

CHAPTER III

RESEARCH METHOD

This chapter presents about research design, data sources, and research instrument, data collection, and data analysis.

3.1 Research Design

There are two types of research method, namely qualitative and quantitative. The difference between quantitative and qualitative research is framed in terms of using words (qualitative) rather than number (quantitative) (Creswell, 2009: 22).

Marczyk et al. (2010:17) explain that qualitative studies typically involve interviews and observations without formal measurement. Guest et al. (2013: 3) also states that qualitative research involves collecting and/or working with text, images, or sounds.

Creswell (2013: 45) in his book, *Qualitative Inquiry and Research Design* explains that there are several characteristics of qualitative research, there are: 1) Qualitative researchers often collect data in the field at the site where participants experience the issue or problem under study. 2) The qualitative researchers collect data themselves through examining documents, observing behavior, and interviewing participants. 3) Qualitative researchers typically gather multiple forms of data, such as interviews, observations, and documents, rather than rely on a single data source. 4) Qualitative researchers build their patterns, categories,

and themes from the “bottom up,” by organizing the data inductively into increasingly more abstract units of information. 5) In the entire qualitative research process, the researchers keep a focus on learning the meaning that the participants hold about the problem or issue, not the meaning that the researchers bring to the research or writers from the literature. 6) The research process for qualitative researchers is emergent. 7) Researchers “position themselves” in a qualitative research study. 8) Qualitative researchers try to develop a complex picture of the problem or issue under study.

This study discusses about one of language’s phenomena in the kind and use of cohesion in Joko Widodo’s speech at APEC CEO Summit 2014. It can be designed as qualitative research because it is concerned with characteristics of the qualitative research. Beside it, this study is classified as descriptive qualitative since the data of this study are in the form of texts which are taken from the text of Joko Widodo’s speech. Therefore, the suitable research design which can be applied in this study is qualitative.

In short, the research design of this study is descriptive qualitative since it has purpose to describe the phenomena of language especially cohesion that used by Joko Widodo’s speech at APEC CEO Summit 2014.

3.2 Sources of Data and Data

The source of the data comes from the video and transcript of Joko Widodo’s speech at APEC CEO Summit 2014. The transcript is taken from the website <http://thejakartaglobe.beritasatu.com/news/waiting-invest-indonesia-jokowi-tells-apec-speech/>. The official video of APEC 2014 is taken from

youtube.com entitled “Joko Widodo, President of Indonesia, at the APEC CEO Summit”. The official video uploaded at https://www.youtube.com/watch?v=Lo2jx_IFAoU. This video first published on November 9, 2014.

The data of this research are words and phrases in Joko Widodo's speech at APEC CEO Summit 2014 which contains cohesion.

3.3 Research Instrument

Research instrument is a tool or equipment that used to collect the data. Based on the characteristics of qualitative research by Creswell (2013: 45), the qualitative researchers collect data themselves through examining documents, observing behavior, and interviewing participants. In the other word, in qualitative research, the researcher is the key instrument.

Research instrument that is used in this research is the researcher itself (human instrument). It means the researcher as an instrument that involved in this research for doing research and finding data. The researcher observes and takes an important participation by listening, understanding, browsing, selecting, taking notes, and analyzing the utterances that contain cohesion. The researcher also plays the main person in identifying and analyzing the data sources in accordance to the problems of the study which has been formulated before.

3.4 Data Collection

The data of this research are collected by doing some steps. Firstly, it was started by observing the video and transcript of Joko Widodo's speech at APEC CEO Summit 2014. Then, the researcher searched the cohesion in the speech

when watching the video and reading the transcript. Secondly, the data are chosen by dropping unnecessary and identifying the needed data. Thirdly, the data are arranged systematically in accordance to the problem of the study. For detailed procedures of data collection process are shown in the diagram:

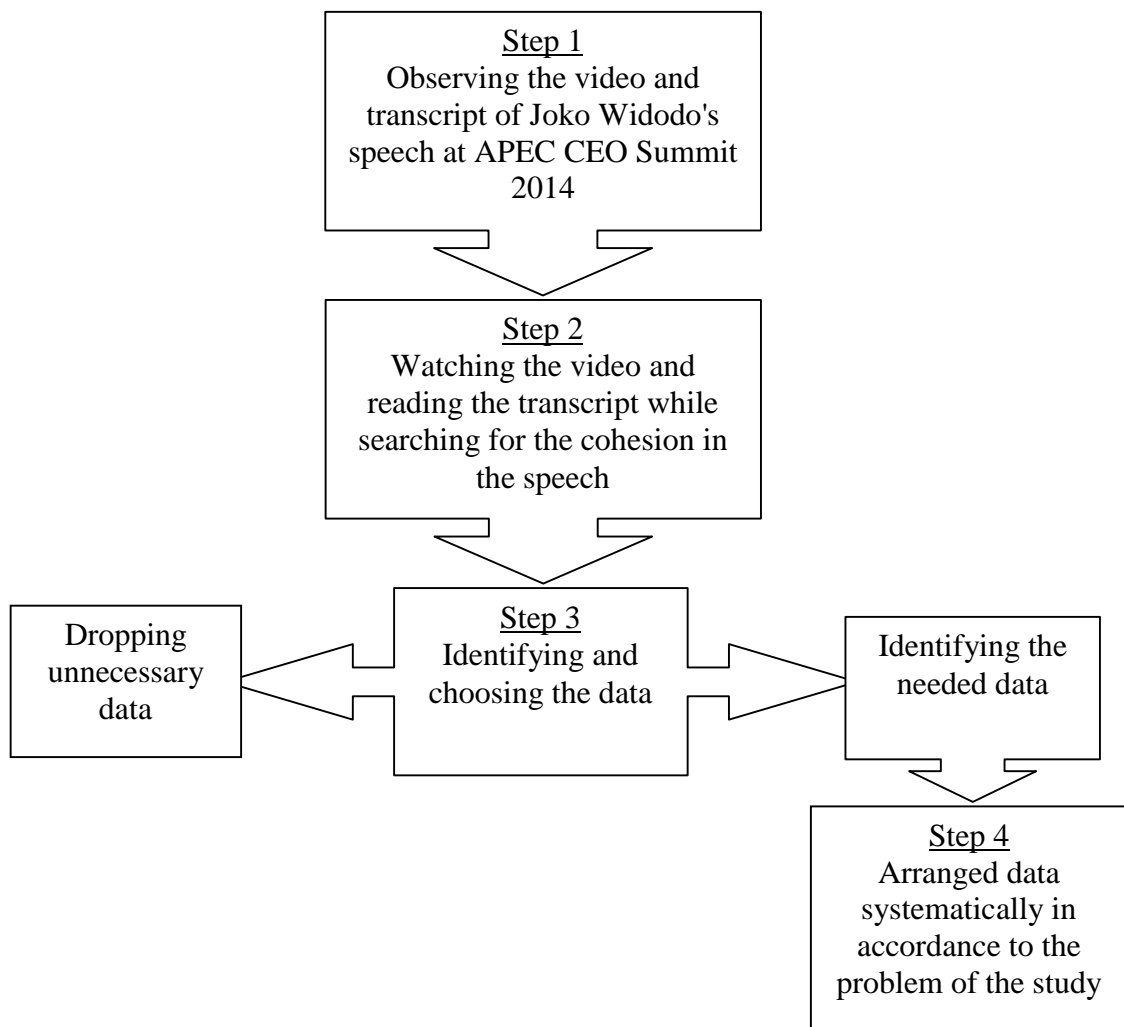


Diagram 3.1
Procedures of Data Collection

3.5 Data Analysis

After organizing and preparing the data, the researcher comes to the analysis steps. The data are analyzed as the following steps. First, the researcher reads all the data from the video and transcript of Joko Widodo's speech at APEC

CEO Summit 2014. Second, the researcher describes and explains the data based on the problems of the study. Next, the data classified into cohesion devices type based Halliday and Hasan theory. The data are being classified by using table:

Table 3.1
Table of Cohesion Classification

No	Types of Grammatical Cohesive Devices		Occurrence
1.	Reference	Personal reference	
		Demonstrative reference	
		Comparative reference	
2.	Substitution	Nominal	
		Verbal	
		Clausal	
3.	Ellipsis	Nominal	
		Verbal	
		Clausal	
4.	Other types		

Then, the data are analyzed and discussed by using Halliday and Hasan and Paltridge's theory of functions of cohesion. The last, researcher draws conclusion of the research.