

CHAPTER III

RESEARCH METHOD

3.1 Research Design

In this research, final debate was delivered by two U.S. president candidates was analyzed by the researcher, and then focused on ethos, pathos and logos used by two U.S. president candidates. To determine what kind of ethos, pathos and logos that were used in U.S. president debate candidates. This research used qualitative method. This research will likely be exploring qualitative aspects of rhetoric. This research descriptively analyzes rhetoric proofs in U.S. president debate candidates and how they deliberately hides it.

Based on the the purpose of the study in previous chapter, the researcher used is qualitative method. Creswell stated in his book that qualitative research is a critical theory which the researcher concludes with an interpretation of what perspective from what they see, hear and understanding (2013:18). His statement guide the researcher's purposes because analyzes the data from video and from transcript needed researcher own perspective and support by experts theories. Researcher collected data from video debate which is visual images gathering data from video on youtube is audiovisual materials and transcript text is document, this qualitative data was in rhythm with Creswell's statement that there are four kinds of qualitative data which can be collected, they are observations, interviews and questoinnaires, documents and audiovisual materials (2012:212). The data which are taken by researcher consist of images and utterances and they were depicted and constructed in form of words and sentences as in the speech.

3.2 Data Sources and Data

Data source in english delivered by two U.S. president candidates at the debate candidates in Las Vegas, Nevada on October 19 2016. Video of the debates was

published on October 19 2016 in a debate entitled youtube Watch the Final Clinton-Trump Debate (Full Debate - 10-19-16),downloaded on March 15 2017in Surabaya taken from <https://www.youtube.com/watch?v=fEE5IFwQc6o>. The Text debate was also taken from <http://www.nbc.org/textdebatethefinalclinton-trumpdebate.txt> downloaded on March 15 2017. The data are taken in the form of utterances which are then analyzed to determine ethos, pathos and logos that appear.

The Collection of debate candidates program comes from youtube. The language used by two U.S. president candidates on their last debate as a was held by CPD. This language becomes the presupposed knowledge in analyzing the data. There is no legal or copyright issue as this data is a public consumption. The medium of the data original debate is spoken, but the debate is already transcript form by the authority for media. The Transcript was published in the form of text. The debate collection comes up as a web based source. It means that the text is accessed through the official website and requires the use of internet.

3.3 Data Collection Techniques

To find the data, the researcher uses three steps. They are:

- a. The researcher downloaded the video.

Data source via download obtained by researcher, because from this way the data can be found in more detail, clear, and the actual facts. The data were published on October 19 2016 and downloaded on March 2017.

- b. The researcher downloaded debate transcript text of two U.S. president candidates in <http://www.nbc.org/textdebatethefinalclinton-trumpdebate.txt>
- c. The text was then compared to the video to make sure there was no difference between both source.

3.4 Data Analyzing Techniques

There are some techniques that researcher takes to do analysis, as shown below:

- a. Finding the utterances that consist some of rhetoric proofs.
- b. Deciding the kind of some rhetoric proofs of each utterances found.
- c. Categorizing the rhetoric proofs.
- d. Interpreting the utterances that consist of some of rhetoric proofs in the debate speech.
- e. Analyzing the utterances by theory of rhetoric proofs in the debate speech.
- f. Making discussion and giving an explanation about interpreting the data.
- g. Drawing the conclusion of all analysis in this thesis.