CHAPTER III

METHOD OF THE STUDY

This chapter is very important in this study because this chapter provides the guideline of this study to get the analysis systematically. The writer divides into five sub chapters, those are (3.1) nature of study that is the procedure before analyzing the data, (3.2) source of data that is the source that the writer gets, (3.3) the data that is data that the writer uses for analyzing, (3.4) instrument of the study that is the writer tools to collect the data, (3.5) data collection technique that is the writer's way to collect the data, and the last is (3.6) data analysis that is some steps that the writer does before writing this study.

3.1 Nature of Study

This sub chapter, the writer's plan or the procedure to analyze the data. Creswell states that research designs are plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis (2009:22).

From the quotation above, it can be concluded that nature of the study is procedure to analyze the data from board to detail or from general explanation to specific explanation. The writer should do this sub chapter because the writer hopes that the writer would be able to analyze the data and gets the point or the purpose of this study and the writer describes the data in general discussion until specific discussion.

Creswell said that there are three types of this sub chapter, those are qualitative (words), quantitative (numbers), and mixed methods (the combination

between qualitative and quantitative). Creswell also explained the differences between all the three methods. Qualitative is using text analysis and the data are like documents, interviews, and audio-visual data. In quantitative, the analysis using statistical analysis and the data are like attitude, observational, and census. Whereas, mixed methods is the combination of qualitative and quantitative methods (2009:22).

In this study, the writer uses qualitative method because the writer uses documents data. At the same time the writer would like to describe the meaning, how, and why the words are used in the news program *"Pojok Kampung"* on JTV Surabaya. From the quotation above, it can be concluded that qualitative is used by the writer to describe the data in specific words. In this study, the writer only describes the data in specific. So, the writer uses descriptive qualitative in this study.

3.2 Source of Data

This sub chapter, the writer provides about source of data that the writer takes before analyzing this study to support the writer writes this study. The writer gets source of data from news program *"Pojok Kampung"* on JTV Surabaya. This news program which is on Wednesday, 18 February 2015, 09:00 p.m. to 10:00 p.m. edition.

3.3 The Data

The data that are used are the utterences especially only Suroboyoan dialect words in the news program *"Pojok Kampung"* on JTV Surabaya which discusses news about East Java using Suroboyoan and the data consist of one episode.

3.4 Instrument of the Study

To get the data, the writer used tablet advance its color is black to record the data, there are two ways to get the data.

3.4.1 Recording

Record is an activity that perpetuate something through the record device, something that could be in the form of audio, visual, or audio-visual that can be heard or seen as like evidence.

3.4.2 Questionnaire

The writer gave written questions and the informant were asked to answer the questions on answer sheets. The writer got the information from car free day committe, the writer wants to get the information about the amount of people who are jogging in the Taman Bungkul. The amount of people is about more or less five hundred people. In fact, the amount of people less than one two hundred people. The writer only get one hundred fifty people in Taman Bungkul as the informant.

3.5 Data Collection Technique

Data collection is the way that the writer does to collect the data before the writer writing this study. The writer does this way until the writer can draw the analysis and makes a conclusion about this study. The ways that the writer does before the writer makes this analysis are:

3.5.1 Interview

The writer would like to interview JTV's crew to collect the additional data before the writer writing this study. The writer does this way to answer

satatement of the problem how is viewer respon toward the news program *"Pojok Kampung"* on JTV Surabaya.

3.5.2 Record

In this study the writer records news program *"Pojok Kampung"* on JTV Surabaya which is on Wednesday, 18 February 2015, 09:00 p.m. to 10:00 p.m. edition as a data collection.

3.5.3 Transcript

Transcript is changing activity in the recordings form of audio, visual, or audio visual in the form of the text. The writer would like to play back the recording and after that the utterences would be transcripted in the form of the text.

3.5.4 Selection

Selection is choosing activities, in this case the news program is chosen as the collection of data. This news program consists of some news but the writer only takes one episode news that would like to used as the data to analyze in this study. From data in the form of the text, the writer selects fifteen words that would like to used as the object in this study.

3.6 Data Analysis

Data analysis is steps that the writer do until the writer draws the conclusion about the analysis.

3.6.1 Translate into common standart East Java

Translate is to change the meaning of the language activities in other languages. In this case the writer would be interpret the *Suroboyoan* words into standard Java and then Indonesian and the last is English. The readers who do not

know *Suroboyoan* would be easy to understand the meaning of words that exist in this study.

3.6.2 Describe how those Suroboyoan words are used

The writer describes how *Suroboyoan* words are used in the news program *"Pojok Kampung"* on JTV Surabaya to know the real meaning that are implicated in it, when those words are used. Several ways would like to discussed more detailed in data analysis.

3.6.3 Describe why the news program *"Pojok Kampung"* on JTV Surabaya uses Surabaya dialect

The writer describes why does the news program *"Pojok Kampung"* on JTV Surabaya to know why the news program *"Pojok Kampung"* on JTV Surabaya uses *Suroboyoan* dielect.

3.6.4 Describe how are viewer responses toward the news program *"Pojok Kampung"* on JTV Surabaya

The writer describes how *Suroboyoan* words are used in the news program *"Pojok Kampung"* on JTV Surabaya. The reason why *Suroboyoan* words are used, to establishes and maintains good relationships between the program with the audiences in Surabaya and the Surabaya's people who live out side Surabaya.

3.6.5 Drawing conclusion based on the analysis of the data

Before reaching at this stage, the writer must finishes the stages before in order to get the drawing of conclusion based on data that have been analyzed. This stage is the answer from stages before.