

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the methodology employed in this study to conduct the study. It describes seven parts of research methodology namely research design, research object, data collection, data analysis, and research schedule.

A. Research Design

Nadiem Makarim's public statements on *Merdeka Belajar* policy in Tempo are examined using Critical Discourse Analysis to analyze his use of language in the *Merdeka Belajar* policy. The connection between linguistic characteristics and broader socio-political structures is carried out in CDA. So that the study of ideology and power relations found in discourse is achieved. The reason for choosing CDA is because it emphasizes how language functions not only as a means of communication but also as a mechanism that strengthens the legitimacy of policies among stakeholders (Fairclough, 1995). The goal is to reveal how a discourse builds and legitimizes ideological positions and authority in the context of education.

B. Research Object

The primary data of this study were taken from an Indonesian online news article about Nadiem Makarim's public statement containing a statement regarding his belief in the *Merdeka Belajar* policy. This news article came from Tempo with the title "*Nadiem Yakin Pemerintah Selanjutnya Akan Melanjutkan Kebijakan Merdeka Belajar.*" This news text discusses Nadiem's belief in the success and sustainability of the policy, highlighting the policy's goal of modernizing the Indonesian education system by giving schools more autonomy. Therefore, this policy has implications for various policy makers, including schools and the wider society because it shapes the way they view and accepts a reform. This study aims to examine by analyzing the linguistic elements used in its delivery used in the news text about how the *Merdeka Belajar* policy is positioned and accepted by the community and reveals the ideological and power

relations embedded in Nadiem Makarim's statement.

The reason Tempo was chosen was because of its historical side which is known to be independent and also loud in its reporting. Tempo was founded in 1971 by Goenawan Muhammad and his fellows in Indonesia. Historically, they positioned themselves as critical media known for their commitment to transparency. They also often publish content that challenges the government's narrative, especially during the Soeharto era when the magazine faced various pressures and temporary suspensions. Even in recent years, they have continued to prioritize independent coverage that prioritizes the audience rather than siding with the government, while making it a trusted source among readers (Tempo, 2019; CFI, 2024). The attitude shown by Tempo is in line with the objectives of the study, namely to analyze ideology and power relations, because Tempo provides a different view of public discourse that criticizes policies by presenting a balanced but also investigative perspective.

C. Data Collection

Data collection in this research was carried out through document analysis. According to Bowen (2009) document analysis is a systematic procedure for reviewing and evaluating documents used to understand a particular social context or phenomenon through the information contained in the document. This method can be a primary or complementary source of data in qualitative research especially when interviews or observations are not possible (Bowen, 2009). Document analysis allows researchers to access documented information, as well as provide background, identify new questions, track changes over time, and confirm findings from other sources.

This process involves selecting and identifying news that specifically discuss the policy, paying attention to direct quotations and sentences contained in the text. This analysis aims to identify words, phrases and sentences that are strategically used to build ideology and power, in accordance with the Critical Discourse Analysis (CDA) approach applied.

D. Data Analysis

In data analysis, this research uses Fairclough's three-dimensional CDA model which includes aspects of text analysis, processing analysis and social analysis. This research systematically examines the unclear causal relationships and determinations between discursive practices, events, and texts and larger socio-cultural structures, relations, and processes. It investigates how these practices, events, and texts are ideologically shaped by power struggles and power relationships between discourse and society are factors in maintaining power and hegemony (Fairclough, 1995). For example, this analysis will highlight the choice of words used by Nadiem Makarim in supporting the authority and legitimacy of the *Merdeka Belajar* policy.

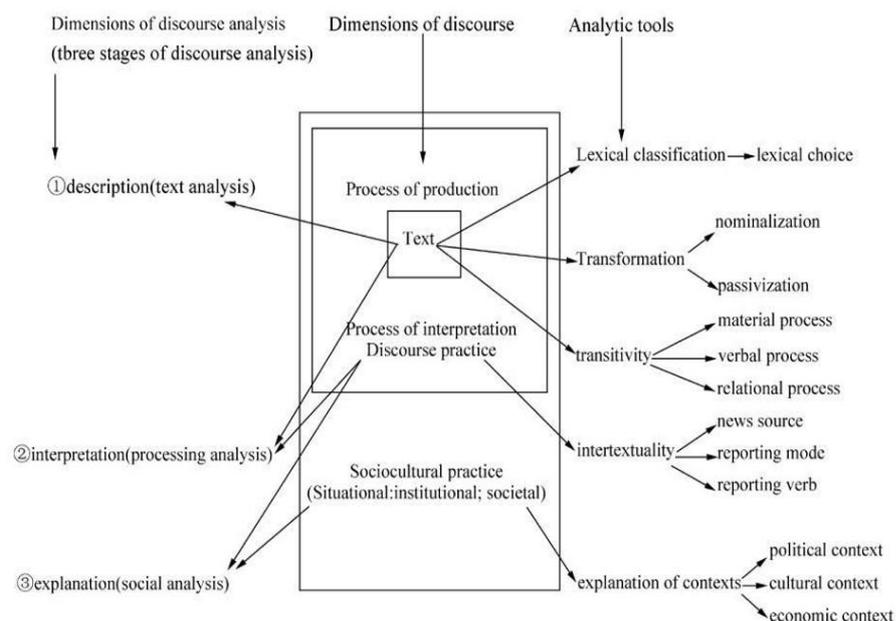


Figure 1. Fairclough's Three-Dimensional model

According to the figure above, following Fairclough's (1995) three-dimensional model, this framework involves three analytical levels that correspond to aspects of discourse analysis.

Description (text analysis) this level focuses on analyzing linguistic features in texts, such as lexical choices (see table 2), transformation (see table 4 & 6), and transitivity (see table 8, 9, & 10) to understand how certain lexical

choices convey certain values or ideologies.

Interpretation (processing analysis) This level involves examining intertextuality of texts. The characteristic of texts that contain details of other readers that can be explicitly separated or integrated with them. This is applied in practical news discourse analysis by examining the reporting of speech, including news sources type and news reporting mode (see table 13, 14, & 16).

Explanation (social analysis) consists of explanations of contexts such as political context, cultural context, and economic context. This is the last component of Fairclough's three-dimensional model. Now, explanations of social context are needed to uncover hidden ideologies in language use and clarify the relationship between language, ideology, and power.

E. Research Schedules

This research was conducted in the period from September 2024 to July 2025 as follows:

Table 1. *Time of the research*

Activities	Sep 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025
Research Proposal writing											
Research Proposal examination											
Data Collection											
Data Analysis											

Report

Thesis

Result

Seminar

Thesis

Examination

