

CHAPTER III

METHOD OF STUDY

3.1 Research Design

Approach of this research is qualitative approach. A researcher chooses it for showing the metaphorical captions and illustrations in the object of the study. “Qualitative research is the entire process of transformation of qualitative data by qualitative researcher. It deals with the process of analysis data through description analysis and interpretation,” Henry F. Wolcott in Andriani’s paper (2004:16). It means, qualitative research is the process of the gathering the qualitative data, which done by researcher to test the quality of objects and it is through the descriptive analysis and interpretation.

The researcher also uses the content analysis on purpose to give clear description of metaphorical statements in Abraham Lincoln’s speech. “Content analysis is a technique for gathering and an analysis the context and the content refer to meanings, pictures, symbols, ideas, or any message that can be communicated and the text is anything written, visual or spoken that serve as a medium for a communication”, Newman in Andriani’s paper (2004:16). Based on the statement, it clears that the content analysis is a technique for gathering and analyzing certain object of the content which is influenced by the context. The objects can be the form of words, ideas, symbols, meanings, or any messages which can be communicated and kind of appearances in the form of spoken, visual, or written and communicative.

While Borg and Gall in Andriani's paper (2004:17) "Content analysis is research technique for the objective, systematic, and qualitative description of the manifest content of communication, which is usually written such as textbook, composition, novel, newspaper, advertisement, and political speech, content analysis is used in conjunction with observational studies. The content analysis in this study is to obtain the description information and better understanding the problems.

3.2 Source of Data

The source of data for this research is taken from *Sabe* (speeches and letters of Abraham Lincoln, 1832-1865). The researcher takes a speech of Abraham Lincoln.

3.3 Data Collection and Selection

In this step, the researcher tries to observe the data relating with the object. The collecting data uses several procedures:

1. Collecting Abraham Lincoln's speeches from *Sabe* (Speeches and Letters of Abraham Lincoln, 1832-1865), then take three of it. They are Lincoln's First public Speech, Lincoln's farewell Address at Springfield, Illinois and His Proclamation for a Day of Thanksgiving.
2. Selecting the metaphorical statements to get easy in analyzing the data.

3.4 Procedures for Data Analysis

The procedures of data analysis are:

1. Presenting the metaphorical captions.

Heuristic reading is the first stage understanding speech. The researcher has to read the object of this research. It is based on Pradopo in Rokhimah's thesis (2009:43). So that, she will understand the language that use and she is able to present the metaphorical captions in the speech.

2. Describing the possible meaning of metaphorical captions.

The linguistic expressions are containers for meaning aspect of the conduit metaphor entails that word and sentences have meanings in themselves, independent of any context or speaker, (Lakoff and Johnson, 1980:12). It means, the metaphor has different meaning. It is appropriate in many situations that where the context differences don't matter and where all the participants understand the sentences in the same way. So, the researcher describes the possible meanings of metaphorical captions. The speech is the verbal means of communication that are able to help the people to get new information, new lesson and influence the audiences.

3. Determining the metaphors

According to Davidson in Tanaka (1994:83) states that Metaphors cause the audience to see things in a new light, but that to see something in a new light is the work of imagination. It means, the metaphor is the work of imagination to see something in a new light. The people or the speakers use it for describing something to express the messages of their speech. It is to make

the audiences easy to understand the message. So, the researcher determines the metaphors are used in the speech texts. A speaker uses the metaphors in order to the audiences easy to remember what the speaker said.