

CHAPTER III

RESEARCH METHOD

This research will demonstrate the research method which includes research design, subject and object of the research, source of data, techniques of collecting the data and techniques of data analysis.

A. Research Design

Research design of this study is descriptive qualitative. As explained by Vanderstoep and Johnston (2009), qualitative method is used to describe the phenomenon in narrative or in textual form. Both also mentioned that the purpose of this type of method is to make the research to be descriptive, deep and understandable.

Secondly, as the aim of the research is to reveal the power and ideology used in one specific speech, the approach used will be Critical Discourse Analysis (CDA). According to Florian Schneider (2013), lecturer for the Politics of Modern China Leiden University, a discourse is not more than a discussion, but a term which covers all forms of communication. When we communicate, we tend to draw assumptions, common sense, beliefs and background knowledge to make statements which we can either to challenge or to reinforce. CDA is one of the approaches in linguistics to break down the product of discourse, written/spoken text textually, analyze how it is produced and consumed and finally to figure out its interaction with the society. By applying all these steps we are finally going to find out what power and

ideology the speaker used in her speech. To get a systematical description, the researcher will follow Fairclough's theories as steps in analyzing the data.

B. Object of The Research

The object of the research is Jacinda Ardern's speech on Thursday, March 28, 2019 at the National Remembrance Service in North Hagley Park, New Zealand.

C. Source of Data

1. Data

The data of the research is the video of Jacinda Ardern's Christchurch speech on Thursday, March 28, 2019 at the National Remembrance Service in North Hagley Park, New Zealand. The speech duration is 7 minutes and 17 seconds. To have a more accurate data, the researcher also uses the transcription of the speech published by Guardian and some news articles related to the incident for the element of intertextuality.

2. Sources of Data

The data sources used are the video of Jacinda Ardern's Christchurch speech on Thursday, March 28, 2019 at the National Remembrance Service in North Hagley Park, New Zealand which was downloaded from Guardian News official channel on YouTube platform and its transcription from The Guardian.

D. Techniques of Collecting The Data

All forms of data were obtained by the researcher with documentation. According to Sugiyono (2008), documents are records of the past events and

documentation can be in the form of writing, pictures or somebody's monumental works. Regarding the document forms were in video and transcription text, the techniques to collect the data used by the researcher are as mentioned below:

1. Searching for the video

The researcher searched for the video on YouTube with Jacinda Ardern Christchurch speech keyword and found it on Guardian News official channel. Then the researcher watched the video for a couple of times thoughtfully.

2. Searching for the script

The steps of searching for the speech script is not so different from searching for its video. The researcher searched for it on Google search engine and found it on The Guardian.

3. Downloading the video and the script

After finding both forms of data, the researcher downloaded and saved the data as the final step.

E. Data Analysis Procedure

Method applied for this research is a descriptive-analytic by Fairclough which covers his ten-question model. The procedure is stated as below:

1. As mentioned above, the data were collected through documentation. The researcher had downloaded Jacinda Ardern's full Christchurch speech as well as the transcript from official sites of The Guardian.
2. Using Fairclough's theories, the data taken would be analyzed textually from its phrases, clauses, sentences and paragraphs. The goal of the research would

also be the limitation of the analysis. The researcher would only take relevant data that seemed close to reach the objectives of the study.

3. Then, the obtained data were written on data cards which had several categories to make an entry. After textual analysis was finished, then the researcher used the data for next level analysis: discourse practice and sociocultural practice. Finally, the findings were organized into several points.

The researcher drew conclusion what ideology and power used in the speech from the three stages of analysis.