

CHAPTER III

RESEARCH METHOD

This study will demonstrate the research process, including the research design, topic and object of the study, data source, data collection methodologies, and data analysis techniques.

A. Research Design

The research design of this study is used a Descriptive Qualitative research method. In this study, the qualitative research procedure entails significant efforts, such as data analysis and evaluating the meaning of language power and the implementation of Ideology in Donald Trump's speech.

Sugiyono (2016) states that research methods are scientific ways of obtaining data with a specific purpose. The research methods used in this study are descriptive qualitative because, using these methods, the problems faced can be described. Pointed out Sarah (2019) states that qualitative description is a suitable strategy, a descriptive method addresses several possibilities for solving an actual problem by gathering data, compiling or clarifying, analyzing, and interpreting. Next, the researchers attempted to arrange the data. Then, the researchers took notes and analyzing the discourse using CDA model from Norman Fairclough. Finally, the researchers interpreted the data and presented them in paragraphs.

Highlighted from Nazir (2011) says that the purpose of this descriptive method is to create systematic, factual, accurate descriptions, qualities and relationships among investigated phenomena. This research thus describes the language expressions and perspectives that emerge, because after seeing the data state to be investigated, the researcher chose to adopt this approach. The qualities of the data displayed by the item correspond to the criteria indicated by this method. In this study, the data is presented in the text. This research is a technique used to investigate and comprehend a social or humanitarian issue.

The qualitative research approach in this study entails crucial efforts like data analysis and interpretation of the significance of power practices that appeared in Donald Trump's speech about national security and terrorism in the wake of the Orlando massacre on June 13 and has qualities and traits that are thought acceptable to be explored in this research.

B. The object of The Study

The object of the research is Donald Trump's Speech on National Security and Terrorism in The Wake of The Orlando Massacre on June 13, 2016, at Saint Anselm College in Manchester.

C. Source of Data

The research data is a video of Donald Trump's speech on national security and terrorism in the wake of the Orlando massacre on June 13, 2016. In order to prove that it is indeed Donald Trump's words, the researcher feels the need to

provide supporting data. This online video was found on LiveNow from the FOX youtube channel (<https://youtu.be/zV40c4bPCrA>) one of the American television media. This video shows Donald Trump taking place for speaking up about national security and terrorism that happened on June 13, 2016. The data sources used the video of Donald Trump's speech on June 13, 2016; the speech duration is 33 minutes 22 seconds, downloaded from Live Now from FOX's official channel on the Youtube platform.

D. Techniques of Collecting The Data

The researcher uses the Documentary technique in collecting data. The techniques to collect the data used by the researcher are as mentioned:

1. Searching for the video

The researcher searched for the video of Donald Trump's speech at Saint Anselm College in Manchester and found it online on livenow from the FOX Youtube channel. Then the researcher watched the video a couple of times thoughtfully.

2. Searching for the script

This step is not different from searching for the video; the transcript that researcher got from www.politic.com website or, to be more specific, the researcher got the transcript from (<https://www.politico.com/story/2016/06/transcript-donald-trump-national-security-speech-224273>)

3. Downloading the Video and the script

The last step is for the researcher to download and save both the script and the video once the data has been gathered. It will be utilized for the primary data to be studied for the script in details.

E. Data Analysis Procedure

The researcher utilizes certain stages according to Norman Fairclough's theory to analyze the data. Several things need attention in the data analysis procedure, especially the research objectives.

The following are the processes that must be taken:

1. Reading Donald Trump's speech on national security and terrorism in the wake of the Orlando massacre.
2. Analyzing Donald Trump's use of Power in the language used in his speech.
3. Analyzing the implementation of his Ideology in Discourse.

In this research objective, Critical Discourse Analysis (CDA) researchers serve as the theoretical framework of this project. CDA analyzes Discourse critically and uncovers social practices such as domination, hegemony, victimization, and exploitation of the oppressed. In this case, the researcher will use Fairclough's theory using three dimensions of Discourse; text analysis (text description), text processing analysis (text interpretation) and social event (explanation). To conduct textual analysis in this study as explained on chapter II.