

CHAPTER III

METHODOLOGY

3.1. Research Method

This study is conducted by using descriptive interpretative method. Descriptive analytical interpretative is a method that use to explain and explore th fact with appropriated interpretation, by analyzing and describing the data the researcher had found and would process the description in analysis that required interpretation (Creswell, 2009:177).

The semiotic theory of Roland Barthes consists of the explanation about denotative and connotative meaning is used to reveal the Islamophobia in CreepingSharia blog's cartoons.

3.2. Source of the data

The sources of the data are eight cartoon pictures which are available in CreepingSharia. com cartoons collection of Islamic cartoon. The cartoon pictures were taken on the period of January – December 2015. In taking the data, the writer used purposive random sampling. Purposive random sampling is a sampling technique which is the writer intentionally takes the sample or the data by referring to certain judgment of the writer, criteria, and particular characteristics of the data (Sugiyono, 2010:217)

3.3. Data

The data of this study are images, color, and words (phrase or sentence) of the cartoons of CreepingSharia.com that show about Islam. The interpretation of

the data is analyzed in the denotative and connotative meaning that shows Islamophobia.

3.4. Data collecting procedure

1. Opening the website of CreepingSharia. com
2. Searching the cartoons collection in CreepingSharia. com.
3. Selecting the eight cartoons picture in CreepingSharia.com on the period of January – December 2015 by using purposive random sampling which is referring to the characteristic of Islamophobia as mentioned at chapter II.
4. Identifying the denotative meaning and connotative meaning.

3.5. Data analysis procedure

1. Categorizing the signifier that can be image, color, and words (phrase or sentence) in the selected cartoons of CreepingSharia blog.
2. Analyzing the denotative level in image, color and words (phrase or sentence) in the selected cartoons of CreepingSharia blog.
3. Analyzing the connotative level in image, color and words (phrase or sentence) in the selected cartoons of CreepingSharia blog.
4. Interpreting the analyzed cartoons of CreepingSharia blog.

No	Object	Denotative	Connotative	Signification of process			interpretation
				V	A	C	

Notes:

V = Value A = Association C = Conventional

5. Drawing the conclusion