

CHAPTER III

RESEARCH METHOD

A. Research Design

The researcher uses qualitative method research since this research is going to explain the analysis descriptive. Qualitative method is used in this research because the research aims to analyze Opening remarks speech by WHO director-general's in press conference occasion to declared Covid-19 as a pandemic and it includes method which generally generates word than number.

Neuendorf (2002, p. 1) defines content analysis as a research method that involves systematically analyzing and interpreting the content of written, spoken, or visual communication. Content analysis can be used to study the content of texts, media, or other forms of communication in order to understand the messages they convey and the ways in which they are interpreted by audiences.

Punch (2009, p. 112) mentioned that the research design is the basic plan for a piece of research. Neuendorf notes that content analysis can be used to analyze a wide range of content, including written documents, websites, social media posts, advertisements, television programs, and more. About this case, the researcher trying to figure out what kind of figure of speech that found in the script of WHO Director-general's opening remarks

speech of declared Covid-19 as a pandemic in press conference. The purpose of this study focused on analyzing the types of figure of speech that have found on the transcript and how to learn English through it.

B. Data and Source of Data

1. Data

The data in this research are the results of analysis about the factors that affect figure of speech are used by WHO director-general's opening remarks speech of declared Covid-19 as Pandemic in press conference.

2. Source of Data

Researcher focuses on analyzing the youtube video script WHO characterizes COVID-19 as a pandemic that used figurative language. Researcher takes this video script. This video has a duration of 59 minutes 9 seconds, researcher get this video from <https://www.youtube.com/watch?v=sbT6AANFOm4&t=180s>. The video of WHO characterizes COVID-19 as a pandemic were uploaded on youtube 12 March 2020 on World Health Organization (WHO) Youtube Channel.

C. Technique of data collection

1. Documentation

The way of the researcher to get the data needed in research activity is usually known as a technique of collecting data. Collecting of data is important of the research. It is because collecting data used to support the successful research. Technique documentation is getting the data about case or variable as note, trasncripts, book, magazine, etc. In this research, The technique of collecting data is documentation method. Payne & Payne (2004, p. 60) state that “Documentary methods are the procedures used to classify, investigate, interpret, and identify the limitations of physical sources, most frequently written documents in the public or private sphere (personal papers, commercial records, or state archives, communications or legislation).

The steps are used to collect the data as follow:

- a. The researcher watches the documentery video carefully to find the dialogues which involved the figure of speech utterances.
- b. The researcher transcribes those dialogues.
- c. The researcher collects those dialogues to be analysed.

D. Data analysis

In this research, researcher used content analysis in analysing the data. Content analysis is “a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use”.

According to Wilkinson & Birmingham (2003, p. 68) As a research technique, content analysis has been successfully used to analyze text and resolve issues of disputed authorship of academic papers: techniques employed include an examination of prior writings and a frequency count of nouns or frequently occurring words to determine the probability of authorship. Technique of data analyze used to answer the formulation of the problem. researcher has some steps in analyzing the data, in order to make this research more specifically. The steps are used by the researcher to collect the data as follow:

1. Finding video script of speech that spoken by the informant (Director-general of WHO in press conference occasion to declared Covid-19 as a pandemic). Researcher found video script of speech that spoken by the informant (Director-general of WHO in press conference occasion to declared Covid-19 as a pandemic) by visiting this webside:
<https://www.who.int/director-general/speeches/detail/who-director-general-s-opening-remarks-at-the-media-briefing-on-covid-19---11-march-2020>.

2. Understanding the theory of figure of speech. In this step, researcher understands the theory of figure of speech. that used to analyse the video script of speech that spoken by the informant (Director-general of WHO in press conference occasion to declared Covid-19 as a pandemic).
3. Reading video script of speech that spoken by the informant (Director-general of WHO in press conference occasion to declared Covid-19 as a pandemic). Researcher reads through subtitle about the topic more than one, for the purpose to understand deeply about the video script.
4. Finding out and identifying all the words, phrases and sentences which containing figure of speech.
5. Researcher analyses data and classifying into figure of speech that spoken by the informant (Director-general of WHO in press conference occasion to declared Covid-19 as a pandemic).
6. Making the Conclusion After all the data have been analyzed, researcher makes conclusion from the result of research.