CHAPTER 3

RESEARCH OF METHODOLOGY

3.1 Research Design

This research used qualitative approaches because the subject of the research is the speech, it needed the data from the spoken utterances in the speech text, included the words, the utterances, and the sentences. According to (Ary, 2002:320) this research is categorized in to qualitative because the data were not in the forms of numbers. Qualitative approach is a general way of thinking about conducting qualitative research. As Denzin & Lincoln mentioned in their book,

"Qualitative research is a situated activity that locates the researcher in the world. It consists of a set of interpretive, material practices that makes the world visible. These practices transform the world. They turn the world into a series of representations, including field notes, interview, conversation, photograph, recording and memos to the self. At this level, qualitative research involves an interpretive, naturalistic approach to the world. That means qualitative research study things in their natural settings, attempting to make sense of or interpret phenomena in terms of the meaning people bring to them." (Denzin and Lincoln, 2005:3).

By using qualitative approach, researcher was collecting and interpreting the data which involved everything that was found in the data.based on the world view and knowledge. By doing qualitative approach, this research was aimed to reveal the power represented in Greta Thunberg's speech. The researcher used van Dijk critical discouse study by using sosiocognitive approach (2009:67-68) which are the analysing context, macrostructure semantics, semantics local, the relevance of a disguise formal structure, context models, event model, social cognition, ideology, social situation, the dimension of social macro-micro, discursive act as a social-politic action, actor as a participant, and social structure. To analyse its power, the researcher has 3 power indicators which are individual imposition, vision confirmation and transformation, and strategic situation.

3.2 Data and Source of Data

Source of Data of this research were Greta Thunberg's speech conducted in United Nation Climate Action Summit on September 23, 2019, and the script of the speech. And the data was taken from the speech of Greta Thunberg which was spoken utterances; it included the words, the phrases, and the sentences. The spoken utterance can be indicated by 1) informing the audience about climate change 2) using power to press the world leader to do the act towards climate change. Another data seconder were needed to straighten this research, those included Greta statements in her speeches and in many Talk Shows she attended such as in The Daily Show by Trevor Noah and The Ellen DeGeneres Show, video documentaries, and the news about Greta's struggle towards climate crisis.

3.3 Data Collection

The researcher used Greta Thunberg's speech for this study. The data of this research was collected by the steps as follows:

3.3.1 Searching the video. The researcher uses video recorder observation of Greta Thunberg's speech in the video base website youtube.com in this link https://www.youtube.com/watch?v=KAJsdgTPJpU

3.3.2 After watching the video. The researcher looking for the script of speech, it is found in the link https://www.npr.org/2019/09/23/763452863/transcript-greta-thunbergs-speech-at-the-u-n-climate-action-summit

3.3.3 The final step, the researcher downloads the video and the script. After both data have collected, those will be used to be analysed.

3.4 Data Analysis

In analysing the power represented in Greta Thunberg's speech, the researcher used the power theories which analyse three indicators of power such as: individual imposition, vision confirmation and transformation, and strategic situation, and van Dijk's Critical Discourse Study using selected 13 steps of Sosiocognitive Approach. Those steps conducted by researcher as follows:

3.4.1 Reading Greta Thunberg's speech about the climate change at UN Climate Action Summit 2019.

3.4.2 Categorizing the data in the table based on 4 topics; climate change issue, children as future hope, press world leaders, and the children movement.

3.4.3 Analysing the data using the selected 13 steps of Van Dijk Sociocognitive Approach which based on analysing; text, social cognition and social context.

3.4.4 Analysing the data in each topic which indicate power in three indicators such as individual imposition, vision confirmation and transformation, and strategic situation.

Individual imposition is analysing the capacity of an actor in social relations to impose his/her will on other actors in social relations,	←	selected/relevant steps from 13 steps Van Dijk
Vision confirmation and transformation is analysing the action of making people see and believe.	←	selected/relevant steps from 13 steps Van Dijk
Strategic situation is analysing the "strategy" in three different senses; (the means, the way and the procedure confrontation)	←	selected/relevant steps from 13 steps Van Dijk