CHAPTER III

RESEARCH OBJECT AND METHODS

This Chapter deals with the discussion of research object and research method, including the techniques and procedures of collecting and of analyzing the data as well.

3.1 Research Object

The object of this research is discourses in The Jakarta Post articles about the General Elections Commissions (KPU) during the 2009 Open Campaign Period that was precisely held on 16th March until 5th April 2009. The choosing of this object is actually based on the existence of interest to see the phenomena of the use of language in the Mass media that is differently unique in terms of the structure and diction used. Then, the desire to find out the message intended to deliver by the Mass media to the reader through the choosing of the structure and diction used emerges. Thus, the discourse is the appropriate object.

In addition, the focus is next directed to the choosing of the research data. Then, by seeing the recent political situation of Indonesia, it has been found one questionable fact of the General Elections Commissions (KPU) that is frequently

issued in The Jakarta Post. The case, actually, is same with the process of the choosing the object of the research, the choosing of this research data comes from the existence of desire to find the message intended to deliver by The Jakarta Post in particular taking position as the Mass Media to the reader through the issuing of news about the General Elections Commissions (KPU). Thus, since there is a congruity in both cases, finally, the news about the General Elections Commissions (KPU) is taken to be the research data.

3.2 Research Method

This research will be carried into a qualitative research due to the need to analyze a thing that typically refers to the social context as what Creswell has assumed that

> *"a qualitative research is defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting."*(1994: 1)

In addition, analytic descriptive will be used as the method of this research. This method will be operated through the analysis of research data collected so that there will be a description which is the product of this research.

3.2.1 Collecting Data

The process of collecting data goes along with some procedures defined as follows:

1. Collecting The Jakarta Post newspapers

   In this process, the collected newspapers is The Jakarta Post especially issued during the 2009 open campaign period that was from 16th March to 5th April 2009. It is done due to the need of this research to analyze the representation of the General Elections Commissions (KPU).

2. Reading the newspaper

   In this process, the newspapers that had been collected are then read thoroughly and repeatedly due to the need to gather the accurate and appropriate data.

3. Choosing the data

   In this process, the data collected are the articles talking about the General Elections particularly the General Elections Commissions (KPU).

4. Specifying data

   After the articles talking about the General Elections particularly the General Elections Commissions (KPU) had been collected, they are next specified to be sentences following some conditions defined as follows:

1) The sentences must contain KPU functioning as both subject and object of the sentence.

2) KPU that is just presented by individuals is not involved in since it tends to have more personal representation while the representation of the KPU that will be analyzed through this research is general representation.

3) KPU that is just presented by Regional KPU also is not involved in. This condition is actually similar to the second condition.

5. Grouping the sentences

After the sentences had been collected, they are next grouped by considering to the way The Jakarta Post takes to represent KPU. Then, it can be divided into 3 groups. They are negative representation, positive representation, and neutral representation. Based on the starting point of this research that there is an assumption that The Jakarta Post tends to depict the General Elections Commissions (KPU) in an unfavourable manner, the negative representation will be the focus of analysis of this research.

3.2.2 Analyzing Data

After the research data had been collected, the next process is the process of analyzing data using the theory employed. Below is one of the analyses.

Corpus 1

> *"The General Elections Commissions (KPU) has rescheduled delivery of ballots to regional poll commission to March 19 at the latest, but the deadline is still hard to meet."* (Taken from the articles entitled "KPU struggles to meet extended deadline on logistics" issued on 19th March 2009).

Corpus 1 is a sentence consisting of two clauses. First clause is "The General Elections Commissions (KPU) has rescheduled delivery of ballots to regional poll commission to March 19 at the latest". The second clause is "but the deadline is still hard to meet". Below is the grammatical analysis of this corpus.

1	The General Elections Commissions (KPU) has rescheduled delivery of ballots to regional poll commission to March 19 at the latest	Head (initiating)
+2	but the deadline is still hard to meet	Modifier (continuing)
1 ^ +2		

By examining the grammatical analysis above, it's been found that the first clause takes position as the Head of the sentence while the second clause as the Modifier of the sentence. Analyzing it using clause complex standpoint, the first clause is regarded as an initiating (1) clause since it is the initiation of the sentence and can stand independently while the second clause is regarded as a continuing

(2) clause since it is the continuation of the first clause and the existence of it in the sentence depends on the other clause, in this case the initiating clause. Thoroughly examining the analysis above, we will find the symbol "+". It actually signifies the relationship between these two clauses called expansion, in particular adversative extension signed in the use of the word "but". The use of the word "but" indicates the differentiation phenomena since it makes two different subjects come out. "The General Elections Commissions (KPU)" is in the first clause while "the deadline" is in the second clause.

Concerning to the relationship between these two clauses, here, there are obviously two different subjects presented. By presenting a different subject, actually there is the process of differentiation taken by The Jakarta Post to accommodate the process of representing the main focus that is KPU. Actually, the representation of KPU in the first clause seems normal. However, the word "reschedule" functioning as the verb of the clause can be the refutation of the representation. Next, the morpheme "re" showing that the verb "schedule" is repeatedly done is the actor of the refutation. It can be a reflection that KPU couldn't effectively work. In the second clause, The Jakarta Post presents "but the deadline is still hard to meet". It reflects that what KPU did was still in vain. Thus, The Jakarta Post tends not to have faith in the work of KPU.