

CHAPTER III

RESEARCH METHOD

In this chapter, the following subtopics are going to be discussed: research design, data and source, technique of data collection, instrument, technique of data analysis, and triangulation.

A. Research Design

This study was a descriptive qualitative study. The writer applied a qualitative study in this study because he focused on the data extracted from the text from Barrack Obama's speech. This research method is content analysis. Content analysis is a widely used qualitative research method. Current applications of content analysis represent three different approaches rather than a single method. All three approaches follow the naturalistic paradigm as they are used to interpret meaning from the content of text data. The main differences between approaches are coding schemes, code origins, and threats to trust. In traditional content analytics, coding categories are obtained directly from text data. In a targeted approach, analysis begins with theory or related research to guide the initial code. A holistic content analysis typically counts and compares keywords or content, and then interprets the underlying context. Using hypothetical examples from the field of end-of-life care, the authors outline analytical steps specific to each approach and technique to address reliability. Hsieh & Shannon (2005).

B. Data

The data was collected from the script of Obama's speech in 2010. The writer got the script from a site <https://siddiqleksono.wordpress.com>. Obama's speech in Indonesia University at Wednesday (10/11/2010)

C. Technique of Data Collection

To collect the data which was needed for this research is literature research, the writer did some steps such as:

1. The writer looked for the script which is used for being the data.
2. The writer read the script many times for understanding it.
3. The writer gave sign to the part of the script which is important for being the data. The part would be supposed to be important part of it occurred the research questions.

D. Data Analysis

After collection the data, the writer did many steps to analyze the data. Firstly, after finding the data on the script and brought to the research questions, the writer analyzes its data / research question by using appropriate theories. To analyze the data, the writer applied the theories to the cases or research questions and made the discussion. Finally, the writer concluded what the results of the study using the collected references.

E. Instrument

The instrument of this has a look at have been the writer, a few notes, laptop, a few preceding research that pointed out language functions and a few literary books because the connection with discover the suitable theories relate to the topic. As the important thing instrument, the researcher studied the problem through concentrate the speech speaker, analyzing and expertise the script of the speech through focusing at the language functions, lexical and grammatical