

CHAPTER III

RESEARCH METHOD

A. Research Design

The researcher used qualitative methods. Creswell (2018) defines qualitative research as a process that identifies and considers the importance of individuals or groups to a community or social issue. The research process involves developing questions and processes, collecting data from participants, analyzing data inductively, progressing from specifics to general themes, and interpreting the results. The final written report has a flexible format (Creswell, 2018).

Content analysis qualitative research was used in this study in order to characterize and analyze the various types and meanings of figurative language through the use of non-numerical data. The procedures of the research are as follows (Krippendorff, 2018):

1. The technique of descriptive analysis offered to analyze data by the reading the data.
2. Identify phrases that contains figurative languages.
3. Sort the data according to different types of figurative languages.
4. The researcher analyze and categorize the type of language meaning of figurative language based of Leech and other relevant study.

B. Research Object

In this research, the researcher used documentation collecting method. The research object is the written text that obtained from 16 episodes of "*Omniscient Reader's Viewpoint*", which the 16 episodes are focusing on the subway arc or plot. The episodes can be found on Line Webtoon, a digital comics platform launched in 2004 by Naver Corporation.

C. Research Setting

The research took on Line Webtoon application and it started from September 2024 until November 2024. The researcher started analysing the text from "*Omniscient Reader's Viewpoint*" on November 14th, 2024.

D. Technique Data Collection

The data are the most important factor in research. Data are used in describing and representation of phenomena (ideas, sensations, experiences, or occurrences) that exist apart from the environment in which the data were created or gathered.

The researcher used documentation as technique of data collection. Simatupang (2023) stated that in scientific research, documentation is a method used to gather data using documents or lists of supporting information. Several methods of collecting data are presented by the the researcher in this study. In this research, the main data are from Line Webtoon, *Omniscient Reader's*

Viewpoint. The researcher accesses the Line Webtoon application to get the written text in order to collect the data. These written texts then analyzed.

E. Data Analysis

Kumala, et al. (2021) mentioned that data analysis is a process that converts existing data into information or knowledge. It is the process of frequently utilizing logical or statistical tools. To gather the information required for this research, the researcher depended on documentation method. This method involves systematically collecting and reviewing in order to discover relevant details. The researcher ensures a thorough understanding of the topic by depending on reliable sources.

The researcher used Krippendorff's theory for the analysis procedures. For the first step, the researcher tried to identify the figurative language based on the written text from "*Omniscient Reader's Viewpoint*". Second, the researcher categorized the figurative language by first identifying the phrases. Third, to determine what kinds of figurative language are used, the researcher first grouping the collected phrases altogether and classifying them. Lastly, after figuring out which types of figurative language that are found, the researcher analyzed it again to find the types of meaning using Geoffrey Leech's theory.