

## CHAPTER III

### METHODOLOGY

#### 3.1 Research Design

The study uses Qualitative content analysis. Qualitative research is the approach emphasizes on words to answer the research problem (Creswell, 2012). Parts of qualitative research are texts, narratives and data that relates to words (Ryan and Bernard, 2000).

Qualitative content analysis is changing the abstract thing like texts, images and expressions into the thing that could be seen, read, interpreted and acted with their meanings and must be analyzed with such uses in mind (Krippendorff, 2004). Content analysis simply defined as “the process of summarizing and reporting written data – the main contents of data and their messages” (Cohen, L., Manion, L., Morisson K., 2007:475). Content Analysis is originally from analysis media and public speeches (Cohen, L. et.al, 2007). Weber stated that one of the procedures in content analysis is classifying words into several categories (as cited in Cohen, L. et.al, 2007). Krippendorff (2004) added Qualitative content analysis also points the intended meaning and interprets it into actual meaning (Krippendorff, 2004).

This study focuses on analyzing texts from *Australian Embassy – Jakarta Indonesia* facebook page. This study employed Van Leewuen’s theory of Representation of social actors (2008).

### **3.2 Data, Data Source and Instrument**

The data of this study are words, phrases, clauses and sentences which present the social actors. The data source is texts from *Australia Embassy – Jakarta, Indonesia* facebook page. The study was conducted starting March 2017, thus, the periods of the texts are from January 2017 until March 2017. The texts are selected randomly. There are 10 selected texts, 2 texts from January issue, 3 texts from February issue and 5 texts are the latest from March issue. The ten chosen texts are considered sufficient to find the data. The study uses tables as the data instruments.

### **3.3 Data Collection Procedures**

1. Determining the criteria of words, phrases and clauses which presents the representations based on Van Leeuwen's framework of representation of social actors
2. Selecting data sources, ten texts from *Australia Embassy, Jakarta – Indonesia* official facebook page.
3. Reading each text thoroughly and highlighting the words, phrases, clauses which present the representations
4. Presenting the data in the table based on Van Leeuwen's category of Social actors.

### 3.4 Data Analysis Procedures

1. Reading the 10 texts from *Australia Embassy, Jakarta - Indonesia* facebook page thoroughly and critically
2. Coding the sample texts from *Australian Embassy, Jakarta – Indonesia* facebook page into ‘Facebook Text’, for example: FT1, FT2, ... FT10
3. Coding the categories of Van Leeuwen Social actors, for instance:  
Backgrounded: BG, Suppression: SP ... Impersonalization: IM
4. Breaking down the sentences to analyze the social actors based on Van Leeuwen’s categories
5. Highlighting the words, phrases, clauses or sentences which presented the social actors from each text
6. Classifying the social actors into two social actors which are involved in Australian Embassy facebook texts, Indonesian and Australian. (Table 1)
7. Giving marks to the words, phrases, clauses and sentences which present the social actors using Van Leeuwen’s category of representation of social actors (Table 2)
8. Calculating the percentage of the total occurrence of social actors in the table of result (Table 3)
9. Interpreting the representation occurred in Australia Embassy facebook text
10. Drawing the inferences from the result of the findings.

FT...	No.	Indonesian	Australian
	1.		
	2.		
	...		

**Table 1. Table Classification of Social Actors**

FT ...	No.	Social Actors	Exclusion		Inclusion														
			SP	BG	AV	PV	GC	SC	IV	AS	AC	IT	DF	NM	FC	ID	PS	IM	

**Table 2. Table Analysis Category of Van Leeuwen's Representation of Social Actors**

No.	Social Actors	Data	
1.	Indonesian		
2.	Australian		
<b>TOTAL</b>			
No.	Social Actors	Exclusion %	Inclusion %
1.	Indonesian		
2.	Australian		
No.	Social Actors	Activation %	Passivation %
1.	Indonesian		
2.	Australian		

**Table 3. The Result Analysis Table (adapted from Van Leeuwen, 2008)**

No.	CODE	CATEGORY	INDICATORS
1.	SP	Suppression	<ul style="list-style-type: none"> <li>• Social actors are absent or intentionally absent from the text</li> <li>• Non-finite clause –to acted as participant grammatically</li> <li>• Deletion of beneficiaries actors</li> <li>• The use of gerund and nominalization</li> <li>• Verb which is functioned as adjective</li> <li>• Actors in a complex sentence but uncertainty relations</li> </ul>
2.	BG	Backgrounding	<ul style="list-style-type: none"> <li>• Social actors are not directly mentioned but it is transformed into some other actors or phenomenon</li> <li>• Sign of simple ellipsis in non-finite clauses wit –ing and –ed</li> <li>• Infinitival clause with –to</li> </ul>
3.	AV	Activation	<ul style="list-style-type: none"> <li>• Prepositional circumstance <i>from</i> and <i>by</i></li> <li>• The use of possessive pronoun, such as ‘our’</li> <li>• Pre-modification or post-modification of nominalization or process noun</li> </ul>
4.	PV	Passivation	<ul style="list-style-type: none"> <li>• Prepositions ‘to’ ‘about’ etc. or prepositional phrase</li> <li>• “possessivation,” usually in the form of a prepositional phrase with of postmodifying a nominalization or process noun</li> <li>• recipient or client</li> </ul>
5.	GC	Genericisation	<ul style="list-style-type: none"> <li>• Overview of something</li> <li>• Unspecified group or person</li> <li>• Plural without article</li> <li>• Singular with definite and/or indefinite article</li> <li>• Mass noun referred to group without article</li> </ul>
6.	SC	Specification	<ul style="list-style-type: none"> <li>• Use proper noun refers to specific groups or communities or events</li> </ul>
7.	AC	Association	<ul style="list-style-type: none"> <li>• Groups or an alliance related to specific activity</li> <li>• Parataxis</li> <li>• Circumstance of accompaniment</li> <li>• Possessive pronouns and possessive attributive marked by verb ‘have’ and ‘belong’</li> </ul>

8.	IV	Individualization	<ul style="list-style-type: none"> <li>• Treat as individual</li> <li>• Humanized social actors</li> <li>• Realized by singularity</li> </ul>
9.	AS	Assimilation	<ul style="list-style-type: none"> <li>• Realized by Plurality</li> <li>• Numeric and quantitative data</li> <li>• Specific Groups or communities in plural</li> </ul>
10.	IT	Indetermination	<ul style="list-style-type: none"> <li>• Anonymous social actors</li> <li>• Indefinite pronoun</li> </ul>
11.	DF	Differentiation	<ul style="list-style-type: none"> <li>• Contrastive element between two or more groups or people</li> </ul>
12.	NM	Nomination	<ul style="list-style-type: none"> <li>• Unique identity</li> <li>• Proper noun</li> <li>• Honorific titles</li> </ul>
13.	FC	Functionalization	<ul style="list-style-type: none"> <li>• Occupation of the person</li> <li>• Roles and function of the social actors</li> <li>• Noun, formed from a verb, by adding suffix</li> <li>• Noun denotes place or tool regarding the activity, marked by suffix</li> <li>• Compounding of noun denoting places or tools and realized by additional word such as -man, -woman, person, people etc.</li> </ul>
14.	ID	Identification	<ul style="list-style-type: none"> <li>• Class of the actors in society including gender, age, wealth, race, religion, ethnicity and social orientation</li> <li>• Physical appearance by using adjective phrase or prepositional phrase 'with' or 'without'</li> </ul>
15.	PS	Personalization	<ul style="list-style-type: none"> <li>• Social actors are treated as human beings</li> <li>• Personal or possessive pronoun</li> <li>• Proper names or noun</li> <li>• Maternal care include the feature of 'human'</li> </ul>
16.	IM	Impersonalization	<ul style="list-style-type: none"> <li>• Abstract and concrete noun</li> <li>• Represented as place, utterance, instrument or thing</li> <li>• Using part of body as emotion or expression.</li> </ul>

**Table 4. Table of Indicators (based on Van Leeuwen's framework, 2008)**