

CHAPTER III
RESEARCH METHODOLOGY

Research methodology is an essential aspect for a research. It explains the researcher's ways in conducting a research. This study intends to describe the phenomena of metaphors in Obama's inaugural speech. In this case, the descriptive research is suitable to be applied in this study. The data analyzed in this study are in the form of words, phrases, or sentences. The data in this research are not analyzed in statistical procedure.

3. 1 Research Approach

3. 1. 1 Source of Data

The source of data in this study is taken from the *viva news.com*. it is daily news blogs. The *viva news.com* is considered as the most popular international or national news among certain social, political, bussines, world, science thechnology, sport. The rsearch investigated metaphors in Obama's inaugural speech published on January 16th 2009 22.52 WIB (Haryadi, Pardede, Galih, and Amri).

3. 1. 2 Data Collections Technique

In this analysis, used documentation technique in analyzing the Obama's inaugural speech in the *viva news.com*. Arikunto (2006: 234) state that conducting a research since the data analysis in the form of words, phrases, and sentences, so the documentation technique is

appropriated used. According to him, documentation is technique applied to find out variable or something in the form of notes, newspaper, and magazine.

3. 1. 3 Data Analysis

The metaphors in the Obama's inaugural speech are analyzed in accordance to the problems and the targets of the study. Some steps in collecting the data were:

1. The first step is processing the Obama's inaugural speech. It is to explore whether metaphors exist within the the Obama's inaugural speech in *viva news. Com*.
2. The second step is identifying metaphors in the Obama's inaugural speech.

The procedures for data analysis are as follows:

1. Identifying metaphors
2. interpreting the meaning of metaphors
3. Find out types and meaning the metaphors are used in Obama's inaugural speech. Maked a table consist of the numbers, the metaphors, the types of metaphors, and the meaning of metaphors.

The table is drawn as follows:

Table 3.1 Types And Meaning The Metaphors Are Used In Obama's Inaugural Speech

No.	Metaphor (word, clause, phrase)	Types	Meaning
1	The words have been spoken during rising tides of prosperity and the still waters of peace
2
3
n

The last step was conclusion in which the researcher drew some conclusions of data analysis that presented in chapter V.