

CHAPTER III

METHODOLOGY RESEARCH

In this chapter, the writer will discuss about research methodology that is divided into five sections; research method, data, data source, data collection technique, and data analysis technique.

3.1 Research Method

The study used content analysis which was a qualitative technique. According to Titscerh (2000), he states that content analysis is a method that concentrate on directly and clearly quantifiable aspects of text content and as a rule on absolute and relative frequencies of words per text or surface unit". SFL theory by Halliday was used as a tool to break down the sentences into clauses. Halliday's theory of transitivity system was used to analyze in the eight articles from thejakartapost.com and jakartaglobe.com.

3.2 Data of the study

The data are the words, phrases, clauses level and nominal group on the articles that represents Sandiaga Uno in thejakartapost.com and jakartaglobe.com.

3.3 Data Source

The sources of the data in this study are eight articles of the news website of thejakartapost.com and jakartaglobe.com from September 20, 2015 until October 6, 2016. The four articles from The Jakarta Post are: (1) "Is Ahok really that

clean, without a mistake? Sandiaga says”, (2) “Sandiaga vows to join tax amnesty program”, (3) “Sandiaga doesn't want to debate tax amnesty with Ahok”, and (4) “Sandiaga Challenges Ahok to apply for reverse burden of proof”.

The four articles from Jakarta Globe, (1) “‘Good Candidates Don't Exploit Personal Relationships,' Sandiaga Tells Ahok”, (2) “Businessman Sandiaga Uno 'Ready' to Enter 2017 Jakarta Governor Race”, (3) “Sandiaga Uno to Officially Announce Running Mate on Friday”, and (4) “Sandiaga May Run Away With Anies if 'Kinship Coalition' Keeps Playing Waiting Game”.

3.4 Data Collecting Procedures

1. Searching all the news about Jakarta gubernatorial election 2017 on thejakartapost.com and jakartaglobe.com. The writer found 48 news articles from September 20, 2015 until October 6, 2016.
2. Reading the news about Jakarta gubernatorial election 2017 in thejakartapost.com and jakartaglobe.com.
3. Selecting four news articles based on news release of Sandiaga Uno from both news media online.
4. Breaking down the sentences into clauses.

3.5 Data Analysis Procedures

1. Classifying the clauses based on the process type of the eight articles from thejakartapost.com and jakartaglobe.com.
2. Analyzing the identified data by using M.A.K Halliday's transitivity system based on the process types of material, mental, relational, behavioral, verbal, and existential.
3. Classifying the types of process into a table.
4. Analyzing the elements of each process types indicating Sandi's image.
5. Interpreting the result.
6. Drawing conclusion.