

CHAPTER III

RESEARCH METHODOLOGY

In this research, the writer analyzed pros and cons of each ideology of YouTube users in President Jokowi's Vlog which were traceable through comment threads of #JKWVLOG Jamuan makan siang bersama Raja Salman (State banquet with King Salman). Comment on YouTube was chosen as a research object because nowadays YouTube is a social media which is quite popular among young people to express their feeling through video. People can easily share videos about their everyday or important moments on YouTube.

The involvement of President Jokowi in social media, especially on YouTube was certainly very interesting for YouTube users since President Jokowi also uploads videos about his daily life, which we often refer to as Vlog (video blog), recorded by himself.

The method of this study was qualitative. According to Gelo, Braakmann, & Benetka (2008) qualitative method is related to data such as video, picture, or other forms of data sources that cannot be quantified but rather aim be sure in depth minim social language use. In conducting this research, the writer collected screenshots of comments threads of the #JKWVLOG Jamuan makan siang bersama Raja Salman (State banquet with King Salman) on YouTube, then analyzed and put them into some categories and presents the findings

3.1. Method of Data Collection

3.1.1. Object

The object of this research was the threads of comment supporting or contrasting responses to Jokowi's Vlog in Jokowi YouTube Channel.

3.1.2. Data Source

The data sources were the transcripts of comments threads in Jokowi's Vlog, #JKWVLOG Jamuan Makan Siang Bersama Raja Salman (State banquet with King Salman).

3.1.3. Method of Data collection

To collect the data, the procedures are as follows:

1. The writer opened Joko Widodo YouTube channel on YouTube (<https://www.youtube.com/channel/UCPeG-JX2dB90P3RgZbVNheg/featured>) by using a computer.
2. After that, the writer searched #JKWVLOG Jamuan makan siang bersama Raja Salman (state banquet with King Salman).
3. The writer began to explore audience reactions to President Joko Widodo in Video “#JKWVLOG Jamuan Makan Siang Bersama Raja Salman” (State banquet with King Salman) which are uploaded on President Joko Widodo YouTube channel.
4. Furthermore, the writer analyzed user comments into two-dimensional guidelines, as can be further outlined below for studying discourse by Fairclough.

3.2. Method of Data Analysis

In order to examine the data, the writer used the model of discourse analysis by Fairclough. Fairclough (1992) explained a three-dimensional framework for studying discourse: micro-level, meso-level and macro-level analysis. The methods employed here lend political and ideological disclosures using linguistic and the realization of methods depends on the micro and macro level in its linguistic context.

The text analysis consist of micro level will be observed from its syntactical and lexical choices which showed the differences between pro- president and anti-president. Micro level can be observed from the choice of words, sentences, and styles used by a text. The analysis of data showed the differences lexical choices which were used to describe people as president proponents or opponents. The second is macro level. It is to understand how social situation will affect to language used in Jokowi's Vlog comments threads.