

CHAPTER III

RESEARCH METHOD

A. Research Design

This research was descriptive qualitative study. It explained about the presupposition of university slogans in Indonesia. Descriptive research is an investigation that attempt to describe accurately and factually a phenomenon, subject or (Richard and Schimdt, 2002). Descriptive research is not intended to test a certain hypotesis but it just describes an actual data (Arikunto, 2005: 234)

Descriptive research involves collecting data in order to hypothesis or answer question relates to the current status of the object of the study. Descriptive study determines and report one thing. It means that descriptive study, the research happen naturally, the research has no control over the condition and the situation, and can only measure what already exist (Gay, 1987: 11)

The researcher explained and gave conclusion for current problems based on data by the descriptions of the analysis according to the types. Qualitative descriptive method was also used where the data were collected from filled research.

B. Research Setting

The researcher conducted this research through the internet because the data is in the universities website and the uniRank website.

C. Subject and Object of Research

1. Subject

The subject of this research were seven slogans from Universities in Indonesia based on uniRank website.

2. Object

The object of this research were the presupposition that found in seven slogans of Universities in Indonesia (Only slogan that using English)

D. Data and Source of Data

1. Data

In Indonesia there are more than 572 universities that exist. in this research the researcher only took seven universities that using English slogan and have the highest rank in seven large islands in indonesia. This rank is based on The uniRank University Ranking™. The data is slogan's of universities in Indonesia that have the highest website popularity rank on the uniRank University Ranking™.

2. Source of Data

The data were taken from the universities slogan's in their university website or from The uniRank University Ranking™. Moreover, the researcher screenshotted the website and showed the university slogan to make sure the data is valid.

The uniRank University Ranking™ currently includes worldwide higher education institutions which satisfy the following requirements:

- a. Officially recognized, licensed and/or accredited by national or regional bodies such as Ministries of Higher Education or government recognized accrediting organizations.
- b. Officially licensed or authorized to grant at least four-year undergraduate degrees (Bachelor's Degrees) and/or postgraduate degrees (Master's and Doctoral Degrees).

The website is based upon an algorithm including 5 unbiased and independent web metrics extracted from 4 different web intelligence sources. There are :

- a. Moz Domain Authority
- b. Alexa Global Rank
- c. SimilarWeb Global Rank
- d. Majestic Referring Domains
- e. Majestic Trust Flow

E. Technique of Data Collection

Technique of data collection used documentation technique. The data were taken from the universities websites and The uniRank University Ranking™. Then, selecting the data dealing with the problems and screenshotted the slogan.

F. Data Analysis Procedures

There are four techniques in processing the data available according to Hasbi (2016). They are :

1. The researcher collects data by taking screenshot about slogan in universities or UniRank websites.
2. The researcher makes the presuppositions of selected program.
3. The researcher identify the type of presupposition.
4. Find the types of presupposition that occur dominantly.

After data are collected, the researcher classified them based on problem statement and then analyzed them qualitatively, so that all data can be used to answer the problem questions systematically. The data were analyzed to report the types of presupposition of the slogan of universities in Indonesia.