

CHAPTER III

RESEARCH METHODOLOGY

This chapter explained the research methodology use, data and data source, data collection procedure, and data analysis procedure. Further explanations of each were explained below:

3.1. Research Methods

The study was conducted through the textual analysis, using the data in the form of the video transcriptions of Bali Nine news in Indonesia Now from November 30th, 2014 to March 1st, 2015, to determine the encoded meanings of Metro TV in the news. The study was also conducted through the descriptive analysis method to describe and analyze the facts (Ratna, 2004: 53), using the encoding and decoding theory by Stuart Hall.

3.2. Source of the Data

The sources of data the writer had chosen for conducting this research are five televisual news videos of the Bali Nine Case in Indonesia Now, an English-speaking news program on Metro TV. The videos used for the research dated from November 30th, 2014 to March 1st, 2015, the period when President Jokowi announced the two Australian drug convicts as the next group for execution and rejected their clemency request.

3.3. Instruments

In order to analyze the discourse practice of Metro TV which consisted of text production and text consumption, the writer transcribed the news videos of Bali Nine using the transcription method by Fairclough. Moreover, the writer conducted interviews with the staff of Metro TV, which included a reporter, an editor and a producer, asking several questions that was related to the production process of Metro TV. The writer also conducted interviewed with ten chosen respondents who were the target viewers of Metro TV and Indonesia Now. The respondents mostly consisted of college students of the English Department of the State University of Jakarta, in order to determine their perspective of the show.

3.4. Data Collection Procedures

1. Searching the videos of Indonesia Now on the Metro TV News website (MetroTVNews.com).
2. Selecting the videos about the Bali Nine news and other drug related news.
3. Downloading and watching the news videos.
4. Transcribing the video from audio texts into visual texts.
5. Interviewing three staff of Metro TV.
6. Recording the interview with the staff of Metro TV.
7. Transcribing the interview recordings with the staff of Metro TV.
8. Interviewing ten selected target viewers of Metro TV.
9. Recording the interview with the target viewers.

10. Transcribing the interview recording with the target viewers.

3.5. Data Analysis Procedures

1. Analyzing the transcriptions of the news videos using the using the the textual analysis by Fairclough.
2. Determining which side Metro TV chose in the news from the analysis
3. Analyzing the process of news production through the conversation transcriptions with the staff of Metro TV.
4. Determining the encoded meanings from the analysis.
5. Analyzing the process of news consumption through the conversation transcriptions with the target viewers.
6. Determining the respondents' decoding position from the analysis.
7. Drawing a conclusion from the analysis.