CHAPTER 3
RESEARCH PROCEDURES

This chapter outlines the methodology utilized in the study, detailing six key components: research method, focus of the research, data collection, data analysis, research steps, and the time and location of the research. Each part contributes to a comprehensive approach to conducting the study effectively.

3.1 Research Method

This research utilizes the Critical Discourse Analysis (CDA) approach, which investigates discourses related to power abuse, inequality, and injustice while revealing hidden power dynamics (Dijk, 1993). CDA emphasizes a transdisciplinary engagement with social theories (Wodak & Meyer, 2008) and is applied in this study to examine the intersection of violence and power. Van Dijk, (2006) framework in Discourse and Manipulation outlines how print media promotes ideologies by employing specific linguistic strategies that align with dominant ideological interests. This model identifies two forms of power: within discourses, shaping message delivery, and behind discourses, influenced by the entities driving the discourse. In media, CDA uncovers how political, geographical, and historical contexts shape discourse, with Dijk (1993) proposing a socio-cognitive framework to analyze how media reflects the ideologies of control groups. This study adopts Dijk's analytical categories, such as macrostructure, superstructure, and microstructure.This approach offers a powerful framework, unlike content analysis, CDA examine how and why certain discourse is produced and normalized.

3.2 Research Object

The data for this research was gathered or chosen from three distinct Indonesian online newspaper articles, such as The ThejakartaPost, Jakarta Globe.id, and Kompas.id, each highlighting different aspects of Nadiem Makarim's performance as Minister of Education.

These media were selected because they represent a diversity of ideological perspectives, which are reflected not only in the individual

viewpoints of journalists, but also in the media ownership of each outlet. This diversity provides a valuable instrument for analysis within Van Dijk's Socio-Cognitive Model of Critical Discourse Analysis.

The first article was published on Monday, September 9, 2024, by ThejakartaPost journalist, Nina A. Loasana, focuses on former Vice President Jusuf Kalla's criticism of Nadiem, particularly with his handling of the education sector. This criticism prompted the Gerindra Party to promise a more thorough vetting process for future ministers, should they gain power.

The second article, published on September 12, 2024, by Jakarta Globe.id journalist Yustinus Paat, focuses on Nadiem's defense of his record and addresses Kalla's allegations. Nadiem pointed out his effort to innovate the educational system, mentioning long-term improvements and digital learning platforms. Nadiem believes in his conviction that his reform is essential for Indonesia's educational future despite criticism.

The third article, published on 8 September 2024 by Kompas.id journalist Nina Susilo, highlights Jusuf Kalla's (JK) critique and recommendations regarding Indonesia's education budget policies. It focuses on the ineffectiveness of the education budget distributed across ministries and institutions and touches on the mismatch between the education budget and actual outcomes, the importance of leadership by ministers who understand education, and the need for accountability in educational programs and funding.

3.3   Data Collection

Collecting data in this study utilizes the triangulation technique by Patton (1999). The type of triangulation used is data triangulation, which involves different data sources from different perspectives within the same phenomenon that provide a comprehensive view of the topic. In this case, this study will analyze documents from credible media outlets such as The ThejakartaPost, Jakarta Globe.id, and Kompas.id. By comparing findings from multiple sources, researchers provide more validity, resulting in the

accuracy of the conclusion. Bowen (2009) document analysis was also used to examine and interpret the data in order to gain understanding and develop empirical knowledge through a detailed planning process. O'Leary (2014) outlines an 8-step planning process to all textual analysis:

1. Gather relevant texts.
2. Develop an organization and management scheme.
3. Make copies of the originals for annotation.
4. Assess the authenticity of documents.
5. Explore the document's agenda biases.
6. Explore background information (e.g., tone, style, purpose).
7. Ask questions about the document (e.g., Who produces it? Why? When? Type of data?)
8. Explore Content.

3.4   Data Analysis

The data analysis for this research is Van Dijk's socio-cognitive model, which is composed of three key components: discourse structures, cognition, and society. This framework allows the writer to explore how language shapes, and is shaped by, both individual cognitive processes and broader social structures, such as power relations and ideologies.

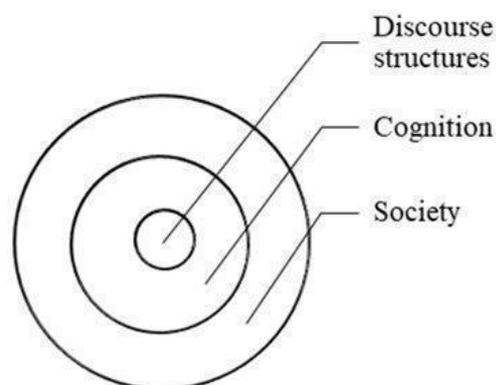**Socio-Cognitive Model by Van Dijk**

Figure 3.1 Van Dijk's socio-cognitive framework (Daghigh et al., 2018)

Within this research, the focus placed exclusively on discourse structures, which consist of macrostructures, superstructures, and

microstructures. The macrostructure deals with the general topic or central idea. This level examines how information is organized and what the key messages or themes are within the articles. For example, the researcher may explore how the articles frame Nadiem Makarim's actions, whether they present him as a reformer, a controversial figure, or a political target. It helps to reveal the ideological perspectives within the news article. The example of analysis in this level focus on the Main theme and Sub-theme of the article such as ThejakartaPost main theme focus on "*the critique on Nadiem's role*", this was visible from the news title that could be supported by the sub themes of the article. With this process, the ideological position of the journalist and the news media is noticeable. (see table 4.1.1-4.1.2)

The superstructure, which focuses on the arrangement of different article components like headlines, lead paragraph, main event, background, etc. It highlights the specific details or directs the information flow to urge readers in the direction of a particular interpretation. The example of analysis in this level focus on the logical flow of the article such as the overall structure of text (text types and components). The text type of Jakarta Globe is news item text, that consist of main event, elaboration, and closing statement that have purpose to inform and present a report. With this type of text, component of superstructure such as consequences that focus on the impact of the event that could draw readers conclusion is nowhere found. This conclude that Jakarta Globe's perspective on this issue is balance. (see table 4.2.1, 4.2.3, 4.2.5)

The last step is the microstructure, which refers to the detailed linguistic features of the text that focus on examining how specific terms, phrases, or syntactic structures are employed to convey meaning. By analyzing microstructure, the researcher can uncover the power dynamics within the media discourses.The example of analysis in this level focus on lexicon, syntax, semantic, and stylistics. Lexicon can be seen from Repetition and positive or negative tone within the text. TheJakartaPost

article repeat the word "criticized" the most and use negative words such as "lack of expertise". This frequent use of words reinforce negative framing that could discredit the figure within the text. (see table 4.3.1)

3.5   Research Schedule

This research was conducted in the period from September 2024 to … 2024.

Activities	Month								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
	2024								
Research Proposal Writing	■	■							
Research Proposal Exam			■						
Data Collection				■					
Data Analysis					■	■	■		
Thesis Result								■	
Final Thesis Exam									■

Table 3.1 Time of the research