CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Method

The study uses a descriptive analytical interpretative study as the method. Descriptive analytica+l interpretative study uses technique of searching, collecting, classifying, analyzing, interpreting the data, and finally drawing the conclusion (Surakhman: 1994 p. 147). This study uses Gunther Kress and Theo Van Leeuwen's theory concerning social semiotic framework for analyzing the visual text of the cartoons and Halliday's Systemic Functional Lingusitc theory for analyzing the written text that used in the cartoons.

3.2 Source of the Data

This study uses four cartoons indicating the relation between Islam and Trump published ranging from 2015 to 2017 on the American presidential campain period by Rob Rogers on robrogers.com as the data source. These cartoons were chosen using the purposive sampling. The data of the study are the cartoons, including colors, participants, and narrations which portrayed Islam in Donald Trump Cartoon by Rob Rogers.

3.3 Data Collection Procedure

1. Finding the cartoons in Rob Rogers web that indicate the relation between Islam and Trump by Rob Rogers as the object of the study.

2. Observing the comics about Islam and Donald Trump in Rob Rogers web from 2015 to 2017.

3. Choosing purposely four cartoons indicating the relation between Islam and Trump by Rob Rogers as the object of the study.

4. Identifying the visual text and written text in each Rob Rogers' Donald Trump cartoon portraying Islam.

3.4 Data Analysis Procedure

In analyzing the data, there are three steps that will be done by the writer :

Step 1. Analyzing the Visual Text (each cartoons) :

1. Analyzing the identified visual text at representational metafunction level

2. Analyzing the identified visual text at interpersonal metafunction level

3. Analyzing the identified visual text at compositional metafunction level

Step 2. Analyzing the written texts:

1. Analyzing the nominal group found in the cartoons.

2. Analyzing the words, phrases, clauses, and sentences based on the material, relational, mental, behavioral, verbal, and existential process of transitivity.

Step 3. Integrating the analysis of the visual text with the analysis of written text.

Step 4. Combining the visual texts and written text analysis from each cartoon

Step 5. Integrating the result from combination of visual text and written text analysis from each cartoon.

Step 6. Drawing the final conclusion