

CHAPTER III

RESEARCH METHOD

This chapter present about research design, unit of analysis, data sources, data collection technique, and data analysis technique.

3.1 Research Design

Research design is a part where a person wants to make a detailed of action. A research design will typically include how data is to be collected, what instruments will be employed, how the instrument will be used and the intended means for analyzing data collected. As cited in John W. Creswell book entitled *Qualitative, Quantitative, and Mixed Methods Approaches* (2014:41) Research designs are types of inquiry within qualitative, quantitative, and mixed methods approaches that provide specific direction for procedures in a research design. Others have called them strategies of inquiry (Denzin & Lincoln, 2011). In this research, the researcher uses descriptive qualitative approach to conduct this research. The researcher chooses qualitative research because it is concerned with characteristics of the data.

Bryman and Bell (2007) stated that qualitative research is a research strategy that indicates the relationship between theory and research and usually emphasize on how theories were generated. According to John W. Creswell he mentioned that qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data. The final written report has a flexible structure. Those who engage in this form of inquiry support a way of looking at research that honors an inductive style, a focus on individual meaning, and the importance of rendering the complexity of a situation (2014:32). Research question is a rich description of words (e.g. people, places, objects, events, and so on) rather than number and statistic.

This research discusses about critical discourse analysis and the data is speech of Donald Trump. Then it conducted by describing and analyzing based on the theories that have been discussed in the previous chapter.

3.2 Unit of Analysis

The unit of analysis of this research is utterances of Donald Trump's speech of Jerusalem as a capital of Israel. This research focuses in intended meaning, ideology and also power relation behind his speech. Then to conduct this research, the researcher is applying Teun A. Van Dijk's theory and Searle's theory to analyze.

3.3 Data Sources and Data

The source of the data of this speech is taken place at Presidential Palace or it can be called White House in Washington DC on Wednesday, December 06, 2017. The script of the speech is in an article which taken from a blog on the internet named The New York Post published on December 06, 2017 which entitled "Full Video and Transcript: Trump's Speech Recognizing Jerusalem as the Capital of Israel" in address <https://mobile.nytimes.com/2017/12/06/world/middleeast/trump-israel-speech-transcript.html?referrer=https://www.google.co.id/search?client=ucwebb&channel=sb&q=speech+trump+yerusalem&oq=speech+trump+yerusalem&aqs=mobile-gws-lite> Whereas, the speaker of this speech is Donald Trump who as President of United State America.

Then to make sure that it is Trump's speech, the researcher taken a video from www.youtube.com entitled "President Trump: US Recognizes Jerusalem as Israel's Capital 12/06/2017 [FULL SPEECH]". The official video first published on December 06, 2017 and uploaded on <https://m.youtube.com/watch?v=OAKxZeFc8Jk> . The aim of this is to indicate that the English transcription in an article is appropriate with the English language in the video. The researcher chose Trump's speech because this speech has a lot of fulmination. Moreover, Trump always gave a statement and speech which attracts the world's attention.

The data analysis of this research is utterances of Donald Trump's speech of Jerusalem as a capital of Israel. This research focuses on social life covering intended

meaning, ideology and power relation of Donald Trump's speech. Then to conduct this research, the researcher is applying Teun A. Van Dijk's and Searle's theory to analyze.

3.4 Data Collection Technique

The speech of Trump used as the data for this research. The data of this research are collected by doing some steps which is mentioned and explained as such:

1. Search the script

As the first step of collecting data, researcher uses a script observation. It is looking for Donald Trump's speech from the network. Then it is found in blog on the internet named The New York Post.

2. Search for the video.

After the script has been found, then researcher looks for the video. The ways of searching this video is same with script. It is found in www.youtube.com with entitled "President Trump: US Recognizes Jerusalem as Israel's Capital 12/06/2017 [FULL SPEECH]". The aim of this is to indicate that the English transcription is appropriate with the English language as in the video.

3. Download the script and the video.

The last step of data collection technique downloaded. After the data both the script and video have collected. Researcher downloads them and then save them.

This research uses the script as a main of the data analysis.

3.5 Data Analysis Technique

After organizing and preparing the data, the researcher comes to the analysis steps. This research is a Critical Discourse Analysis (CDA). Hence, this data analysis must to accordance with the nature of CDA. The researcher uses some step according to Van Dijk's theory and described from began to the end of the data analysis technique. There are thus steps such:

1. Firstly, the researcher read the data in script from an article of Trump's speech about Jerusalem as a Capital of Israel.

2. Then, the researcher saw and listen the data from the video. It must be done cause to make sure that it is Trump's speech and also to indicate that the

English transcription in an article is appropriate with the English language in the video.

3. Thirdly analyzed the data in three parts uses Teun A. Van Dijk's theory and Searle's theory:

1. To find the intended meaning, the researcher uses Van Dijk's and Searle's Theory:

1.1 Microstructure:

- Semantics: Detailed, Meaning, Presupposition, Proposition, Modality
- Syntax: Denial, Pronoun
- Rhetorical Speech: Hyperboles

1.2 Searle's Theory:

- Representative
- Directive
- Commissive
- Expressive
- Declaration

2. To find the ideology, he researcher uses categories ideology schema as below:

- Membership Criteria
- Typical Activities
- Overall Aims
- Norms and Values
- Position
- Resources

3. To find the power relation the researcher makes an interpretation from intended meaning and ideology. After that makes a statement that show power relation of Donald Trump

4. The last step made a conclusion of this research.