

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodologies of the research. The methodologies are about Research Method, Source of the Data, Data, Data Collecting Procedure, and Data Analysis Technique.

3.1. Research Method

This research is conducted by using Descriptive Analytical study. According to Ratna (2004: 53), Descriptive Analytical Study is a study where the facts are described and then analyzed.

3.2. Source of the Data

The sources of the data are some Eastern travel articles in Global Adviser column of TIME magazines. The articles are chosen from TIME magazines' May 10th 2010, June 7th 2010, July 12th 2010, and November 22nd 2010.

3.3. Data

The data is found by the use of words, clauses, and sentences. The data are all the clauses in the four travel articles of TIME magazines. Each Magazine has different amount of the clauses, so the data is not limited.

3.4. Data Collecting Procedure

In this study, the data are collected from the travel articles of TIME magazine. Then, the writer breaks down the sentences in each article into clauses which has a process. To collect the data, therefore the steps as follow:

1. Collecting East travel articles from four TIME magazines.
2. Breaking down the sentence in each article into clauses.
3. Identifying all clauses based on the theory of process.

3.5. Data Analysis Technique

The clauses are analyzed using M.A.K. Halliday theory in the Types of Process and Norman Fairclough theory in CDA. Then, the last step is drawing conclusion based on the analysis. Therefore the steps as follow:

1. Classifying the process of each clause using M.A.K. Halliday theory of types of process. It is used to determine how each process appears in every clause.
2. Analyzing the process in one table for one type of process. The types of tables are as follows:
 - a. Material Process

Sentence/ Clause	Conj.	Actor	Process	Goal	Range	Circumstance

b. Mental Process

Sentence/ Clause	Conj.	Senser	Process	Phenomenon	Circumstance

c. Relational Process

S/C	Conj.	Carrier	Identified	Possessor	Process	Attribute	Identifier	Possessed	Cir.

d. Verbal Process

Sentence/ Clause	Sayer	Process	Target	Receiver	Circumstance

e. Existential Process

Sentence/ Clause	Conjunction	Participant	Process	Existent	Circumstance

3. Representing some clauses from each articles using Fairclough theory in CDA.
4. Analyzing the dominant process in each article to find the representation of East.
5. Concluding the representation of East through its travel as the object of tourism spot.