

CHAPTER III

RESEARCH METHOD

This chapter shows the reader about how the researcher uses the method for the research. There are four organized in this chapter, they are research design, source of the data and data, data collecting technique, and data analysis technique.

3.1 Research Design

In this research, firstly the speech was delivered by Jokowi the President of Indonesia was analyzed by the researcher, and then focused on the style of language used by Jokowi. To determine what kind of style of figurative language and meaning in expressions and sayings were used by Jokowi in a speech in English. Besides trying to explore speech, expression, and descriptions given by Jokowi in a speech he delivered. To explain the content and meaning of the speech delivered by Jokowi used qualitative descriptive method for the analysis. Because by using this method can be more detailed and clearly present the results of the analysis. According Creswell (2008: 11) stated that qualitative research methods as an approach to explore and understand the symptoms. The Notion qualitative methods are also presented by Lawrence (2001: 3) that research using qualitative methods refers to the meanings, concepts, definitions, characteristics, metaphors, symbols, and descriptions of things.

Therefore, it can be concluded that the qualitative research refers to explain and illustrate the data analysis based on the data source. This research uses descriptive qualitative method, the purpose of this research to identify the meaning of each word and expression in a speech delivered by Jokowi and to determine the correlation in each sentence, phrase, and words in the speech delivered by Jokowi.

3.2 Source of Data and Data

Data source in English speech delivered by Jokowi of President at the APEC CEO Summit 2014 event in Beijing China on November 10th 2014. Participants Events APEC (Asia Pacific Economic Cooperation) CEO followed by several countries around the world such as Australia, Brunei Darussalam, Canada, Japan , South Korea, Malaysia, New Zealand, Philippines, Singapore, Thailand, United States, China, Hong Kong, Taiwan, Mexico, Papua New Guinea, Chile, Peru, Russia, Vietnam. Video of the speech was published on November 11th 2014 in a speech entitled youtube account English Jokowi APEC CEO Summit 2014, downloaded on February 20th 2015 in Surabaya taken from [http://www.presentasi.net/pidato-presentasi-presiden Jokowi / #sthash.rXY90Qmw.dpuf](http://www.presentasi.net/pidato-presentasi-presiden-Jokowi/#sthash.rXY90Qmw.dpuf). The speech text was also taken from <http://www.englishindo.com/2014/11/full-teks-pidato-jokowi-dalam-bahasa-inggris-apec-ceo-summit.html#sthash.EI9arQcC.dpuf>, downloaded on February 20th 2015. The data are taken in the form utterances which are then analyzed to determine the style of language and implied meaning of each phrase, utterance that appears.

3.3 Data Collection Techniques

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

- a. The researcher downloaded the video.

Data source via download obtained by researcher, because in this way the data can be found in more detail, clear, and the actual facts. The data were published on November 11th 2014 and downloaded on February 20th 2015.

- b. The researcher downloaded speech text of Jokowi the president of indonesia in <http://www.englishindo.com/2014/11/full-teks-pidato-jokowi-dalam-bahasa-inggris-apec-ceo-summit.html#sthash.EI9arQcC.dpuf>.
- c. The text was then compared to the video to make sure there was no difference between both source.

3.4 Data Analysis Techniques

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

- a. Finding the utterances and phrases in the speech that consist of figurative meaning.
- b. Deciding the kind of figurative language of each sentence found
- c. Categorizing the figurative language
- d. Interpreting the meaning of utterances in the speech as figuratif language.

- e. Analyzing the utterances and phrases in the speech that have function as figuratif language with (Hymes, 1972 : 54), (Krippendorff, 2004 : 16) , (Holman, 1992: 338), and (McArthur, 1996 : 653).
- f. Making a discussion and giving an explanation about interpreting the data.
- g. Drawing the conclusion of all analysis of the data in this thesis.