

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Research Design**

The type of this research is field research which is the writer conduct the research with the way browsing to the channel directly to observe and found the headline that potentially lexical and structural ambiguous or not. While, the approach is qualitative focuses on descriptively and tend to use the analysis.

Processing and meanings (subject perspective) was found in this research. The theoretical basis used as a guide to focus this research in accordance with the facts on the ground. Besides, the theoretical basis is also helpful to provide an overview of the background research and as a discussion of research results. By using it, the researcher intends to use qualitative research to complete this study. And the study will be concluded deductively.

Documentation is used in this research to find out kind of ambiguity especially lexical and structural ambiguity (Sugiyono, 2013 p. 240). And the writer also uses the percentage to show the most dominant ambiguity that found in headline of Cable News Network (CNN).

#### **B. Research Setting**

This research conducted at Cable News Network (CNN) channel (<http://www.cnn.com>) which accessed on April-May 2016. It is an American basic cable and satellite television channel that is owned by the Turner Broadcasting System division of Time Warner. This channel is chosen because

CNN was the first television channel to provide 24-hour news coverage, and was the first all-news television channel in the United States. Therefore, the researcher very interested in doing research in that channel.

### **C. Data and Sources of Data**

The data gained in this research are follows:

1. The kind of words, phrases, and sentences are lexically and structurally ambiguous in headline of Cable News Network.
2. The meaning of the kinds of words, phrases, and sentences are lexically and structurally ambiguous in headline of Cable News Network.
3. The kinds of lexical and structural ambiguity that most frequently appear in headline of Cable News Network.
4. File of kinds of Headline Cable News Network.
5. To count the percentage of the data, the writer uses the following formula from Bungin in Tambunan(2001-2012: 189) :

$$N = \frac{f}{n} \times 100\%$$

f = Individual frequency of ambiguity category

n = Total number of all data

N = Percentage of ambiguity category

### **D. Techniques in Collecting Data.**

In collecting the data, the writer uses documentation method which is according to Anugerah (2015), “documentation method is searching data about things or variables in the form notes, transcripts, books, newspaper, magazines, meeting notes, ladger, agenda, any other written media.

The data collected is a qualitative data, with words and phrases clustered follows its category to gain conclusion. The techniques in collecting data in this analysis involve several activities:

a. Collecting the Headline

The first step of data collecting procedure was browsing the headline of news in Cable News Network, chhose randomly, and collecting them in one file.

b. Identification

After the first step was done, the next step was identification. The writer identified the words and phrases are lexically and structurally ambiguous appeared in headline of Cable News Network.

c. Analyzing.

The last step was analyzing the data. The writer was analyzed the words and phrases are lexically and structurally ambiguous appeared in headline of Cable News Network. The writer searched the meanings of these words and phrases. After that, the writer found the most frequently appeared kinds of words and phrases are lexically and structurally ambiguous in headline of Cable News Network. The complete analysis will be presented in the chapter IV as the result of this research.

**E. Techniques of Analyzing the Data.**

Having finished collecting the data, the next step is analyzing the data.

1. Searching the words, phrases, and sentences that allow ambiguous.

2. Analyzing the words, phrases, and sentences are lexically and structurally ambiguous.
3. Analyzing the real meaning of words and phrases are lexically and structurally ambiguous.
4. Searching the kinds of lexically and structurally ambiguous that most frequently appeared in the headline.

#### **F. Research Procedure**

There are some steps that are passed through in completing this research, as follows:

1. Preliminary Step

To make a research design to be submitted to Thesis Bureau of Tarbiyah and Teachers Training Faculty to approve it.

2. Preparatory Step

To hold a seminar on the research design proposal.

3. Research Step

- a. To study and analyze lexical and structural ambiguity.
- b. To collect all data.
- c. To process the data in procedural way, and then analyze the properly.

4. Organization Step

Being all the obtained data is complete. The writer soon organizes them in form of this study based on the continual guidance and consultation with the writer advisor.