CHAPTER III

METHODOLOGY

This chapter introduces the design of study, the data and data source, the data collection procedure, and the data analysis procedure.

3.1 Research Method

This research is a qualitative descriptive analytical study using framing analysis model of Pan and Kosicki. This research aims to determine how the representation of Dr Zakir Naik in two online newspapers of Malaysia five articles per each.

This qualitative descriptive study produces descriptive data in the form of words written or spoken of people and or their behavior observed. This approach is directed at the background and individual *holistic* (whole). In this study descriptive means that the data is collected in the form of words, pictures, and not numbers. This study contains quotations of data to give an overview on the presentation.

According to Denzin and Lincoln, qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that makes the world visible. These practices turn the world into a series of representations including field notes, interviews, conversations, photographs, recordings and memos to the self. At this level, qualitative research involves an interpretive, naturalistic approach to the world. This means that qualitative

researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them. (2000: 3).

3.2 Source of the Data

3.2.1 Data

The data of this study will be sentences, phrases, clauses, images, and graphics from The Star and New Straits Times online articles and five articles of each media discussing about the Dr Zakir Naik's lecture in Malaysia.

3.2.2 Data Source

The data are taken from ten online articles about Dr Zakir Naik's lecture in The Star and New Straits Times online newspapers based on purposive random sampling published in April-May 2016.

3.3 Data Collection Procedure

a. Finding the news about Dr Zakir Naik in The Star and New Straits Times websites.

b. Reading the articles on issue about Dr Zakir Naik in The Star and New Straits Times websites.

c. Selecting five articles per each websites based on purposive random sampling related to Dr Zakir Naik's lecture issue published in The Star and New Straits Times websites on April-May 2016.

d. Identifying the words, sentences, phrases, clauses, images, and graphics of the selected text article to be analyzed from both online newspapers to find syntax structure, script structure, thematic structure and rhetorical structure.

e. Categorizing the articles into four structures: syntactic structure, script structure, thematic structure, and rhetoric structure provided by Zhongdang Pan and Gerald M. Kosicki framing analysis model.

3.4 Data Analysis Procedures

a. Analyzing the Data

The articles are analyzed by using Pan and Kosicki's framing analysis theory directed to some structures, which are:

1. Analyzing the identified words, sentences, phrases, clauses at the syntax structure includes headline, lead, background, quotes, statements, and closing in The Star and New Straits Times selected online articles related to Naik's representation and tendency toward the issue.

2. Analyzing the identified words, sentences, phrases, clauses at the script structure in the form of 5W+1H: what, who, when, where, why, and how in The Star and New Straits Times selected online articles related to the representation of Naik and the tendency toward the issue.

3. Analyzing the identified words, sentences, phrases, clauses at the thematic structure in the form of paragraphs, propositions, sentences, and relation between sentences in The Star and New Straits Times selected online articles related to the representation of Naik and the tendency toward the issue.

4. Analyzing the identified words, sentences, phrases, clauses, images, and graphics at the rhetorical structure includes words, idioms, graphs and images/photos to find in The Star and New Straits Times selected online articles related to the representation of Naik and the tendency toward the issue.

b. Interpreting the Data

The next step of analyzing the data is interpreting the message behind each article to see the perspective, image and ideology by analyzing the four structures which are syntax structure, script structure, thematic structure, and rhetorical structure by Pan and Kosicki's frame analysis model.

c. Comparing the Result

The analysis of the interpretation will be compared to see perspective and image of Dr Zakir Naik's lecture in both online articles. By seeing each perspective, there will be seen the representation of Dr Zakir Naik in The Star and New Straits Times, whether the subjectivity or objectivity applied behind news and how The Star and New Straits Times describing Dr Zakir Naik's lecture in Malaysia news. The comparison will be seen through the findings and narration of the result.

d. Concluding the Result

The conclusion will be the final result of the perspective of The Star and New Straits Times to see how each online article frame the news to reveal the representation of Dr Zakir Naik's lecture news in each point of view.