

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher describes the research method. It consists of research design, research setting, data and source of the data, research instrument, technique of data collection, and data analysis.

A. Research Design

This research described the Analysis of Semantics Field on *101 World's Greatest Cities* Digital Magazine. This research conducted using qualitative research. According to McMillan & Scumacher (2001), “qualitative research explores the richness, depth, and complexity of phenomena” (p. 395). The purpose of qualitative research was to provide descriptions of social phenomena that happen naturally.

This research used qualitative research that focuses on the semantic field and its analysis with componential analysis theory of the text stunning destinations in columns of *101 World's Greatest Cities* Digital Magazine. The researcher selected texts were randomly and chose 13 texts that consist of semantic fields that took of the stunning destination texts in *101 World's Greatest Cities* Digital Magazine.

B. Research setting

This study began in May 2020 until December 2020.

C. Data and Sources of The Data

In qualitative research, the source of primary data was the actions, the words, and the source of additional data was the written data, documents

such as written data, pictures, or statistical data (Lexy, 2005, p. 216). To answer the problem of this research, the source of data in this research documents like written data. It was articles about the stunning destination in *101 World's Greatest Cities Digital Magazine*.

D. Research Instrument

The instrument of this research was the researcher herself through reading and understanding 13 articles on *101 World's Greatest Cities Digital Magazine 2019 editions*. The researcher observes and signs the possibility of the lexical field occurrence within the stunning destination texts. She also provided the table of the component to know the relation of the selected lexemes and gave the components.

E. Technique of Data Collection

Collecting data was important to the research. It was because collecting data used to support successful research. The technique of collecting data used in this study was documentation. In this case, the researcher downloaded a digital magazine off the internet and chose the 13 texts about the stunning destination in Europe.

F. Data Analysis

Bogdan in Sugiyono's book (2010) stated, "analyzing data is the process of systematically searching and arranging the interview transcripts, field notes, and other materials that you accumulate to increase your own understanding of them and to enable you to present you to present what you have discovered to others" (p. 334). In this research, to analyze the

data the researcher used qualitative analysis. First, the researcher read carefully the definition of the semantic field and componential analysis theory. Second, the researcher downloaded a digital magazine on the internet and took 13 texts.

The unit of analysis in this research was 13 articles of stunning destinations text which selected randomly from *101 World's Greatest Cities* Digital Magazine 2019 editions. It was about the 13 greatest cities in Europe. There were Rome, Budapest, Florence, Moscow, Paris, Oslo, Vienna, Manchester, Istanbul, Berlin, Bilbao, Copenhagen, and Seville.

The researcher read and understanding the texts on the *101 World's Greatest Cities* digital magazine. Then, the researcher understanding synonymy, establishing degree of synonymy, understanding antonymy, and understanding the sense relation of hyponymy. After that, the researcher decided on a semantic field for every term. After that, the researcher explained every term by using componential analysis.