CHAPTER III

METHOD OF THE RESEARCH

In this chapter, the researcher explains more detail about the method used in this thesis. The method is important to guide the researcher work become a systematic and easy to achieve the main purpose. This research method is arranged based on the problem of analysis. And then, in this chapter is divided into five points there are research design, the object of the research, the method of collecting data, the method of analyzing data and method of presenting research result.

3.1 Research Design

The research begins from the phenomena of Donald Trump in Al Jazeera news. It tells about the depiction of Donald Trump in Al Jazeera news. After that, the researcher analyzes in some article news in order to make the data is accurate and valid. And then, the researcher uses theories of SFL, particularly their transitivity and it will be set into Fairclough's CDA framework; textual analysis and discursive practice in the article of the Al Jazeera news.

Based on the problem in this research, the researcher uses descriptive qualitative method. It means that the researcher knows how to set of procedures used for the problems in this research base on a factual data. According to Hoepfl cited in Basri (2014), qualitative is any kind of research that produces findings not arrived at by means of statistical procedures or other means of quantification, the qualitative inquiry accepted the complex and dynamic quality of the social world. It

concerned with non-numerical data and it is describing the fact of the analysis systematically based on actually they are about the depiction of Donald Trump. Because of using the qualitative method, this study identifies the processes of depiction.

3.2 Object of The Research

The object of the research is the depiction of Donald Trump in Al Jazeera news. The data source about the depiction of Donald Trump will be taken from online media: Al Jazeera news. The data is every sentence in the article news. Based on topic discussed, the researcher chose these articles to be analysed by using Fairclough's CDA theory:

1. Profile: Donald Trump, 22 February 2017
   https://www.aljazeera.com/news/2016/11/profile-president-donald-trump-161109050153947.html (Last accessed on March 29th 2018)
2. Porn star speaks out on Trump, sex, threats, 26 March 2018
   https://www.aljazeera.com/news/2018/03/porn-star-speaks-trump-sex-threats-180326120956077.html (Last accessed on March 29th 2018)
3. Trump on North Korea: 'Only one thing will work' 8 October 2017
   https://www.aljazeera.com/news/2017/10/trump-north-korea-work-171008041543749.html (Last accessed on March 29th 2018)

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3.3 Method of Collecting Data

The researcher uses observation method. It is suitable with this object because this method is looking for and obtaining the data about the written matter such as in the form of notes, book, magazine, newspaper and movie script, Arikunto in (Novitasari, et al, 2014). In this research, the researcher uses some Al Jazeera news to collect the data.

In the observation method, the researcher uses technique *Simak Bebas Libat Cakap* (non-participatory) by Sudaryanto (2015). Non-participatory is the technique performed by indirect conversation as well as conversation without face to face, but using written language.

The researcher collects the data through several steps:

1. The researcher used internet browser to visit http://www.aljazeera.com, the official website of Al Jazeera channel.

2. The next step browsed for news article that related with the purpose of the research.

3. And, then the researcher selected the news article by conditions that mentioned previously.

4. The researcher copied the text from news page.

5. After the researcher copied and read the text, the sentences of article noted down for further analysis.

3.4   Method of Analyzing Data

According to Sudaryanto (2015), identity method is research method which its determiner device is outside of language, apart from and does not become part of the language which researched. The device consists of five sub types but, in this case the researcher uses *Padan Pragmatics* method.

Based on Sudaryanto (2015), the technique in the method of identity is divided into two parts, namely basic and continue technique. The basic technique used in this research is *sorting elements technique* especially pragmatics

competence-in-dividing. After that, the continuance technique that used in this research is *technique to compare and to differentiate*, it means that the technique to compare all of element which relevant with all of specified data in the depiction of Donald Trump.

In this part, the researcher follows Fairclough's CDA (Fairclough, 2010) stage; description, interpretation, and explanation.

The steps of analyzing the data are:

1. The researcher described the process of coding the data. Creswell (2012) states the coding is the process of segmenting and labeling text to form descriptions and broad themes in the data.

2. The next step the researcher interpreted the result of description.

3. The researcher explained the result of interpretation to depict Donald Trump in Al Jazeera.

3.5 Method of Presenting Research Result

The researcher uses the formal and informal method of present the result in this research. According to Sudaryanto (2015), there are two kinds of presentation method of data analysis result; they are formal and informal presentation method. The formal method means the researcher uses symbol, table, diagram and number in presenting the result and informal method refers to the method of presenting the result by using words. In this research, the researcher presents the research uses both of them. They make the reader easy to understand or comprehend about the data result in this research.