

### **CHAPTER III**

#### **RESEARCH METHOD**

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

The analysis used by researcher is descriptive qualitative method. Qualitative research uses description to interpret data collected. Ary, Jacobs, and Razavieh (2002, p.265) defined qualitative research as “a generic term for a variety of research approaches that study phenomena in their natural settings, without predetermined hypotheses”.

The method of data collection which was used in this research was content analysis. It is kind of data collection method which uses “words, meanings, pictures, symbols, ideas, themes, or any message that can be communicated” (Neuman, 200, p.292). Analysing written texts such as books, newspapers or magazine article, advertisements, speeches, official documents, films or videotapes, musical lyrics, photographs, article of clothing, or works of art are included into content analysis. Qualitative research in form content analysis used in this research because the data of this research were taken from some videos and the transcriptions of those videos.

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

The writer analyzed the video of Kamala Harris in her conversation at Joe Biden's youtube channel in order to gather the data for this research.

### **C. Subject**

The subject of this research is kamala Harris. The data in this research was submitted from transcripts of Kamala Harris in her conversation at Joe Biden's youtube channel. Kamala Devi Harris is an American politician and attorney who is the 45<sup>th</sup> and current vice president of the United States. The background of Kamala Harris whether it's her work, the various awards she has received, her personal life and her current position which is not uncommon, makes the researcher interested in researching her.

### **D. Data**

#### **1. Data**

The data in this research include data about gander and language, women's language features and the functions of using that women's language. The data comes from the dialogue video of Kamala Harris and Joe Biden.

#### **2. Source of Data**

Source of the data from Youtube. The data is collected from analyzing video by Kamala Harris in her conversation at Joe Biden's youtube channel.

### **E. Techniques of Data Collection**

To collect the data, the researcher started the first technique by downloading the video from Youtube. In gathering the data, the researcher watched that video and at the same time the researcher read the transcripts and checked the transcripts while added words or fillers and then selected Kamala's utterances which contain women's language features.

The researcher categorized the utterances into ten women's language features by Lakoff's theory. In analyzing and gathering the data, the researcher used the observation table. The component of the table is based on Lakoff's theory of the ten women's language features. The example of the observation table is presented in this table

**Table 3.1***Observation table*

No	Utterances	LH	TQ	EA	HG	ES	RI	CT	I	SF	SW
1											
2											
Etc											
Total											

**Abbreviations:**

LH :Lexical Hedges or Fillers

TQ :Tag Questions

RI :Rising Intonations

EA :Empty Adjectives

CT : Precise Color Terms

I :Intensifiers

HG :Hypercorrect Grammar

SF :Superpolite Forms

SW :Avoidance of Strong Swear Words

ES:Emphatic Stress

To find the percentage of each language features and general functions of language features:

$$F = \frac{F}{N} \times 100$$

**Abbreviations:**

P : Percentage

F : The frequency

N : The total number

After finding percentage of women's language features by Kamala Harris, the researcher put the data on the table

**Table 3.2**

*Women's Language Features in Kamala Harris's Conversation*

NO	Language Features	Total Amount	Total %
1	Lexical Hedges		
2	Tag Question		
3	Rising Intonation On Declaratives		
4	Empty Adjectives		
5	Precise Colour Terms		
6	Intensifiers		
7	Hypercorrect Grammar		

8	Superpolite Forms
9	Avoidance Of Strong Swear Words
10	Emphatic Stress
<hr/>	
	<b>Total Features</b>

## **F. Data Analysis**

Data analysis refer to a process to find out and set systematically the data which have collected from the collecting data process to easy to understand. According to Creswell (2009, p.185) there are six steps of analyzing the data.. They were organizing and preparing the data, read all of the data, coding the data, rechecking dan validating the data, presenting the data and the last interpreting the data.

For organized and prepared the data, the researcher checking dan transcribing the data and divided the paragraph into sentences and input on the observation table. After all sentences input on the table, the researcher read all of the data to gain insight into the topic discussed during the conversations. While the researcher reading the data or utterances, the researcher collected also tried to find the features of women's language in every utterances. In coding process, coding the data into categories. The category referred to ten women's language features by Lakoff's theory. The

researcher re-checked the data for several times and labeled each features with abbreviations and also used a check symbol (✓). After knowing the data, the researcher counted the total number and also percentage to support the argument explained in this research. To presented the data, the researcher presented in qualitative narration. The last, for interpreted the data the researcher compared the researcher's interpretation with the theory of women's language features and drew conclusions.