CHAPTER III: RESEARCH METHODOLOGY

3.1. Research Method

This study used a descriptive analytical study, by collecting the data from from Facebook fanpage as the source of data. The corpus of this research is analyzed by using Roland Barthes' semiotic theory on the written and visual texts. Finally, the data is interpreted and concluded.

3.2. Data and Data Source

The source of this study is taken from The Muslim Show strip comic in Facebook by B'douin. There are thirteen versions of languages of this comic, but only the English version is chosen to be analyzed. The data are the pictures and dialogues indicating Muslims portrayal. In this study, the writer analyzes five pictures ranged from year 2013 until 2015 indicating Muslim Portrayal in The Muslim Show comic strip.

3.3. Data Collecting Procedure

1. Determining The Muslim Show comic strip as the data source.

2. Reading The Muslim Show comic strip thoroughly.

3. Identifying the signifiers (figures, gestures, face expressions, dialogues, and color) indicating Muslims portrayal in The Muslim Show comic strip.

3.4. Data Analysis Procedure

1. Analyzing the signifiers (figures, gestures, face expressions, dialogues, and color) indicating Muslims portrayal with Barthes' semiotic theory in denotation level.

2. Analyzing the signifiers (figures, gestures, face expressions, verbal and non-verbal language, and color) indicating Muslims portrayal with Barthes' semiotic theory in connotation level.

3. Analyzing the signification process.

4. Making interpretation of the data analysis based on denotation and connotation level.

5. Drawing conclusion based on the finding