

CHAPTER III

RESEARCH METHODOLOGY

This chapter explains the method of the research. The content of this chapter is design of research, source of data and the data, data collection and data selection, and data analysis.

3.1 Design of the research

This study uses a qualitative approach because the research subject is speech. The object of this research is language or text, so in this study the writer tries to find the deepest or most basic meaning to analyze what is meant by the statement that has been spoken by someone so that the writer knows the meaning and purpose. A qualitative approach is a general way of thinking about conducting qualitative research. As Moleong mentined in his book

“Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perception, motivation, action, etc. holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods.” (2005:6)

3.2 Source and data

The data are utterances in Prabowo’s Speech that is about presidential campaign on November 04 2018 in Boyolali. This speech was taken because it caused controversy in the community, especially residents Boyolali. The video of Prabowo's speech was downloaded on Sunday, September 15, 2019.

3.3 Data Collection Tehnique

The way the writer collected data as below :

1. Downloading the video
2. Watching the video
3. Marking the uttarances that indicate political discourse
4. Trancribing the speech

3.4 Data analysis Tehnique

in analyzing Discourse analysis Prabowo subianto failed to win the hearts of the boyolali people in presidential campaign speech, there is some steps by the researcher.

1. Marking the uttaranecs which contain political discourse

Interpreting the utterances using CDA theory by van Dijk determines the political perspective, the use of language power and social issues and supported by Fairclough and Wodak theory.

