

CHAPTER III

RESEARCH METHOD

This chapter covers an overview of the methodology used in this study. The discussion is structured around research design, source of data, data collection and data analysis procedure.

A. Research Design

This research used the qualitative design. Cresswell (2009:4) states that qualitative design is “a means for exploring and understanding the meaning individuals or groups scribe to a social or human problem.” It involves data collection procedures which are mainly in non-numerical data (Dornyei, 2007:24). Therefore, this research attempts to describe in verbal descriptions the interpersonal metafunction realized in Mark Zuckerberg speeches to provide through analysis and explanation.

B. Source of Data

In this study, the source of data is the transcription of Mark Zuckerberg’s speech at Harvard Class of 2017 Graduation Ceremony. The data of this research is all clauses that found in the data source.

C. Research Instrument

Since the research used the qualitative approach, the main instrument of the research was the researcher herself. According to Moleong (2006), in qualitative research, the researcher herself acts as the major instrument. The researcher designed the research. Bogdan and Biklen (1982) propose that qualitative research involve the researcher him/herself as the key instrument. As the first instrument, the researcher had the role of planning, collecting, analyzing, and reporting the research findings of interpersonal meaning as found in Mark Zuckerberg's speech. The clauses and the data sheets were employed as the secondary instruments. The data sheets can be seen as follows:

Table 9. The Form of Data Sheet of Interpersonal Meaning in Mark Zuckerberg's Speech

No	Clause	Speech Function	Mood Type			Degree of Modality		
			Declarative	Interrogative	Imperative	Low	Middle	High
1								

D. Data Collection Procedure

In collecting data, the researcher used documentary analysis. It refers to the technique of collecting and analyzing of documents at a research site as a part of the process of building a grounded theory. The documents may be private or public, primary or secondary documents, and both solicited or unsolicited documents (Richards and Smith, 2010). These data were collected from the transcript of the speech itself.

In applying documentary analysis, the writer looked for the data about things or variables which are in the form of notes, transcription, book, newspaper, magazine, etc. In collecting the data for this research, the writer choosed in the internet and read the complete transcript to understand the content.

Data is collected in some stages. Firstly, the writer search the video of Mark Zuckerberg speech as the main data source. Then, the researcher, search the transcription on the internet and match it with the video. After that the writer, read it to understand the content. Secondly, the writer deciding to analyze its interpersonal meaning. Thirdly, the writer read and studied some books from the library related to the topic as the references and collected the important things from the books concerning with the interpersonal meaning. After all the information that has been collected was being selected and only the most significant data were chosen to be used in making this research.

Finally, the writer did the analysis of the main data source Mark Zuckerberg's speech with focusing on its interpersonal meaning using the qualitative method.

In the analysis, the writer also explained and showed how to analyze the interpersonal meaning based on the data source of analysis. The analysis of interpersonal meaning will focusing on the mood types and the modality in the clause. All those steps were done by the writer to achieve the purposes that have been formulated in the objective of the study and finally the writer could design the conclusion for the research.

E. Data Analysis Procedure

Qualitative research is inductive in methods. It is a process of reasoning that follows a reverse path – observation precedes theory, hypothesis, and interpretation. The researchers let the data give information to them. Qualitative methods employ observations, interviews, and/or the analysis of some types of text. The text includes spoken words, visual representations, written text, or a cultural group. Those three ways employed in qualitative methods are analyzed for meanings and themes. In this research, the researcher employed the content analysis in written words of transcription in Mark Zuckerberg's speech.

This research deals with analyzed Interpersonal Meaning in Mark the speech. The followings were the steps of the data analysis of this study:

1. Collecting the data in the form of clauses from transcription in Mark Zuckerberg's speech.
2. Analyzing the mood structure of each clauses.
3. Classifying the mood types and degree of modality from clauses in transcription of Mark Zuckerberg's Speech.
4. Finding information the mood types and modality in Mark Zuckerberg's speech.
5. Analyzing the mood types of clauses in Mark Zuckerber's speech
6. Analyzing the modality of clauses in the speech.
7. Analyzing the interpersonal meaning through the types of mood and modality in the speech.
8. Drawing the conclusion.