CHAPTER III

3. Research Method

This part discusses the detail information about the method of the research design, data and data sources, instruments, techniques of data collection, and data analysis.

3.1. Research Design

In this research, the researcher uses qualitative approach. It is used to gain the understanding of underlying reasons, opinions, and motivations. It is used qualitative approach because the researcher collected the data from sports rubric in the Jakarta Post newspaper that are in a form of words or pictures rather than number. According to Slavin (1992:65) qualitative research is intended to explore important social phenomena by immersing the investigator in the situation for extended periods. So, it can be concluded that the researcher is the main instrument for gathering the data. In addition, this research is descriptive. It is descriptive because the researcher will describe about the reason of the sentence that is categorized into figurative language. And also described about the function of figurative language used in The Jakarta Post Newspaper.

The researcher also uses content analysis method. Content analysis is a technique for systematically describing written, spoken or visual communication. According to Neuman (1997: 272-273) content analysis is a technique for gathering and analysing the content of text. The researcher uses content analysis because the researcher analyses the content of sports rubric in The Jakarta Post newspaper that
refers to words, meanings, pictures, symbols, ideas, themes, or any message which can be communicated. The text itself is anything written, visual, or spoken that serves as a medium for communication.

3.2. Data Collection

3.2.1. Data and Data Sources

The data of this research are words, phrases, clauses or sentences used in The Jakarta post Newspaper and the data source of this research is taken from sports rubric in The Jakarta Post Newspaper which published in 1 June 2016 to 8 June 2016.

3.2.2. Instruments

The researcher was the main instrument in conducting this research. It is because the researcher is the one who collected and analysed the data. In this research, the researcher observes the words from The Jakarta Post Newspaper that contain figurative language. According to Moleong (2001:121), in qualitative research, the researcher becomes the designer, data collector, analyst, interpreter, and also result reporter of the research.

3.2.3. Techniques of data collection

The data are collected from sports rubric in The Jakarta Post Newspaper which published in 1 June 2016 to 8 June 2016. To collect the data, the researcher uses some steps as follows:

1. Download The Jakarta Post Newspaper from Press Reader application
2. Read The Jakarta Post Newspaper, especially in rubric sports
3. Underline the figurative language which are found in The Jakarta Post Newspaper

3.3. Data Analysis

After collecting the data, the researcher analysed the data to answer the research problems. In this research, the researcher uses some steps as follow:

1. Identifying the data that has been collected
2. Classifying and describing the reason why it is classified into the specific categories of figurative language
3. Describing the function of figurative language used in The Jakarta Post Newspaper

4. Making the final conclusion