

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1. Method of Data Collection

This research used a qualitative method. The qualitative method emphasizes the results based on descriptions rather than measurements. Qualitative research methods provide more emphasis on interpretation and provide consumers with complete views, looking at contexts, environmental immersions, and a depth of understanding of concepts (Tewksbury, 2009).

In this research, the writer chose BBC Indonesia as the source of the news. The writer used one news from BBC Indonesia entitled *Virus Corona: UN 2020 resmi dibatalkan, 'harus ada nilai setara yang berlaku universal' untuk menyeleksi murid baru*, with 45 lines and 1.217 words long.

The reason for choosing BBC Indonesia as the network news is because BBC is the oldest television station in Great Britain. Besides, the writer is interested in its history. BBC started broadcasting news using Indonesian on October 30th, 1949, which also became the first time BBC was aired in Indonesia.

3.1.1. Source of Data

In this research, the writer observed the National Exam news on BBC Indonesia website (<https://www.bbc.com/indonesia/indonesia-52014139>). The news script was copied to be analyzed.

3.1.2. Procedure

The procedures to do this research are as follows:

1. The writer went through BBC Indonesia website using a computer.
2. The writer searched the National Exam news on the website.
3. The news then was copied to be analyzed.
4. The data were analyzed in a descriptive method. The data were analyzed by using Social Semiotics according to Halliday's theory and Exclusion and Inclusion according to Theo van Leeuwen's theory.
5. The data was presented, interpreted, and summarized with the Social Semiotics structure and the exclusion and inclusion of the news.

3.2. Data Analysis

After collecting and obtaining the data, the writer used qualitative analysis to present the results. The writer analyzed the Social Semiotics structure and Exclusion and Inclusion of National Exam News on BBC Indonesia website. The writer used Halliday's theoretical framework as the analytical tool of this study which is divided into three main components: Discourse field, Discourse tenor,

and Discourse mode; and Theo van Leeuwen's theory related to Exclusion and Inclusion as referred to in Review of Literature.

