to get the July edition, the writer has to buy it directly at the warehouse of PT. Kompas Gramedia which is located at Jalan Rungkut Industri III, Surabaya.

### **3.4. Technique of Data Analysis**

When the data has been collected, the writer began to do some steps for analyzing them. As this research is using CDA, the steps must be appropriate with the groove of Text structure theory. Principally, it works from the broad thematic level into the narrow level of the text, in this case is from macrostructure level to superstructure level and the last is microstructure level. This principal led the writer in analyzing the text.

Firstly, the writer repeatedly read all the text which in this case as the data analyzed. This step is aimed to grab the general theme of the text. The theme could be seen from the general information provided in the text. This step usually named as coding data. Coding is seen as a process of giving tags, names or labels against the pieces of the data that may be individual words, small or large amounts of data. Thus, it can be said that coding is the basic part of analysis and considered as a part of getting the data for continuing to the following level.

The following level is the superstructure of the topics. In this level, the writer is obtained to pay attention and analyze the pattern concerning how the

structure and elements are arranged in a whole text. In other word, it is called as text frame. Lastly, the writer went down into the smallest level that is microstructure level. Here, the writer analyzed the data based on Syntactic, Lexical and Rhetoric style. In Syntactic style, the writer tried to see the Coherence, Sentence Form, and the changing of Pronoun used by *Tabloid Nova* while in Lexical style, the writer tried to find the word used by *Tabloid Nova* to know how *Tabloid Nova* does choice of words. Then, in Rhetoric style the writer tried to find what Graph and Metaphor used by *Tabloid Nova* to ensure its statement about Indonesian celebrities' divorces news.

# **CHAPTER IV**

## **DATA ANALYSIS**