

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

Descriptive qualitative research methodologies were used to conduct this study. Because the researcher only gathers data, organizes it into categories, and then examines it before making inferences about the data, this type of qualitative study is known as descriptive research.

Taylor (2016) defines qualitative research as an investigation that generates descriptive data from subjects' own written or spoken words as well as from observable behavior.

Utilizing descriptive qualitative research techniques, this study was conducted. It is referred to as descriptive qualitative research since the researcher just gathers, organizes, and analyzes data before making judgments about it. This study focuses on the speech that appears in Trevor Noah's critical satirical discourse while he was hosting The Daily Show with Trevor Noah. Trevor Noah, who discusses how the host of the Daily Show uses satire in this study, is used by the researcher to explore critical discourse and analyze the Level Of Critical Discourse Analysis And Social

Cognition .

The objective of this descriptive method, according to Nazir (2011), is to develop methodical, factual, correct descriptions, attributes, and correlations among researched phenomena. As a result of the researcher's decision to utilize this methodology after seeing the state of the data under investigation, this research explains the linguistic expressions and views that arise. The item's data has qualities that are consistent with the criteria suggested by this method. The data in this study is shown in the text. This type of research is a method for learning about and comprehending a social or humanitarian problem.

B. The Object of The study

This research will be based on material from the satirical "The Daily Show with Trevor Noah" YouTube channel. Because the researcher detected some innuendo in the video and it frequently occurs in other videos released on the YouTube channel The daily show with Trevor Noah, the researcher decided to do her research on this particular YouTube channel. As a result, the researcher is compelled to watch the film and determine its level of social cognition and critical discourse analysis satire.

C. Source Of Data

In This Study The daily show with Trevor Noah, a YouTube channel that features critical debate in the guise of comedy, served as the

study's primary source of research data. The researcher selects four movies, examines the critical discourse contained within, and detects any instances of social cognition and critical discourse analysis. Research data is A critical discourse analysis of the satire in "The Daily Show with Trevor Noah" produced the data used in this study.

There are some data from the research source that can be examined. This study serves as a record of Trevor Noah's Daily Show comments. With Trevor Noah through satirical conversation that is critical of his daily broadcast, with Trevor Noah as the subject.

D. Technique of Collecting The Data

When gathering data, the researcher employs the documentary technique. The following are the methods the researcher utilized to gather the data:

1. Searching The Video

Researchers searched for the video The Daily Show With Trevor Noah on the YouTube channel. Then the researcher watched the video several times while understanding the elements of satire in it.

2. Download The Video

Researchers Download 4 Videos of The Daily Show With Trevor Noah which contain satire elements in them, this can help researchers to make scripts.

3. Make A script

the last step is to make a script based on Trevor Noah's speech in a video then analyze it based on the structure of the text using Van Djik's Theory

E. Data Analysis procedure

To examine the data, the researcher employs specific steps from the Van Djik theory. The data analysis technique should pay particular attention to the research objectives.

The procedures that need to be followed are as follows: